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Dealers up in arms over what they see as return to subsidies

Fleet incentives called threat to franchising

By Richard A. Wright and John Russell

The auto makers say there has been no return to "the bad old days" of fleet subsidies, but franchised new-car dealers around the country are getting steamed up over what they view as subsidies which allow fleet buyers to acquire new cars at prices lower than franchised dealers can.

"Dealers are very concerned about fleet subsidies, which are a threat to the franchise system itself," said George W. Lyles, High Point (N. C.) Chevrolet-Rolls-Royce dealer and president of NADA.

W. L. McColloh, Olds-Cadillac-Honda dealer in Ardmore, Okla., said almost 80 percent of the General Motors dealers in his state endorsed a letter directed to Roger B. Smith and F. James McDonald expressing concern over fleet subsidies.

Ed Mullane, president of the Ford Dealers Alliance, said litigation to stop fleet subsidies and incentives is a possibility and said his group has launched a "moral crusade" against the practice.

Lyles said the fleet programs are stirring wide concern among dealers and that at NADA's recent board meeting in San Francisco it was a key topic of discussion.

All makers are now offering what dealers called "subsidies" and what the makers call "incentive programs."

Spokesmen for the manufacturers said the fleet programs are designed to give fleet buyers the same kind of break that retail customers get in the various sales incentive and rebate programs.

But McCulloh said that as a fleet buyer (for his rental and leasing operation), he can buy cars at a better price than he can as a franchised dealer. "That's not right," he said.

The Oklahoma Automobile Dealers Assn.'s GM line group is not happy about retail incentive programs either, McCulloh said. Nor are dealers in general, according to NADA.

McCulloh said the letter sent to top GM management dealt with a number of issues, the most serious of which were price concessions to fleet buyers and "knee-jerk reactions of the past year in an assortment of sweepstakes, rebates, bonuses and interest reductions."

On fleet subsidy programs, the letter said: "It was unanimously agreed no price should be available below dealer's cost. By such practice, a used-car advantage within the rental and leasing industry is created. This practice was abandoned in 1968 after strong objections from the dealer body."

The dealers did not object only to the temporary fleet-buyer incentives, but also to the retail incentive programs, which they said stimulate sales for a short period, but also have a counter-productive effect.

"Many buyers postpone purchases waiting for the 'other shoe to drop,'" the letter said. "Appreciating the need and effort to stimulate sales, elimination of continued anticipation of better things to come may create more stability in sales promotion."

The Oklahoma dealers said

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Surprise at Birmingham

Nissan unveils tiny Micra

Visitors to the International Auto Show in Birmingham, England were surprised to see another new car from Nissan, the fifth in the past year. The car is a sub-subcompact called the Micra. It is 142 inches long on a 90.5-inch wheelbase, weighs only 1,400 pounds and is said to get better than 50 MPG with its one-liter engine. It will go on sale in Europe next spring. Birmingham show story is on Page 3.

breaking news

UAW loses Chevy white-collar vote in Flint

FLINT.—Salaried workers at the Chevrolet Manufacturing Plant here rejected the UAW as their bargaining unit by a vote of 87 to 32. The union has made moves to organize white-collar workers at seven other General Motors plants. Interest in unionization by salaried workers at GM began last spring when workers said they were laid off selectively without regard to seniority. They said they wanted job security and better merit and rating systems.

GM and EPA at odds over 1978-model callback

DETROIT.—The EPA has ordered General Motors to recall and fix some 609,000 of its 1978 vehicles that exceed oxides of nitrogen standards. GM already is recalling 439,000 of that total and disagrees with the EPA on two points. It says cars in the 12 warmer-climate states need not be recalled and it will repair vehicles in the 439,000 group which have

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Domestic model total sliced to 271, but more are coming

By John K. Teahen Jr.
Managing Editor

Here-and-there trimming by four of the domestic auto makers reduced the U. S. model count to 271 as the 1983 season got underway. The total is down from 307 at the end of the '82 model year.

There are more to come, in line with the domestic makers' new-found practice of throughout-the-year introductions. The latecomers will add at least 20 models to the current count.

Each of the Big Three has some offerings in the wings. Ford Motor Co. has yet to introduce its '83 Thunderbird, Cougar, Ford Tempo and Mercury Topaz lines. General Motors is preparing its Corvette and the Chevrolet Cavalier and Pontiac 2000 convertibles.

In Chrysler Corp.'s '83 future book are a couple of stretched LeBaron limo types, the LeBaron Town & Country (woody) convertible and the front-wheel-drive New Yorker.

Another factor: Honda is about to start marketing U. S.-built cars.

And there could be more additions if, as last year, the domestic manufacturers decide that some stripped models are needed to combat the consumers' continuing resistance to high prices.

Of the current 271 models, GM has 131, Ford Motor Co. has 79, Chrysler Corp. has 38, American Motors has 16 and Volkswagen has 7 (the VW figure includes only U. S.-built cars).

Final totals for '82 were: GM, 137; Ford Motor, 93; Chrysler Corp., 48; AMC, 23, and VW, 6.

So at this point in the '83 campaign, GM is down 6 models; Ford is down 14; Chrysler is down 10; AMC is down 7, and VW is up one.

American Motors made deep cuts in its AMC lineup, knocking out two Spirits, five Eagles and six Concords. Production of some of those models ended last spring. The overall American Motors total is down by only seven models because it now builds the Renault Alliance, a six-model line.

Chrysler Corp. reduced its total by tightening up its offerings in the LeBaron/Dodge 400, Aries/Reliant, Omni/Horizon and Charger/Turismo lines. Thirteen models were axed, and three were added -- four-door sedans in the new Chrysler E-Class and Dodge 600 series.

Ford Motor's changes were extensive — 18 models added and 32 dropped for a net dip of 14.

There are more Ford EXP and Mercury LN7 selections (trim packages have become separate models), but fewer Escort and Lynx choices. Also, the new Ford LTD and Mercury Marquis models are not as numerous as the Granada and Cougar units they replaced.

At GM, Buick added a number of T-Types and there are new station wagons for the Buick Skyhawk and Oldsmobile Firenza J-cars. But reductions elsewhere — chiefly by Chevrolet — cut GM's model count by six.

The Automotive News new-model analysis includes all models the domestic manufacturers are pricing and/or merchandising individually. It does not include engine options. For example, an Oldsmobile Delta 88 four-door sedan is one model even though it is available with a V-6 gas, a V-8 gas or a V-8 diesel engine.

The 271 models currently on the books consist of 104 four-door sedans, 126 two-doors, 36 four-door wagons and five convertibles. (The two-door total includes hatchbacks, which some

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GM cleanup incentive: 10.9 pct. loans on '82s

General Motors kicks off a new far-reaching, 10.9 percent consumer finance program today (Nov. 1). It undercuts those of several competitors.

The new consumer finance program is offered only through GMAC. It runs from Nov. 1 to Dec. 31 and covers all new '82 cars, light-duty trucks and vans (except for LUV pickups, covered separately by $600-$800 rebates and dealer incentives and extended protection plan for diesels).

The GMAC program is available only on retail deals. Fleet and lease sales are excluded.

General Motors had estimated gross stocks of 800,000 cars on Oct. 10, of which nearly 500,000 were '82s. It also had more than 200,000 '82/'83 trucks in gross inventories.

The finance program is available for terms up to 48 months, and offers customers' savings on average of $1,300 up to $2,125, depending on the car and deal.

The program is available through participating dealers, who contribute about 70 percent of their finance reserve. Those amounts are determined by an average based on their GMAC business in September.

The low-interest program is offered in all states except Arkansas, which has a 10 percent rate ceiling.

It will be heavily supported with GMAC network and spot radio, major news weekly magazines, heavy newspaper (including Sunday supplement) and some mention in existing GMAC TV spots.

Individual car divisions will similarly lend strong advertising/merchandising support for the program.

Difficult wage issues delayed until January

Chrysler workers vote down strike

By Marjorie Sorge
Labor Editor

Chrysler Corp. and the UAW will spend the post-Christmas season together trying to negotiate a new contract which will satisfy the company's 43,000 union-represented workers.

Last week, those workers voted to return to the bargaining table after the first of the year, hoping the company's economic picture will be better. The other option was to strike Chrysler at 10 a.m. today (Nov. 1). That proposal was defeated by a vote of 70 percent to 30 percent, or 27,535 to 11,873 votes.

UAW President Douglas A. Fraser said the workers' decision was the "correct" one and that a better agreement could be negotiated in January than the one that was obtained in September. That contract was rejected by a 7-3 vote a few weeks ago.

Thomas W. Miner, Chrysler vice president - industrial relations, said he is "very happy the strike was averted" because "it could have been ruinous for Chrysler."

He said he doubts the company will have any more money available to sweeten the contract in January.

At recent press conferences, Miner said immediate wage increases could be available if savings are made in other areas, such as health-care costs. At the beginning of the last round of bargaining in July, the UAW was asked to consider co-pays and deductibles. That plan was rejected.

Miner said cuts in health care remain a possible source of up-front cash.

"We are willing to consider anything, but we will not lose sight of what our labor costs are going to be at the end of the contract," he said.

• Fraser said the union plans to demand both immediate wage increases and the restoration of cost-of-living adjustments (COLA). The rejected contract provided three lump-sum COLA payments totaling 50 cents (if inflation were 6 percent) during the year-long economic agreement.

COLA will be a major factor in any new agreement and, according to Fraser, the union will not settle in January without COLA payments retroactive to Sept. 14, when the old agreement expired.

"I think the Chrysler workers are entitled to a greater measure of equity, entitled to come closer to parity with Ford and General Motors than they are now," Fraser said.

Chrysler workers currently make about $2.00 an hour, or $100 a week, less than their counterparts at Ford Motor Co. and GM.

The rejected contract gave COLA and tied wage increases to Chrysler's profitability. Fraser indicated new negotiations will begin from scratch.

The old pact was two-fold—a one-year economic agreement and a two-year contract for non-economic issues.

Miner said he thinks the one-year agreement is "out the window" and believes the UAW will ask for a Sept. 14, 1984, expiration date to correspond with contract expiration dates at Ford and GM.

Even without a new agreement, workers will be eligible for profit-sharing, negotiated in 1981. Chrysler is expected to generate enough money in 1982 to begin making profit-sharing payments.

Insiders said the company could pay out about $10 million to the workers in 1982 and more than that in 1983 if the economy cooperates. By 1985, they said the figure could be $50 million or $60 million.

Under the formula, payout from the profit-sharing plan will be calculated by taking profits before taxes, subtracting 10 percent of the company's net worth and dividing 15 percent of the remainder among the workers. The distribution will be made in Chrysler stock or in credits toward either a Canadian-made or U. S.-made Chrysler product.

Payments from the profit-sharing program must be made within 120 days after the company's year-end financial statement is released, usually in February.

According to David Healy, auto analyst for Drexel Burnham Lambert, Chrysler could make more than $300 million in 1982. It has already made $266 million for the first three quarters. Healy forecasted a $58-million profit in the fourth quarter.

Healy pointed out that $239 million of the 1982 profit came from the sale of Chrysler's defense operations. He said the one-time deal will leave about $83 million profit as an accurate indication of how Chrysler is really doing.

High Sierra

A new Ford Sierra is lowered into London's Victoria and Albert Museum, where it is the center of a Boilerhouse Project entitled The Car Program. The exhibit traces development of the Sierra from the first sketches to the finished production car.

U. S. DeLorean firms asking for Chapter 11

By Edward Lapham
Financial Editor

DETROIT. — The fate of the DeLorean sports-car venture hung in the balance last week after DeLorean Motor Co. and Composite Technology Corp., a DeLorean-owned firm, filed petitions seeking protection from creditors under Chapter 11 of the Federal Bankruptcy Code.

In addition to the developments here, several prospective buyers of the enterprise's Belfast assembly plant contacted the London-based receivers of DeLorean Motor Cars, Ltd. (1982), with proposals to keep the plant open and producing cars on a limited basis.

Among the potential investors who contacted the receivers was Consolidated International, Inc., the Columbus (O.) salvage company which loaned DMC nearly $20 million earlier in the year through a technical bulk sale of 1,100 DeLorean cars. That loan allowed DMC to pay $18 million to Bank of America, which had originally financed the inventory.

In the Detroit federal bankruptcy matter, DMC was granted status as debtor-in-possession.

Listed among the top 15 potential unsecured creditors of DMC were Renault, which supplied drivetrain components; the Northern Ireland Department of Commerce; Oppenheimer & Co., which put together one of the financing deals in 1978; Averett, Free & Fischer, Inc., the company's ad agency; Arthur Andersen & Co., DMC's auditor, and a couple of law firms.

One of the law firms, listed as the third largest unsecured creditor, is Kimmerly, Gans and Shaler. The firm is headed by Thomas Kimmerly, a long-time business associate of John Z. DeLorean. He is an officer and director of DMC and has been an officer of many of DeLorean's various corporations since the mid-1970s.

DMC insiders said Kimmerly, with DeLorean and his business associate Roy Nesseth, have been the effective ruling triumvirate of the company for nearly a year.

A former DMC officer, Robert M. Dewey, also is listed. Dewey, who resigned as chief financial

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Ford 3rd-quarter loss put at $325 million

By Edward Lapham
Financial Editor

DETROIT. — Ford Motor Co. reported a net loss of $325.4 million ($2.70 a share) for the third quarter ended Sept. 30, a slight improvement over the net loss of $334.5 million ($2.78 a share) lost in the same period last year.

Sales in the period totaled $8.05 billion compared with $8.66 billion last year.

The company said new-model launch costs, a depressed economy and reduced sales contributed to the loss but added that Ford has made "continued progress in achieving operating efficiencies."

Ford said U. S. operations in the third quarter incurred an after-tax loss of $321 million ($2.67 a share), a $60 million year-to-year improvement, while Canadian operations showed a $61 million after-tax loss, a $16 million turnaround.

Overseas operations, without the benefit of a $154 million UK tax credit this year, showed a net profit of $57 million in the 1982 period compared with $123 million in 1981.

The third-quarter deficit brought Ford's nine-month net loss to $422 million ($3.50 a share) on sales of $27.9 billion compared with a net loss of $713.8 million ($5.93 a share) on sales of $29.2 billion in the year-ago January-September period.

Despite the improved operating efficiencies and improved pre-tax results, Ford's financial position continued to erode in the third quarter.

At Sept. 30, the company's balance sheet showed negative net working capital of $1.35 billion compared with negative net working capital of $269.4 million at June 30 and net working capital of $127.6 million one year ago.

During the third quarter, Ford's cash and marketable securities reserve was nearly halved to $1.4 billion from $2.6 billion at June 30. Also in the July-September period, Ford increased its short-term debt by $122.9 million to $2.42 billion and reduced its long-term debt by $68.5 million to $2.34 billion.

At Sept. 30, total stockholders' equity was 27.9 percent of total liability - plus - equity compared with 28.3 percent at June 30 and 32.6 percent one year earlier.

Total Ford worldwide vehicle factory sales in the period declined 7.9 percent to 926,561 from 1,005,980 last year. The year-to-date total was off 3.5 percent to 3,259,586 from 3,376,-739.

Total U. S. and Canada car and truck factory sales in the third quarter dropped 12.7 percent to 474,851 from 543,923 last year and were off 8.5 percent for the nine-month period to 1,715,-888 from 1,874,723.

One bright spot was factory sales of U. S.-built trucks, which were up 10.4 percent in the quarter to 189,684 from 171,831. The nine-month total was up 12.3 percent to 633,097 from 563,-987.

Ford listed depreciation at $295.5 million in the quarter compared with $273.2 million last year. For the first nine months of the year, the depreciation total was $872 million compared with $827.2 million.

Amortization of special tools was listed at $219 million compared with $213.5 million for the quarter and $715.4 million compared with $748.8 million for the first nine months.

But daily selling rate slows a bit

U. S.-car sales up 12 pct. for period

By Jenny L. King
Staff Writer

Sales of domestic new cars averaged 18,609 per selling day in mid-October, off a scant 0.40 percent from the 18,684 rate for the period a year ago. The total for the 10 days was up, however, with nine selling days this year compared with eight days in '81.

Oct. 11-20 domestic sales numbered 167,485, up 12.05 percent from 149,472. Year-to-date sales were 4,562,406 through Oct. 20, down 12.64 percent from 5,222,-715 in 1981.

Comparing total to total, four of the five major U. S. auto makers were up for the mid-month period; on a daily-rate basis, three stayed ahead of their '81 levels. General Motors reported sales of 98,141 units, up 8.77 percent from 90,232 (off 3.32 percent daily rate). Ford Motor Co. was up 15.79 percent, to 40,922 from 35,232 (up 2.92 percent daily rate).

Chrysler Corp. sales ballooned 34.44 percent, to 22,003 from 16,-366 (up 19.50 percent daily rate). Volkswagen of America reported sales of 2,319 U. S.-built Rabbit sedans, down 42.47 percent from 4,031 (down 48.78 percent daily rate), and estimated sales of American Motors passenger cars were 4,100, up 17.14 percent from 3,500 (up 4.11 percent daily rate).

DOMESTIC SALES

	Oct. 11-20 1982	Oct. 11-20, 1981
AMERICAN MOTORS	4,100†	3,500†
Chrysler	5,819	1,102
Imperial	52	57
Plymouth	7,432	8,289
Dodge	8,700	6,918
CHRYSLER CORP.	22,003	16,366
Ford	28,844	25,288
Mercury	8,987	7,995
Lincoln	3,091	2,060
FORD MOTOR CO.	40,922	35,343
Buick	17,396	17,315
Cadillac	8,740	7,293
Chevrolet	33,351	31,428
Oldsmobile	26,203	21,350
Pontiac	12,451	12,846
GENERAL MOTORS	98,141	90,232
VOLKSWAGEN	2,319	4,031
INDUSTRY TOTAL	167,485	149,472

† Estimate; includes Renault Alliance

GM sales accounted for 58.60 percent of the domestic market in mid-October, down from 60.37 percent a year earlier. Ford earned 24.43 percent, up from 23.64 percent. Chrysler climbed to 13.14 percent from 10.95 percent. AMC had 2.45 percent compared with 2.34 percent, and VWoA dropped to 1.38 percent from 2.70 percent.

On a year-to-year basis, 10 of the 14 domestic makes were ahead for the period. Chrysler multiplied its '81 sales by more than five, shooting to 5,819 from 1,102. Dodge was up 25.76 percent, Ford was up 14.06 percent, Mercury was up 12.41 percent and Lincoln was up 50.05 percent.

Among the GM makes, Oldsmobile was up 22.73 percent, Cadillac was up 19.84 percent, Chevrolet was up 6.12 percent, Buick was up 0.47 percent and Pontiac was off 3.07 percent.

Plymouth dropped 10.34 percent, Imperial was down 8.77 percent, VWoA was down 42.47 percent and AMC was up an estimated 17.14 percent.

Imports dominate talk at UK show —until the DeLorean bombshell

By Richard Feast
European Editor

BIRMINGHAM, England. — The single topic of conversation on the first press preview day of the International Auto Show here was imports.

Generals of industry queued up to say their piece. Imports were too high, the Japanese should reduce their shipments rather than hold them at current levels; how Ford is going to source more vehicles from its UK factories, and the lobbying over whether British trade unionists will allow General Motors to import its new S-car from Spain.

That was on Tuesday. There was not a thought for the fate of the DeLorean sports car plant in Belfast, despite the fact that at that very moment the Northern Ireland Office was lowering the final curtain.

It was so widely expected that it was simply a matter of putting the record straight.

But on the second day there was no other topic of conversation than John Z. DeLorean.

Industry executives sat wide-eyed and open-mouthed in disbelief in front of their cornflakes as the radio brought in the shocking news of DeLorean's arrest in Los Angeles.

• There has always been considerable skepticism for the whole DeLorean affair in Europe, but the drug allegations simply floored everyone.

Discussions about imports, about price cuts, about market trends, about new models came to an abrupt halt. The focus of interest was the guy in the West Coast slammer.

The episode stole the spotlight from all those carefully planned new product announcements, which were headed by the world debut of Nissan's Micra supermini. It was the one true surprise of the show itself, as the car had not been unveiled even in Japan at the time.

The vehicle which attracted customers to the show was Ford's new Sierra. It had been shown in Paris already, but as a replacement for the car which has been the UK best seller for the past decade — the Cortina — it was constantly surrounded by crowds.

Just across the aisle was the equally new Audi 100 which will go on sale in a few weeks in the UK. It, too, had starred in Paris, but was being shown here at the National Exhibition Center for the first time in the UK.

Paris' other two newcomers were absent. Citroen's BX will not be available in right-hand drive for at least a year, and the Opel Corsa's UK launch is sched-

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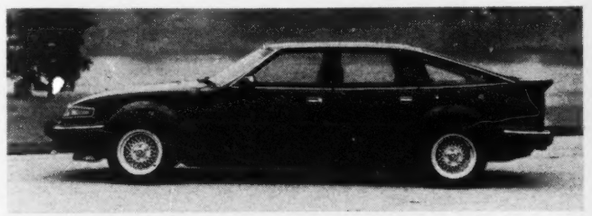
High-powered Metro

The new MG Metro Turbo has bowed in Europe with a Garrett T3 blower that hypes the 1.3-liter engine to 93 HP. It was first seen at the Birmingham Auto Show.



Rover Vitesse bows

Austin Rover is aiming its new Rover Vitesse directly at the BMW 5-series. Lucas fuel injection is used to power the Rover 3500 to 135 MPH. The Vitesse also debuted at Birmingham.

A new Pony from Hyundai

The latest generation of Korea's Hyundai Pony made its debut at the British auto show at Birmingham. It features new front and rear treatment and a fully revised interior. There is a five-door hatchback in addition to the three-door and four-door sedans. An all-new Hyundai featuring front-drive is expected in the mid-'80s.

Tickford makes a faster Ford

Aston Martin Tickford exhibited this high performance version of the Ford Capri at the British auto show in Birmingham. Tickford says the car is not just a styling exercise and it hopes to offer examples for sale at $24,000 in a few months. In addition to the obvious body changes, the Capri has a 205-HP turbocharged V-6 engine and is capable of more than 140 MPH. It accelerates from zero to 60 in about six seconds.

Compared with $468.2 million loss a year ago

GM logs $129.4 3rd-quarter profit

By Edward Lapham
Financial Editor

DETROIT. — General Motors reported third quarter net income of $129.4 million (41 cents a share) on sales of $14.28 billion. In the same period last year GM reported a net loss of $468.2 million ($1.59 a share) on sales of $13.41 billion.

The year-to-year turnaround was due to improved factory sales plus "continuing success in controlling costs and improving operating efficiencies," GM said.

GM's operating loss in the period was $53.6 million compared with a loss of $959.5 million last year. This year, a tax credit of $151.5 million, plus non-operational income of $175.5 million and non-consolidated earnings from finance and insurance units of $214.7 million offset the operating loss and interest expense of $358.7 million.

The third-quarter results brought GM's nine-month net income to $817.7 million ($2.64 a share) compared with January-September net income of $236.7 million (76 cents a share) last year. Net sales for the first nine months of 1982 were $46.15 million compared with $47.15 million last year.

Depreciation and amortization in the three months ended Sept. 30 was $1.02 billion compared with $943.1 million last year. For the first nine months of the year, the total was $3.55 billion compared with $3.37 billion in 1981.

GM's current ratio (current assets to current liabilities) was 1.1 to 1 at Sept. 30, the same as it was at June 30 but a slight improvement over the 1.0 to 1 ratio at Sept. 30, 1981. It was still only about half of what is generally considered good for a manufacturing company.

• GM said working capital at Sept. 30 totaled $1.53 billion compared with $1.33 billion at June 30, $1.16 billion at Dec. 31, 1981, $431 million one year ago and $4.04 billion at Sept. 30, 1980.

However, a footnote in the GM financial statements lumped into long-term debt $1.589 billion "of short-term obligations which are to be served or refinanced under long-term credit agreements."

That means that technically the $1.589 billion could be considered a short-term liability at Sept. 30 and technically, then GM would have had negative net working capital of $59.1 million, although it did make provisions to roll-over the liability.

Long-term debt, at Sept. 30, including the $1.589 billion, totaled $4.637 billion compared

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GM is willing to help UAW 'sell' contracts

By Marjorie Sorge
Labor Editor

General Motors is willing to help the UAW sell future union-company contracts to the membership, according to Alfred S. Warren, GM industrial relations vice president.

Warren said he wants to be able to meet with the union's 300-member GM Council to explain the company's position on new contracts and any other new company proposals that develop during the course of business.

"The next time we sign a contract, why shouldn't I be the one to go and tell them what we signed?" he said. Why should Owen (Bieber, UAW vice president and director of the GM Department) stand up there and take all the gaff? Why shouldn't Al Warren be there too?"

In an interview with Automotive News, Warren said he believes he will have access to the GM Council before the 1984 round of bargaining and that he "can see the day when the GM chairman will go before the council "to explain the company's stand."

Although Warren and Bieber talk daily and meet an average of twice a week, Warren said GM is "still not close enough to the union hierarchy." He said relationships must be built at every level with all company officials knowing all union officials personally.

To accomplish this, Warren is advocating off-site meetings between the GM and UAW labor staffs. He said the two sides need to "sit down and talk about how we are going to do this thing (continue in the cooperative era, doing away with the adversarial role). There is still some old philosophy in my organization and we need to get it out of there."

The UAW, too, has admitted that some of its people are balking at the new cooperative ethic.

• But as the two sides move closer together, there will be changes in the workplace. According to Warren, in the future the workers will determine overtime schedules, who will be laid off, when vacations are taken, how the workplace looks, and how the jobs are laid out. They will also participate more in problem-solving and problem-solving training, and time clocks will be eliminated, he said.

Another big issue in future contracts will be education funds to train workers to handle the new jobs developed by new technology. Warren said GM will continue to support the education of its current employes to do the new jobs and the training of its laid-off workers

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58th year — No. 4939

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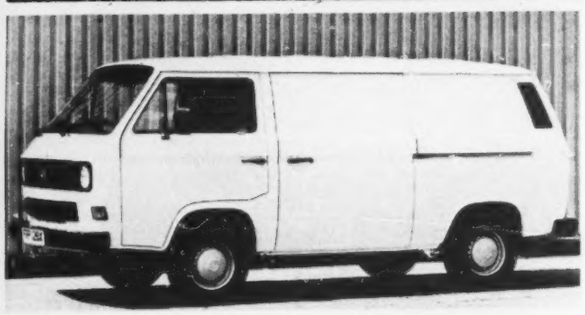

End of era

Volkswagen's Transporter van (above) bows at the Paris auto show with a 1.9-liter four-cylinder water-cooled gasoline engine. It marks the end of an era for the air-cooled unit which first appeared over 40 years ago. The new engine (with 60 and 78-HP versions) is more powerful, economical and quieter. The engine remains in the rear, but the van has a front-mounted aluminum radiator.

Slowdown at VW

Volkswagen's European factories will close an extra three weeks this fall following a two-week shutdown in September/October. High stocks and a slowdown in orders are the reasons.

Volvo diversifies

Sweden's Volvo group continues its diversification by acquiring a quarter share in the Atlas Copco machinery group for an estimated $110 million.

Daihatsu branches out

Japan's Daihatsu begins local assembly in South Africa and Greece. In South Africa its Charade will be put together by Alfa Romeo at facilities near Pretoria, and be sold through the Alfa Romeo network. In Greece, now a member of the Common Market, Charade assembly is underway in Athens.

Ford moves into diesels

Ford reveals details of the forthcoming diesel version of its Kent gasoline engine at a press conference in London. The 1.6-liter, 54-HP engine will power front-drive Fords starting in 1984.

German output up

Passenger car production in West Germany rose 14 percent to 2,557,600 in the first eight months of this year. Commercial vehicle output declined by 6 percent to 199,100. Domestic demand remains poor and exports are declining.

Renault in red

Renault Industrial Vehicles believes this year's losses may be higher than in 1981 (around $45 million).

Renault 9 ahead of target

Daily production of the Renault 9 worldwide is running at 2,600 compared with the original target of 2,500. Renault claims 3.5 percent of the total European market with exceptional successes in France and Spain.

Czech on sales

New car sales in Czechoslovakia in first-half 1982 were 42,180, down 35 percent from a year earlier. Czech exports (mainly Skodas) topped 52,000, three-fifths of them going to other Comecon countries. Western European exports were led by the UK (5,100), Denmark (4,000) and France (2,000).

Porsche presses on

Porsches are being produced at 100 percent capacity at Neckarsulm and "110 percent" capacity at Zuffenhausen, say company sources. Annual output (August-July by Porsche's account) will approximate 38,500. U. S. demand is strong and the company sees a pickup in its important domestic market.

Jeeps leap in France

Renault, distributing Jeep CJ7s in France since June, reports orders of more than 1,000 by mid-September. It aims for sales of 2,000 a year in a market handling around 6,000 total units.

GM gains ground in European sales

By Richard Feast
European Editor

General Motors has made by far the largest gain in Western European pasenger car sales this year, according to unofficial statistics obtained by AUTOMOTIVE NEWS from industry sources.

At the same time, the biggest losers in the first half of 1982 were the Japanese, although the two are not necessarily related instances.

Despite widespread national differences in sales patterns, half-year sales were almost 5.44 million, up 0.3 percent over the same period a year earlier.

The major drop in the single largest market, West Germany, was countered by an unexpected improvement in France, the second largest market.

Of the other two major markets, Italy rose slightly while the UK showed a small decrease.

Between them, the four countries accounted for three out of four new car sales in Europe.

The improvement in Europe and continued slump in the U. S. makes Europe the highest-volume geographical sector for new car sales in the world.

With so many strong domestic competitors—plus the Japanese—Europe also is the most ruthless market in existence. The absence of serious American competition and the tight leash on which the Japanese are kept in many markets result in stronger rivalry between the resident producers.

Biggest national improvement was in Finland where sales were up more than 15 percent to 65,000. Indeed, all Scandinavian markets showed substantial gains with total sales topping 281,000.

The Spanish market, the fifth largest, picked up slightly after several years of depressed demand. Belgium also was up, but Holland slipped.

The most significant sales drop was in the Republic of Ireland where sales plunged by more than a quarter to fewer than 48,000.

But in sheer numbers, Germany's fall of more than 6 percent to just under 1.25 million was more vital to the overall picture. Its southern neighbors, Switzerland and Austria, were down also.

The economic and political uncertainty in Germany, long regarded as the powerhouse of Europe, affected consumer confidence. Despite a new West German government, many industry executives believe 1982 sales there will be the lowest in many years, perhaps plunging to two million.

The domestic industry has regained some of the ground lost to importers, notably the Japanese, but while it has been exporting strongly in the absence of home demand, the manufacturers' association has identified a reduction in incoming orders.

France's sales were healthy in the first half, although there was a slackening in latter months. More disturbing to the French industry, imports continue to achieve record penetration.

The half-year national statistics give a good indication of company trends.

General Motors' Adam Opel, for instance, improved nearly 18 percent in European-wide sales (which include Vauxhall in the UK), impressive by any standards. The basis of Opel's success is the Ascona/Cavalier version of GM's J-car, launched just over a year ago. The addition of diesel-powered Kadetts, and similar power for Ascona, is another factor.

Opel's small Corsa, recently launched, will improve GM's 9.7 percent market share considerably. Concentrating on the Spanish, French and Italian markets, which favor cars in the Corsa category, Opel talks of a 1983 market share of 11.2 percent.

Others registering sales increases are Fiat and Renault. Fiat's home market demand was good and it made considerable export gains, particularly to Germany and France. Renault was bolstered by the upward trend in France and Spain where it is market leader.

Japanese import sales, down nearly 11 percent, are distorted by numerous national restrictions placed on them. They were unable, for instance, to take advantage of upswings in France (where they are limited to 3 percent), Italy (2,200 units) and Spain (tariffs).

In addition, retaliation by the German manufacturers shaved the Japanese presence there. Numerically Japan's largest European national market is the UK, which registered a small overall drop and has reached a gentlemen's agreement with Japan to limit sales to 11 percent.

There is also a general feeling in Europe that Japan also is responding to trade and political pressures established by countries with industries to protect, and that to some extent Japan is backpedaling on European exports, at least for the time being.

How auto markets changed

	6 Months 1982	Change From 1981
Austria	112,905	− 4.3
Belgium	212,548	+ 1.0
Denmark	49,377	+15.1
Finland	64,926	+15.3
France	1,058,288	+ 8.7
Holland	243,750	− 3.2
Ireland	47,829	−26.8
Italy	980,500	+ 1.0
Norway	58,513	+11.5
Portugal	38,619	+ 9.0
Spain	263,346	+ 5.7
Sweden	108,391	+13.8
Switzerland	168,900	− 1.5
UK	781,881	− 2.0
West Germany	1,247,467	− 6.2
Total	5,437,260	+ 0.3

European winners and losers

	6 Months 1982	Change From 1981
BL	188,630	− 5.2
Fiat	701,828	+ 2.4
Ford	644,845	− 3.6
GM	525,414	+17.7
Peugeot SA	705,788	− 0.5
Renault	773,873	+ 1.3
VAG	680,151	− 2.0
Japanese (all)	469,514	−10.7
Total	5,437,260	+ 0.3

Fortunes fade for Japanese auto exports

Is Japan's export steam roller running out of steam?

Returns from the Japan Automobile Manufacturers Assn. (JAMA) for the first half of this year show an uncharacteristic decline in export shipments.

Japanese vehicle makers have been able to counter this partially with increased domestic sales. But from a country responsible for staggering and seemingly endless growth rates during the 1970s, the latest statistics are surprising.

There is little sympathy from European auto makers. The chairman of one European firm gloats: "Tough. They have made the monster. Now they can live with it."

Total Japanese exports (cars, trucks and buses) in the first half (2,891,701 units) represented a decline of 9.5 percent from the same period a year earlier.

In the decade 1971-'81 Japanese exports more than tripled from 1.78 million to 6.05 million. Energy crisis or not, there wasn't a hiccup along the way.

This year Japan's exports are suffering reverses in all geographical areas except the Middle East and Oceania (essentially Australia and New Zealand).

Middle East shipments shot up more than 60 percent to 362,508, making it the third most important area behind North America and Europe. Saudi Arabia (188,874) moved into second place behind the U. S. (1.09 million). Iraq moved into ninth place with 51,137.

Oceania exports increased more than 20 percent to 228,165. Australia (155,277) became the third most important national market and New Zealand (62,166) moved into eighth place.

Many factors affect the Japanese decline in some markets, apart from the worldwide recession. Most obvious are trade sanctions placed on Japan in its two main trade blocs, North America and Europe.

This has resulted in a switch of exports to less developed nations where the reward for greater effort is often less, since economies of many of these nations often are fragile and conflicts are frequent.

Some of Japan's worst export declines this year are in South America and Africa. Curiously, however, even with continued strife in the Middle East, exports there rose.

Export shipments do not tell the whole story of Japan's automotive health, but they do offer a general guide to the country's exporting priorities.

Registrations of new vehicles in Japan in the first half of 1982 rose 3 percent to 2.613 million units. Annual sales topped five million in each of the past three years, and it looks as though 1982 could beat the record 5.154 million of 1979.

Jaguar to delay turbodiesel debut

COVENTRY, England.—Jaguar Cars has delayed the introduction of its turbodiesel for at least a year.

Originally, the car was scheduled to appear next year, but Chairman John Egan said the collapse of the diesel market in the U. S. and the time taken to certify cars prompt the delay.

There is no positive indication of when a diesel Jaguar will appear, although company sources speak in general terms of 1984.

If this is the case, it would suggest the six-cylinder VM diesel will be first seen in the all-new Jaguar XJ40 sedan scheduled for introduction then.

Registrations overseas

WEST GERMANY

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	7,941	9,423
Bertone	393	.....
BL	2,855	4,293
BMW	92,167	90,986
Daihatsu	3,986	6,013
Datsun	28,684	31,118
Fiat Auto	67,094	66,664
Ford	166,528	208,115
General Motors	284,426	268,266
Honda	23,154	27,797
Lada	4,465	4,669
Mazda	27,888	31,699
Mercedes-Benz	160,300	168,309
Mitsubishi	24,190	34,888
Nuova Innocenti	407	1,100
Peugeot SA	65,074	73,380
Citroen	28,730	31,971
Peugeot	16,838	20,417
Talbot	19,506	20,992
Pininfarina	99	.....
Porsche	7,228	6,928
Renault	63,965	70,590
Saab	1,945	2,053
Skoda	928	1,256
Subaru	2,570	1,100
Suzuki	7,558	5,204
Toyota	27,131	37,434
VAG	451,819	489,747
Audi	87,051	109,555
Volkswagen	364,768	380,192
Volvo	8,190	10,020
Others	1,051	2,164
Total	1,532,004	1,653,216

UNITED KINGDOM

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	6,042	5,220
BL	204,873	209,479
BMW	17,854	12,971
Colt	6,463	9,228
Daihatsu	3,445	1,978
Datsun	67,860	70,681
Fiat Auto	37,702	44,285
Ford	337,659	332,997
FSO	2,231	1,433
General Motors	130,578	92,477
Honda	11,364	10,999
Hyundai	1,870	.....
Jeep	4	61
Lada	12,262	10,430
Lotus	290	219
Mazda	10,224	13,828
Mercedes-Benz	9,059	7,748
Panther	22	31
Peugeot SA	74,440	86,598
Citroen	18,227	20,000
Peugeot-Talbot	56,213	66,598
Reliant	87	266
Renault	50,634	52,852
Rolls-Royce	627	986
Saab	6,959	6,716
Skoda	6,194	6,061
Subaru	1,802	2,293
Suzuki	1,930	2,028
Toyota	19,328	17,716
VAG	66,323	58,875
Volvo	37,348	30,608
Zastava	1,807	285
Others	2,686	2,656
Total	1,129,967	1,092,005

AUSTRIA

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	1,967	1,624
BL	513	694
BMW	5,637	5,250
Daihatsu	219	281
Datsun	8,460	8,611
Fiat Auto	8,988	8,985
Ford	11,606	12,928
General Motors	20,993	16,447
Honda	2,147	1,456
Lada	1,490	1,956
Mazda	14,026	13,114
Mercedes-Benz	3,449	4,166
Mitsubishi	2,800	4,066
Peugeot SA	10,691	12,961
Citroen	4,542	4,712
Peugeot-Talbot	6,149	8,249
Porsche	300	342
Renault	8,461	7,503
Saab	371	523
Skoda	193	278
Subaru	1,871	2,185
Suzuki	584	960
Toyota	4,945	6,807
VAG	29,979	31,254
Volvo	2,189	2,562
Others	99	144
Total	141,978	145,097

SWEDEN

	8 mos., 1982	8 mos., 1981
Cars		
Alfa Romeo	350	312
BMW	2,368	1,804
Daihatsu	850	594
Datsun	3,555	2,769
Fiat Auto	2,717	2,278
Ford	14,396	14,184
General Motors	13,688	10,904
Honda	2,718	2,507
Lada	1,949	1,994
Mazda	6,210	6,072
Mercedes-Benz	3,843	3,634
Mitsubishi	900	1,210
Peugeot SA	3,615	4,261
Porsche	119	75
Renault	1,570	1,770
Saab	18,529	16,083
Skoda	301	209
Subaru	200	.....
Toyota	5,132	3,717
VAG	16,769	14,446
Volvo	34,140	30,234
Others	34	52
Total	133,953	119,089

JAPAN

	7 mos., 1982	7 mos., 1981
Cars		
Daihatsu	45,696	49,849
Fuji	45,644	38,633
Honda	135,551	99,177
Isuzu	34,547	38,304
Mitsubishi	146,579	150,865
Nissan	505,403	485,277
Suzuki	40,559	37,149
Toyo Kogyo	143,018	127,511
Toyota	702,049	645,903
Imports	20,561	23,311
Total	1,819,607	1,695,979
Trucks, buses		
Daihatsu	153,713	139,672
Fuji	110,426	80,732
Hino	22,258	23,988
Honda	81,364	83,043
Isuzu	73,784	74,752
Mitsubishi	162,387	162,630
Nissan	180,723	212,393
Nissan Diesel	10,999	12,523
Suzuki	217,165	203,656
Toyo Kogyo	87,099	100,411
Toyota	219,132	253,383
Imports	1	.....
Total	1,319,051	1,347,183
Total vehicles	3,138,658	3,043,162

FRANCE

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	13,873	11,136
BL	14,857	11,648
BMW	16,358	11,247
Datsun	7,985	7,154
Fiat Auto	47,965	37,416
Ford	61,965	51,242
General Motors	24,124	15,401
Honda	4,468	2,534
Lada	11,547	9,063
Mazda	7,494	5,033
Mercedes-Benz	8,342	7,479
Mitsubishi	1,885	1,367
Peugeot SA	367,976	320,055
Citroen	137,975	140,120
Peugeot	133,659	134,275
Talbot	66,342	45,600
Polski	824	657
Porsche	777	637
Renault	416,757	403,370
Saab	76	171
Skoda	1,985	1,869
Toyota	5,779	5,947
VAG	66,202	63,339
Volvo	5,646	5,344
Zastava	381	637
Others	138	74
Total	1,056,706	973,706

HOLLAND

	6 mos., 1982	6 mos., 1981
Cars		
Alfa Romeo	1,047	1,433
American Motors	15	31
BL	1,724	1,898
BMW	4,624	3,774
Chrysler	19	14
Daihatsu	397	722
Datsun	5,347	6,940
Fiat Auto	6,716	5,704
Ford	11,991	11,923
FSO	25	34
General Motors	20,841	19,649
Honda	5,557	7,265
Hyundai	354	838
Lada	2,164	1,392
Mazda	4,103	7,051
Mercedes-Benz	2,758	2,881
Mitsubishi	4,371	7,954
Peugeot SA	16,499	16,749
Citroen	7,626	6,618
Peugeot-Talbot	8,873	10,131
Polski	13	24
Porsche	71	69
Renault	11,106	11,037
Saab	1,084	1,087
Skoda	203	96
Subaru	264	427
Suzuki	1,697	660
Toyota	5,229	7,127
VAG	11,768	13,228
Volvo	4,109	5,112
Zastava	250	118
Total	124,377	135,320

Production overseas

FRANCE

	8 mos., 1982	8 mos., 1981
Cars		
Peugeot SA	807,320	813,184
Citroen	329,720	344,001
Peugeot	340,483	344,774
Talbot	137,117	124,409
Renault	883,052	821,205
Total	1,690,372	1,634,389
Trucks, buses		
CBM	69	53
Peugeot SA	88,561	108,828
Citroen	18,957	30,555
Peugeot	61,651	69,358
Talbot	7,953	8,915
Renault	146,298	146,624
Sovam	55	86
Unic	3,783	6,500
Total	238,766	261,891
Total vehicles	1,929,138	1,896,280

JAPAN

	7 mos., 1982	7 mos., 1981
Cars		
Daihatsu	78,557	95,566
Fuji	117,474	113,521
Honda	513,717	516,361
Isuzu	69,760	78,600
Mitsubishi	357,460	376,911
Nissan	1,069,618	1,088,858
Suzuki	51,153	56,371
Toyo Kogyo	497,369	499,169
Toyota	1,357,944	1,358,556
Total	4,113,052	4,183,913
Trucks, buses		
Daihatsu	200,752	196,592
Fuji	174,794	154,247
Hino	38,571	41,301
Honda	87,201	88,833
Isuzu	171,315	199,485
Mitsubishi	228,573	270,222
Nissan	367,925	429,716
Nissan Diesel	22,445	26,385
Suzuki	290,654	272,932
Toyo Kogyo	167,288	205,573
Toyota	553,704	609,070
Others	501	397
Total	2,303,723	2,494,753
Total vehicles	6,416,775	6,678,666

SPAIN

	7 mos., 1982	7 mos., 1981
Cars		
Citroen	59,619	36,997
Fasa-Renault	180,291	176,066
Ford	146,326	152,383
Seat	151,117	133,211
Talbot	34,383	41,932
Total	571,736	540,589
Trucks, buses		
CAF	146	1,008
Citroen	24,674	17,389
Enasa	8,069	7,820
Fasa-Renault	17,749	19,108
Ford	4,401	3,328
Hispavinsa	2,157	1,989
Land-Rover	8,032	9,860
Mercedes-Benz	7,824	9,103
Motor Iberica	11,755	12,736
Seat	1,152	910
Total	85,959	83,251
Total vehicles	657,695	623,840

UNITED KINGDOM

	6 mos., 1982	6 mos., 1981
Cars		
BL	231,717	225,201
Austin Rover	213,465	213,791
Jaguar	11,258	6,467
Land Rover	6,994	4,943
Carbodies	730	.....
DeLorean	1,287	1,290
Ford	174,515	164,935
Lotus	294	164
Reliant	43	58
Rolls-Royce	1,339	1,450
Talbot	22,807	62,209
TVR	60	90
Vauxhall	52,761	35,484
Others	293	297
Total	485,846	491,178
Trucks, buses		
Bedford	27,515	25,064
BL	44,881	43,100
Austin Rover	16,604	13,945
Land Rover	20,263	21,149
Leyland	8,014	8,006
ERF	1,002	N/A
Foden	363	280
Ford	59,751	41,778
Hestair Dennis	411	439
Karrier	3,561	4,631
Metro-Cammell-Weymann	162	355
Seddon Atkinson	901	715
Others	283	406
Total	138,833	116,768
Total vehicles	624,679	607,946

Small cars lead sluggish Japanese market

By John Hartley
Staff Correspondent

TOKYO. — The inconsistent pattern in car sales continues in Japan, with overall vehicle sales down in August by 5 percent compared with the same month in 1981, and level in September.

Cars did better than trucks, as usual, with sales of 140,968 in August (down 4 percent), bouncing back to 249,342 units (up 4.1 percent) in September. The enormous difference between August and September reflects the seasonal pattern in Japan; because of the holiday period, sales are traditionally very low in August.

In car sales, the fluctuations do not hide the trend, which is an increase in sale of cars of up to 1.5 liters and a decrease for larger ones. For example, in August, sales of smaller cars were up 12.5 percent and in September they were up 19.6 percent.

These increases were led by the Toyota Corolla, Nissan Sunny (Sentra) and Mazda Familia (GLC).

Meanwhile, in the 2-liter class, sales were down 11 percent in August and 5 percent in September. Sales of cars with larger engines slumped by 20 percent in August and a massive 43 percent in September. Total volume of these large cars is small, however, at 4,000 units.

In August, Mazda's Familia sold 12,381 units (up 20 percent) against 11,085 Corollas (down 23 percent) and 7,436 Sunnys (up 21 percent). Nissan's Pulsar, Liberta and Langley family did well, with an aggregate of 7,384 sales (up 65 percent), as did the Toyota Tercel/Corsa/Corolla II, at 8,614 sales, up about 150 percent.

• In September, these autos continued to do well in the much bigger market: Sunny, 19,674 sales (up 38 percent); Corolla, 18,242 (down 13 percent; Familia, 15,603 (up 1 percent); Pulsar/Langley/Liberta, 14,035 (up 100 percent), and Tercel/Corsa/Corolla II, 12,223 (up 148 percent).

Both the Pulsar and Tercel ranges are much wider than the old models they replaced, and they are sold through more dealer networks. In addition, of course, they are modern front-wheel-drive autos, whereas the Corolla is now aging in Japanese terms and is due to be rebodied next year.

Mitsubishi's Mirage (Colt), which has been little more than maintaining last year's sales levels, suddenly spurted in September to record sales of 8,346 (up 16 percent), whereas the Lancer, due to be phased out soon, continued to languish with sales down 28 percent at 2,106.

In the 2-liter class, the Nissan Bluebird was the top seller with 7,074 sales (down 21 percent) in August, and 16,497 (down 2.4 percent) in September.

Toyota's Carina and Corona made impressive gains — these models were introduced in the spring, whereas the Bluebird is in its fourth year — with 6,277 (up 12 percent) and 5,776 (up 31 percent) sales, respectively, in August, and 9,400 (up 46 percent) and 9,301 (up 10 percent), respectively, in September.

However, the Mark II (Cressida) beat them both at 11,236 sales (up 16 percent). In August, Toyota introduced a 2-liter six-cylinder engine with four-valve head and a 2.4-liter turbocharged diesel for the Mark II, and the public obviously reacted favorably.

• In August and September, the Big Two, Toyota and Nissan, made real progress — although for the first eight months of this year, only Toyota has increased sales. The smaller makers, meanwhile, have suffered. Most seriously hit is Fuji (Subaru), whose Leone saw sales crash by 50 percent in August to only 1,000 units, and by 22 percent to 2,928 in September. In an attempt to boost sales, Fuji is now introducing turbocharged four-wheel-drive models.

Meanwhile, both Honda and Mitsubishi's new models are faltering as the Japanese economy weakens.

Honda Accord sales were down in August and September 5 percent from the same months last year. The Accord's sister model, the Vigor, gave the company an overall increase in the 2-liter class. The Civic continues to sell at about half the level of a year ago, but the City is not doing as well as expected; in August, it sold 5,830 units, and in September 8,245.

Nevertheless, the relative success of the City has boosted Honda's overall sales total—by 21 percent in August and by 53 percent in September. Now that the City turbo has been launched, Honda hopes sales will exceed 10,000 units.

However, in November it will face competition from the Nissan March one-liter car. Daihatsu is due to launch a turbocharged version of its Charade, as well.

Mitsubishi's Tredia FWD sedan slumped to only 800 sales in August and 1,250 in September, and the Cordia coupe did little better with 1,052 and 1,398, respectively. Both these models were expected to sell more than 4,000 units a month.

Neither has the new Mitsubishi Starion coupe captured the imagination of the Japanese public; sales were around 600 units in each month, against the hoped-for 2,000 units.

Clearly, there will be a major marketing effort to try to redress falling sales by all the manufacturers in the last two months of the year.

marketing & media

By JOSEPH BOHN

GM auction a huge success

General Motors may have found a new way to sell cars.

Its sale at Aptco Auto Auction in Southgate, Mich., the first of its kind for GM, was so successful that some observers predicted GM may never again sell company vehicles the traditional formula discount way to dealers.

The Aptco sale was described by one attendee as "the social event of the year." It drew over 2,500 people, with 500 to 800 dealers bidding on 346 cars and trucks.

"I've never witnessed anything like it here," said Sam Lafata, president of Aptco, who found himself having to use parking spaces from a quarter mile away.

The crowd was so heavy that many dealers did not even have the chance to get to the bidder's circle.

Dealers flew in from as far away as Texas, Omaha and Florida; 80 percent were from outstate.

A mysterious Texan, referred to as "Cowboy," generated the most conversation after buying an estimated 30 vehicles valued at nearly half a million dollars.

Some observers felt he paid "murder" for them, and there was a reference to some of the bidders "waking up out of the ether" afterward to realize what they had actually paid.

But, Lafata said, "everybody left with a smile on their face," with Robert Lund, GM vice president - Sales and Marketing Staff, and other factory officials, undoubtedly among the most elated.

Some of GM's hotter vehicles brought more at auction than they were being retailed for around town; others went for as much as they originally cost.

Diesels were surprisingly strong sellers among the out-of-towners, particularly those from farm and ranching communities where farmers have tax-free diesel pumps on their land to run tractors and machinery.

So, GM ended up earning far more from the auction than it ever would have gotten through its traditional way of selling off stock to dealers.

Some Detroit-area dealers were clearly disgruntled, however. They've generally had first access to company-owned vehicles — and at far lower prices than the auction was fetching.

The big question on everyone's mind as they left was, "When's the next sale?" Judging by the results, it won't be too long.

Used car sales
Auction Averages

October to date	$4,513
Month ago	$4,807
Year ago	$4,364

Money celebrates

Money magazine celebrated its 10th anniversary with a lavish musical review in Chicago, Detroit, Los Angeles and New York.

The company retained professional dancers/singers, with carefully scripted lyrics and choreography that ended up in a humorous tribute to advertisers, as well as the magazine's own strong selling points.

Money's October anniversary issue set a single-issue record with 158 pages of advertising, and $4.1 million in revenues, according to William M. Kelly Jr., publisher.

Traveling musicals, in fact, seemed to be the mode at Time-Life, as Fortune magazine similarly took a special musical presentation to 12 cities around the country.

Written and performed by Weeden, Finkle & Fay, the program was a refresher course — BE-101 How to Succeed — designed to help Fortune's advertisers and guests cope with today's changing business world.

Rochester Ford group

Five Rochester (N.Y.) area Ford dealers formed the Greater Rochester Ford Dealers Advertising Assn.

The five dealers in the new group remain part of the Buffalo District Ford Dealer Advertising Assn. Both accounts are handled by J. Walter Thompson, USA/Pittsford, N. Y.

First program by the new group is an 11-week TV campaign consisting of a 60-second commercial, "Look out Rochester, Here comes Ford."

Panhandle Pontiac group

The Panhandle Pontiac Dealer's Assn. was formed to represent 28 Pontiac dealers in Texas, Oklahoma and New Mexico.

Elmer Brown, Brown Pontiac, Amarillo, Tex., was elected president of the association.

Bedford Advertising, Dallas, was named the agency to handle the $150,000 account. Bedford has six Pontiac dealer groups, 90 dealers nationally.

Promos

Six dealers in the Rochester (Mich.) area held an "Oktoberfest New Car and Truck Sale" early in the month, retailing 209 cars and trucks from it.

The dealers, all located on the same road within a mile of each other, represent competitive makes. They're known as the "Auto Dealers of Rochester Road."

Their hoopla included a grand prize Delta Airlines Dream Vacation for two, six second prizes to Michigan resorts and appearances by a local-area celebrity, among other things.

The promotion was heavily supported by TV and radio and was handled by Unacom Marketing, Southfield, Michigan.

The Pumpkin Patch yielded one person a prize Escort when Baltimore Area Ford Dealers ran their "Great Escort Giveaway Contest."

Some 14 car dealers were involved in the promotion, handled by Jack Brahms Advertising, Baltimore.

Heavy TV included an atmospheric spot, placing Escort in a mysterious foggy setting.

Model breakdown
Auction Averages

	October	September	August
1982	$7,962	$8,253	$8,749
1981	6,457	6,564	6,591
1980	5,115	5,204	5,348
1979	4,511	4,907	4,830
1978	3,493	3,822	3,867
1977	2,812	3,010	3,038
1976	2,091	1,976	2,046
1975	1,355	1,271	1,357
Overall Average	$4,513	$4,807	$4,910

Personnel

Donald B. Effler joined D'Arcy-MacManus & Masius as senior vice president/management supervisor on the Pontiac account. He was previously with McCann-Erickson in Chicago.

William V. Haney was appointed vice president/director of communications at D'Arcy. He had been on the Bendix corporate communications staff.

Ervin J. Lichterman was appointed merchandising manager for Mazda Distributors Great Lakes, Grand Rapids, Mich., distributor of Mazda vehicles. He directs merchandising support for 117 dealers in five states.

John H. Nichols Jr., joined Campbell-Ewald Co. as group senior vice president-account management. He was with Leo Burnett, Chicago, for 17 years.

A senior vice president and four vice presidents are among the personnel promotions at J. Walter Thompson USA/Detroit.

William Jeanes, currently responsible for ad programs on Ford's new model year, became senior vice president.

Elected vice presidents were: **Jeffrey L. Hitch**, Western regional manager on Ford Dealer Advertising; **Thomas E. Healey**, head of the Media/Marketing Information Services Group; **James W. Lambert**, manager of JWT's Advertising Services Department, and **Theodore J. Thompson**, account representative on FDA advertising in Houston.

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
Tuesday, November 9, 1982

10 A.M. — CHRYSLER CORP.
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CHRYSLER PLYMOUTH
DODGE DEALERS ONLY

11 A.M. — AMC FACTORY SALE
SALE OF OVER 200 UNITS
ALL MAKES & MODELS

Followed by Our
BIG REGULAR CONSIGNMENT SALE
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NEW LOCATION
NEW SALE TIME
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New Mexico's only dealer auction.
Sale every Tuesday, 11 A.M.
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Member NAAA & WAAA

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Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

ARKANSAS

Arkansas Auto Auction. Lease and Fleet accounts welcome. Member NAA, ADA. Sale every Tuesday. 1115 North James, Jacksonville, AR, 501-982-0591.

AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

CALIFORNIA

Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

MINNESOTA

MPLS. AUTO AUCTION
1,000 plus UNITS
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11:00 A.M.
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MINNEAPOLIS AUTO AUCTION
1125 NATHAN LANE
MINNEAPOLIS, MINN. 55441
612-546-2403

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

NEW YORK

Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

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BEL AIR, MARYLAND
Over 35 years serving auto dealers
SALE EVERY THURSDAY, 11 A.M.
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Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98031.

But more are on the way

Domestic model total cut to 271

Continued from Page 1

makers list as three-door models.)

The final count for '82 was 113 four-doors, 150 two-doors, 40 wagons and four convertibles for a total of 307.

The domestic makers are offering 71 lines of cars this year, up from 68 during the '82 season.

Renault Alliance, Chrysler E-Class and Dodge 600 are new for '83, and there are a number of replacements or name changes.

Ford LTD has succeeded Granada, and Mercury Marquis fills the spot formerly occupied by Cougar (but what used to be the Cougar XR-7 will be called Cougar when the '83 arrives).

At Chrysler Corp., Turismo has taken over for Plymouth TC3 and Charger is the designation for the former Dodge 024. Chrysler was leaning in that direction in the latter stages of the '82 model year.

And at GM, the letters have been dropped from Pontiac T1000 and J2000, leaving just the numbers.

At this time in the '83 season, Buick has the most models with 37, followed by Mercury, 34; Ford, 33; Oldsmobile, 30, and Pontiac, 30. Next in line are Chevrolet, 25; Dodge, 18; Lincoln, 12; Plymouth, 11; AMC, 10; Cadillac, 9; Chrysler, 8; Volkswagen, 7; Renault, 6, and Imperial, 1.

The leaders at the end of the '82 model year were Ford, 41; Mercury, 39; Chevrolet, 34; Buick, 33; Pontiac, 31, and Oldsmobile, 30.

1983 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1983 Totals	(Final 1982 Totals)
AMERICAN MOTORS	5	7	0	4	16	(23)
AMC Concord	1	0	0	2	3	(9)
AMC Eagle	1	0	0	2	3	(6)
AMC Eagle SX-4	0	2	0	0	2	(2)
AMC Eagle Kammback	0	0	0	0	0	(2)
AMC Spirit	0	2	0	0	2	(4)
Renault Alliance**	3	3	0	0	6	(0)
CHRYSLER CORP.	17	13	3	5	38	(48)
Chrysler New Yorker	1	0	0	0	1	(1)
Chrysler E-class	1	0	0	0	1	(0)
Cordoba	0	1	0	0	1	(2)
LeBaron	1	1	2	1	5	(7)
Dodge Aries	2	2	0	2	6	(8)
Charger	0	2	0	0	2	(3)
Diplomat	2	0	0	0	2	(2)
Dodge 400	1	1	1	0	3	(5)
Dodge 600	2	0	0	0	2	(0)
Mirada	0	1	0	0	1	(1)
Omni	2	0	0	0	2	(3)
Imperial	0	1	0	0	1	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(3)
Reliant	2	2	0	2	6	(8)
Turismo	0	2	0	0	2	(3)
FORD MOTOR CO.	27	40	1	11	79	(93)
Ford LTD Crown Victoria	1	1	0	1	3	(8)
Escort	3	4	0	3	10	(12)
EXP	0	5	0	0	5	(1)
Fairmont Futura	2	3	0	0	5	(3)
Granada	0	0	0	0	0	(8)
LTD (Int.)	2	0	0	1	3	(0)
Mustang	0	6	1	0	7	(6)
Thunderbird***	0	0	0	0	0	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VI	3	3	0	0	6	(7)
Mercury Grand Marquis	2	2	0	1	5	(7)
Capri	0	6	0	0	8	(5)
Cougar	0	0	0	0	0	(5)
Cougar XR-7***	0	0	0	0	0	(2)
LN7	0	4	0	0	4	(1)
Lynx	4	4	0	3	11	(15)
Marquis (Int.)	2	0	0	2	4	(0)
Zephyr	2	2	0	0	4	(4)
GENERAL MOTORS	52	62	1	16	131	(137)
Buick LeSabre-Electra	4	4	0	2	10	(10)
Century	3	3	0	0	6	(4)
Regal	2	3	0	1	6	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(4)
Skylark	2	3	0	0	5	(6)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	0	0	1	3	(6)
Camaro	0	3	0	0	3	(3)
Cavalier	2	3	0	2	7	(11)
Celebrity	1	1	0	0	2	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette***	0	0	0	0	0	(2)
Malibu	1	0	0	1	2	(2)
Monte Carlo	0	1	0	0	1	(1)
Oldsmobile 88-98	5	3	0	1	9	(9)
Cutlass Ciera	2	2	0	0	4	(6)
Cutlass Supreme	2	3	0	1	6	(6)
Firenza	2	2	0	2	6	(4)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Bonneville G	2	0	0	1	3	(3)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	3	3	0	0	6	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000	2	4	0	2	8	(10)
Pontiac 6000	3	2	0	0	5	(4)
VOLKSWAGEN**	3	4	0	0	7	(6)
Rabbit	3	4	0	0	7	(6)
1983 TOTALS	104	126	5	36	271	
1982 TOTALS (End of Model Year)	113	150	4	40		(307)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault and Volkswagen totals include only U.S.-built models.
***—The '83 Thunderbird, Cougar and Corvette will be introduced later in the model year.

MODELS: 1942-1983

Number of models offered by U.S. auto makers, 1942 to 1983:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	271
1964	336		

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Auto historians reelect Lewis

HARRISBURG, Pa.—David L. Lewis was reelected president of the Society of Automotive Historians at the group's annual meeting here. Lewis is professor of business management at the University of Michigan.

Also reelected were Keith Marvin, Menands, N. Y., an author, editor and free lance writer, vice president; Charles L. Betts Jr., Yardley, Pa., a retired engineer, secretary, and George B. P. Ward Jr., Baltimore, a banker, treasurer.

Elected to the board of directors were Douglas A. Bakken, Dearborn, archivist and director of Ford Archives; Jeffrey I. Godshall, Royal Oak, Mich., automotive designer, artist and author, and Walter M. P. McCall, Windsor, Ont., public relations manager for Chrysler Corp. of Canada.

Chrysler imports up $79 for '83; some Colts cut

DETROIT. — Chrysler Corp. reported that the average-equipped prices of its imported Mitsubishi models have been increased $79, or 1.1 percent for '83.

The boost results from a hike of $280 on the Dodge Challenger and Plymouth Sapporo sport coupes. The Dodge Colt and Plymouth Colt prices are generally unchanged or lower than the '82s.

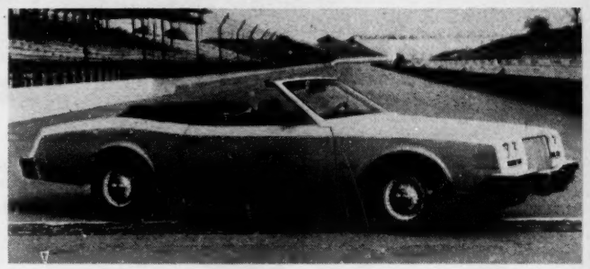
Both Dodge and Plymouth will use the Colt designation for '83. The Plymouth Champ nameplate has been dropped.

The base Colt two-door hatchback stays at $4,995; the Deluxe two-door is $5,720 (down $80), and the Custom two-door is $6,059 (down $63).

The base Colt four-door hatchback is $5,599 (down $111), and the Custom four-door is $6,176 (up $23).

The Sapporo and the Challenger are both priced at $8,323, an increase of $280.

Destination charges have been increased an average of $10 on Chrysler's '83 Mitsubishi models.



Riviera sets pace for '83 Indy

Astride the front straightaway of the Indianapolis Motor Speedway is the 1983 Buick Riviera convertible selected as the Pace Car at the 1983 Indianapolis 500. It is powered by a special 350-HP twin turbocharged Buick V-6 with port fuel injection and digital onboard computer controls from Delco Electronics. The Pace Car will be driven only on the speedway, as the 4.1-liter V-6 does not meet federal emission requirements.

New-car dealers see threat in fleet sales incentives

Continued from Page 1

they were making their views known to GM "in a spirit of partnership, not an atmosphere of acrimony." Mullane's FDA has taken a more adversarial position.

In a speech before the Federation of Auto Dealer Assns. of Canada in Montreal last week, Mullane said the FDA board of directors had voted funds to conduct legal research into the problem of fleet subsidies.

(NADA sued the Big Three auto makers over the issue of fleet subsidies in 1970. The case was decided against the dealers in 1976. In an ironic twist, the Federal Government sued the makers in an antitrust action which went to trial in 1973 because GM and Ford Motor Co. halted fleet subsidies within a day of each other in 1970. The government charged price fixing. It lost.)

Mullane told AUTOMOTIVE NEWS that $4,000 had been appropriated for the legal research.

"We believe the present subsidies and preferential practices such as large discounts, guaranteed depreciation, advertising allowances and the availability of these programs only to large purchasers amount to the establishment of a dual distribution system and violate the sales agreement," Mullane said.

But legal action is not the only weapon in FDA's arsenal, Mullane said. Also under consideration, he said, is a massive national advertising campaign telling the consumer of issues that affect him.

Mullane particularly targeted on used-car prices and the fact that dealers would have a difficult time competing with fleet used-car outlets, since the dealers pay more for those used cars and don't have readily available used-car fleets.

• Mullane began his attack on fleet incentives in August when he charged that dealers were being placed in an uncompetitive position because of the incentives given to large rental and leasing fleets.

Mullane contends that the retail customer feels the pinch of these incentive programs in the used-car value of his tradein.

Rental companies can sell the cars into the used-car market for less because they pay less for the cars and, in turn, create a lower-priced used-car market. This hurts the new-car buyer because it widens the difference between his tradein value and the new-car price.

The cost of these incentive programs has to be built in somewhere, Mullane said, and this is in the retail price of the car.

Frank McCarthy, executive vice president of NADA, said the current fleet subsidies are a greater threat to the franchise system than were those of the '60, because fleet sales account for a greater part of the market now than they did then and because rental and lease companies are now retailing their used cars.

Toyota dealer files $1 million good-faith suit

HOUSTON.—A New Orleans Toyota dealer, Joe Conte Toyota, has filed a million-dollar lawsuit in Federal District Court here against Toyota Motor Co., Ltd.; Toyota Motor Sales U.S.A. and Gulf States Toyota (a distributor) charging violations of the Dealers Day in Court Act and antitrust laws.

The lawsuit also names Jerry H. Pyle, president, and Thomas H. Friedkin, owner of Gulf States.

The dealership charges that the defendants conspired to attempt to require it to build a new facility and that the defendants withheld cars from the dealership in an attempt to force it out of the market.

The dealership's complaint said that during the first six months of 1981, it was supplied with an average of 94.3 cars a month. From September, 1981, through August, 1982, it said, the dealership received 40 new cars a month.

The complaint also charged that defendants provided fleet sale vehicles at a higher ratio than other dealers so that the margin of profit was substantially reduced.

The dealership also complained that it was provided with cars with all accessories already in place, cutting profit potential, and that it was advised that Gulf States Toyota could charge an additional $100 per new vehicle supplied to the plaintiff.

Joe Conte Toyota claimed it was damaged by at least $1 million.

Toyota-Pontiac dual

WESTBROOK, Conn. — Seaview Toyota-Pontiac, Inc., has opened here. Thomas Nashmy is president of the dealership.

High inventories shut 5 plants; 106,060 autos built

Downtime cuts U.S. car production

By Patricia Hoffman
Staff Writer

Downtime at five car plants due to high inventories in the field pulled last week's domestic auto production down 6.64 percent from the previous week's total, and output fell 10.21 percent below the comparable 1981 figure.

The auto makers slated production last week at 106,060 units, a decline from the previous week's 113,598 and down from 118,117 units built in the comparable period last year.

General Motors closed its Doraville and Oklahoma City facilities last week for inventory control. Operations are slated to resume today (Nov. 1).

Also idle last week for inventory adjustment were Ford Motor's Metuchen and San Jose plants, plus Volkswagen of America's Westmoreland facility. Production is scheduled to resume today at Metuchen and San Jose, while Westmoreland is slated to return next Monday (Nov. 8).

GM's Bowling Green plant and Ford's Lorain point remained closed last week for model changeover. Both were idled Oct. 13, and both are scheduled to begin production of 1983 models in December.

Operations resumed last week at GM's Janesville and Lordstown facilities following downtime for inventory control.

GM's Baltimore plant operated six days last week.

Truck production increases as two GM plants return

International Harvester's Ft. Wayne and Springfield facilities were down last week, but the return of two General Motors' points helped boost domestic truck output 9.30 percent from the previous week's total.

The truck makers scheduled 39,200 units last week, up from the previous week's 35,863, and a 17.37 percent gain over the 33,399 units built in the comparable 1981 week.

So far this year, the manufacturers have finished 1,636,282 trucks, up 15.69 percent from 1,414,395 completed in the same period last year.

International Harvester closed its Springfield and Ft. Wayne facilities last Monday for two weeks for inventory control. Operations are slated to resume at both plants Nov. 8.

Volkswagen of America's Westmoreland point remained idle last week. Production of 1982 models ended at the facility on June 28. Startup for 1983 models is slated for December.

The Chevrolet and GMC light-truck line at GM's Flint facility resumed operations last week after being idle one week for inventory control. About 1,500 returned to work.

Also back last week at GM was the GMC (truck and coach) line at the Pontiac plant. The facility closed Oct. 11 due to high inventories in the field. About 2,300 employes returned to work.

Avco to produce diesel engines

HOUSTON. — Avco Corp. has entered into an agreement with Stabilimenti Meccanici VM S.p.A. under which Avco Industrial Engine Operation will produce industrial and automotive diesel engines for the North American market. Production is scheduled to begin in June, 1983.

This production agreement replaces a distribution agreement signed in 1977 under which Avco marketed VM assembled engines, spare parts and accessories in the U. S. and Canada.

The Avco-VM family of diesel engines includes 25 models with a choice of water, air or a patented air/oil cooling system. The engines are used to power electric generators, compressors and pumps, as well as automobiles and trucks.

Canadian output rises as Oshawa, St. Thomas return

Canadian auto production jumped 56.79 percent last week from the previous week's total as operations resumed at General Motors' Oshawa (No. One) facility and Ford Motor's St. Thomas point following downtime to control overstocked inventory.

Last week, the auto makers estimated output at 18,090 units, up substantially from the previous week's 11,538, and up 18.56 percent from 15,258 in the comparable 1981 period.

Truck production was targeted at 9,581 units last week, down 18.25 percent from 11,724 the previous week and down 9.14 percent from 10,545 units built in the comparable week last year.

GM's Oshawa (No. One) car facility, idled Oct. 18, returned last week following inventory adjustment.

Also back last week was Ford's St. Thomas car point which was idled for inventory control Oct. 4.

International Harvester's truck facilities closed last week to adjust overstocked inventories.

The light-duty Chevrolet and GMC truck lines at GM's Oshawa truck point ended second-shift operations last week cutting output to 360 units a day.

American Motors' Brampton car facility was idle for the second week last week due to overstocked inventory.

Honda 'Job One' rolls today at Ohio car plant

Honda will begin building 1983 Accord four-door models at its $250-million auto assembly plant in Marysville, O., today (Nov. 1), but there will be no fanfare to mark the occasion.

A Honda spokesman speculated that plant officials decided against a Job One celebration because of the desire to carefully observe early production in a controlled environment.

Only four-door Accords will be built. Initially, the plant will build about 100 cars per month, and is expected to double that amount by April of next year. Build-up will be slow; by 1984, the plant will be operating at a planned 150,000-car annual rate.

Dealers east of the Mississippi River will begin receiving shipments of cars Dec. 1. Dealers will be allowed to sell only U. S.-built or Japanese-built four-door Accords, rather than a mix, the spokesman said.

Local content at the outset of production will be about 50 percent. That figure gradually will rise. Honda has more than 40 American suppliers.

The automobile plant, located adjacent to Honda's motorcycle assembly plant, is a 900,000-square-foot facility housing stamping, welding, paint, plastic injection and final assembly operations. When it reaches planned capacity, the auto plant will employ an estimated 2,000 workers.

obituaries

Jack W. Mendel

INDIANAPOLIS. — Jack W. Mendel, 58, retired district sales manager for Ford Division in Indianapolis, died Sept. 24. He had also been district sales manager in Philadelphia and Dallas.

Piet Van Doorne

EINDHOVEN, Holland.—Piet Van Doorne, 47, president of DAF Trucks and one of Holland's leading industrial figures, died Oct. 18. Mr. Van Doorne was the second son of the founder of the company, Huub Van Doorne.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
CHEVROLET	13,595	8,214	10,311	50,084	402,496	566,290
DODGE	2,400	2,033	2,359	7,671	79,061	107,045
FORD	15,969	16,018	15,900	55,979	551,889	584,711
GMC	4,436	3,606	3,464	14,790	145,636	197,634
INTERNATIONAL	.....	.....	1,029	3,328	60,646	39,880
VOLKSWAGEN	.....	578	.....	.....	34,623	8,103
JEEP	1,750*	1,500*	1,750*	7,350*	79,688*	73,589*
AM GENERAL	50*	50*	50*	210*	3,236*	2,030*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,200*	57,120*	47,000*
Total Trucks, U. S.	39,200	33,399	35,863	143,612	1,414,395	1,636,282

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
CHRYSLER CORP.	2,556	2,128	2,653	9,191	70,351	88,103
FORD MOTOR	3,025	2,699	3,088	9,334	119,657	115,360
GENERAL MOTORS	4,000	5,451	5,715	16,494	229,099	204,899
INTERNATIONAL	.....	267	268	1,042	9,665	9,208
Total Trucks, Canada.	9,581	10,545	11,724	36,061	428,772	417,570
N. American Trucks	48,781	43,944	47,587	179,673	1,843,167	2,053,852

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
AMERICAN MOTORS	3,770*	3,000*	3,760*	15,802*	103,572*	77,969*
AMC Total	770*	3,000*	760*	3,202*	103,572*	45,289*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	3,000*	12,600*	.....	32,700*
Alliance	3,000*	.....	3,000*	12,600*	.....	32,700*
CHRYSLER CORP.	15,000	11,740	15,245	54,695	668,287	498,883
Plymouth Total	6,000	3,894	6,287	22,754	333,335	201,613
Horizon	2,300	.....	2,318	7,358	127,414	65,656
Reliant	3,600	3,894	3,877	15,103	196,334	134,892
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	100	.....	92	293	.....	1,065
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,900	3,186	2,180	7,580	42,013	95,976
LeBaron	1,200	3,186	1,113	4,608	37,151	85,130
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	700	.....	1,067	2,972	.....	10,846
Dodge Total	7,100	4,660	6,778	24,361	292,939	201,294
Omni	2,200	.....	2,213	7,052	114,213	61,431
Aries	3,700	3,270	3,646	13,637	155,138	105,743
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	300	1,390	342	1,519	7,262	26,575
Dodge 600	900	.....	577	2,153	.....	7,545
St. Regis	.....	.....	.....	.....	3,602	.....
FORD MOTOR	22,866	30,347	26,708	92,560	1,186,605	914,469
Ford Division	13,301	20,356	16,166	55,506	809,658	573,514
Escort	4,053	7,627	6,946	20,139	320,987	228,579
Fairmont	2,918	3,927	2,970	9,502	160,083	103,611
Must./Must. II	1,793	3,920	1,835	7,579	137,025	106,833
LTD/Granada	4,537	3,634	4,253	17,791	91,060	99,343
Thunderbird	.....	1,248	.....	.....	58,415	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	162	495	1,202	5,822
L-M Division	9,565	9,991	10,542	37,054	376,947	340,955
Mercury Total	7,501	7,595	8,474	28,365	322,569	260,678
Lynx	1,227	1,890	2,315	6,153	107,482	71,346
Capri	431	1,299	421	1,878	44,920	29,496
Zephyr	938	716	910	2,866	46,188	33,158
Marquis/Cougar	2,003	1,658	1,825	7,378	40,724	45,941
XR-7	.....	384	.....	.....	27,324	10,580
Mercury	2,902	1,648	2,916	9,900	55,274	68,605
LN7	.....	.....	87	190	657	1,552
Lincoln Total	2,064	2,396	2,068	8,689	54,378	80,277
Continental ('82)	413	1,198	415	1,740	7,472	16,584
Lincoln	1,236	768	1,240	5,087	23,548	38,071
Mark VI	415	430	413	1,862	23,355	25,622
GENERAL MOTORS	64,424	68,871	64,769	246,961	3,417,466	2,753,412
Buick Division	14,731	15,890	16,723	59,682	761,539	641,592
Skylark	3,732	6,165	3,668	8,569	236,637	121,554
Skyhawk J	1,331	.....	1,314	5,610	.....	57,869
Century	.....	1,189	1,738	4,428	90,508	96,686
Regal	4,022	4,827	4,253	17,006	229,152	175,878
Buick	4,286	3,709	4,315	17,951	147,438	153,821
Riviera	1,360	.....	1,435	6,118	57,804	35,784
Cadillac Division	5,940	1,286	6,246	23,581	222,108	198,702
Cimarron	390	.....	.....	1,386	20,735	6,636
Seville	485	.....	485	2,266	21,139	18,583
Eldorado	1,105	.....	1,084	5,104	49,606	47,474
Cadillac	3,960	1,286	4,677	14,825	130,628	126,009
Chevrolet Division	19,950	24,486	17,444	74,119	1,253,733	884,868
Chevette	4,807	7,251	4,804	15,257	300,142	184,834
Cavalier	3,950	3,948	.....	11,297	104,610	78,222
Celebrity	.....	1,001	1,393	4,528	2,073	58,477
Camaro	4,799	80	3,834	10,732	88,054	189,019
Citation	1,345	5,221	2,459	9,160	271,219	143,871
Malibu	2,279	3,976	2,516	10,886	199,482	104,571
Monte Carlo	2,270	2,438	1,904	9,281	118,903	66,550
Chevrolet	500	481	534	2,250	143,569	36,810
Corvette	.....	90	.....	728	25,671	22,514
Oldsmobile Division	16,222	14,361	18,311	65,550	729,719	649,280
Omega	1,568	2,562	1,516	3,084	122,841	67,131
Firenza	845	.....	826	2,976	.....	38,664
Cutlass	6,000	4,853	5,324	21,907	327,167	175,718
Cutlass/Ciera	.....	1,726	3,523	7,033	5,165	103,101
Oldsmobile	6,934	5,220	6,260	26,535	237,210	236,226
Toronado	875	.....	862	4,015	37,336	28,440
Pontiac Division	7,581	12,848	6,045	24,029	450,367	378,970
Acadian†	118	174	44	317	16,719	9,403
2000	780	2,939	.....	2,589	66,761	34,478
1000	675	2,131	862	2,550	77,743	32,170
Firebird	3,153	51	2,598	7,135	43,655	113,846
Phoenix	815	1,968	802	2,928	87,115	41,536
G. Prix/B'ville ('83)	2,040	4,014	1,739	8,204	101,959	117,195
A6000	.....	1,571	.....	306	4,324	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	4,059	3,116	7,447	146,178	67,658
CHECKER	.....	100*	.....	.....	1,694*	2,163*
Total Cars, U. S.	106,060	118,117	113,598	417,465	5,523,802	4,314,574

CANADIAN CAR PRODUCTION

	Week Ended Oct. 30, 1982	Week Ended Oct. 31, 1981	Week Ended Oct. 23, 1982	Oct. Est.	Jan. 1 to Oct. 31, 1981	Jan. 1 to Oct. 30, 1982
AMERICAN MOTORS	.....	794	.....	1,942	28,696	25,815
CHRYSLER CORP.	4,128	1,871	4,112	12,418	51,821	138,066
FORD MOTOR	4,797	3,543	3,789	10,759	179,775	240,071
GENERAL MOTORS	8,940	8,825	3,412	23,851	409,859	298,622
VOLVO	225	225	225	900	8,705	8,602
Total Cars, Canada	18,090	15,258	11,538	49,870	678,856	711,176
N. American Cars	124,150	133,375	125,136	467,335	6,202,658	5,025,750
N. American Trucks	48,781	43,944	47,587	179,673	1,843,167	2,053,852
North American Cars and Trucks	172,931	177,319	172,723	647,008	8,045,825	7,079,602

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Sleek and subtle

Jim Plegue photos

Audi readies new streamlined 5000

Audi will introduce this all-new 5000 sedan in the U. S. next May, offering it with choice of five-cylinder gasoline or turbo-diesel or turbo-gasoline engines. Its European counterpart, the Audi 100 (identical except for grille and headlamps), has a drag-coefficient rating of 0.30, lowest of any car sold in the world. In this unofficial photo, the car's grille badge reads "Cerano." Audi said it means nothing and is on the car as "camouflage."

DeLorean faces new pressure as IRS steps up investigation

By Edward Lapham
Financial Editor

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The Internal Revenue Service has broadened its investigation of John Z. DeLorean, his sports-car venture and related enterprises to include areas which suggest possible tax fraud, AUTOMOTIVE NEWS has learned.

The result could be a federal grand jury investigation.

Sources close to DeLorean Motor Co. and affiliated ventures said the IRS, which had been conducting fairly routine audits of certain DMC-linked financing arrangements, has intensified its activity in the wake of John DeLorean's arrest in Los Angeles on federal drug charges.

One focus of the investigation is documents relating to the DeLorean Research Limited Partnership, formed in 1978, which raised $18.8 million for R&D work on the sports car.

DeLorean Motor Co., the sole general partner with power of attorney, contributed the sports-car rights to the partnership, while 134 limited partners assembled by Oppenheimer & Co. contributed the cash. Oppenheimer's took $2.25 million in fees.

As previously reported (AUTOMOTIVE NEWS, Sept. 20), the IRS notified the DRLP partners it was auditing returns for deductions taken for the years 1978 and 1979. Subsequently, the IRS decided to also audit partner returns for the years 1980 and 1981 to determine if the deductions qualified as research and development.

Now, however, the IRS apparently has become directly involved in one of the unanswered questions about the DeLorean sports-car venture: What really happened to the money raised by the 134 DRLP investors?

The question has been explored seriously for more than a year, following charges made last October by a former DeLorean employe, Marion Gibson, who gave a large stack of company documents to a British member of Parliament who in turn made some of them public.

• Subsequent to the allegations, Scotland Yard launched a short investigation which cleared John DeLorean of wrongdoing. DeLorean then instituted libel suits against two former employes

Continued on Page 51, Col. 1

'83 sales 'quietly taking off,' spot-check of dealers shows

By Jim Plegue
Staff Writer

Big cars are in, small cars are out. Specialty models and trucks are hot, too.

Factory interest-rate subvention is attracting customers and helping clean up what's left of the '82 inventories.

Buyers are still leery of high prices and steep interest rates but job security is becoming another big fear at car-buying time.

And, oh yes, things are getting better.

Those are the conclusions drawn from an AUTOMOTIVE NEWS survey last week of domestic and import dealers across the country.

As the '83 selling season gets under way, dealers for the most part are optimistic. The '83s may not be "off and running," but at least they're moving.

• General Motors and Ford Motor dealers reported good results from factory interest-rate programs designed to sell '82 models. Several Chrysler Corp. dealers said they wished their factory had a similar program.

"Sales were moving at a decent pace until GM's 10.9 percent financing came out; then we noticed a drastic reduction in floor traffic," said Joe Ventura, president, Baum Boulevard Dodge, Inc., Pittsburgh.

"We're still doing respectable but we're not selling at the rate we should be. Chrysler should come up with something similar to GM's 10.9 (percent financing), something we can use in our advertising instead of the rebates."

Like other Dodge and Chrysler-Plymouth dealers around the country, Ventura said customers are showing plenty of interest in the new E-body cars (Chrysler E Class and Dodge 600).

"We're getting a lot of people in here who are comparing it with the foreign competition," he said. "We're down to one (600) in stock."

At Freed Chrysler-Plymouth, Salt Lake City, sales are "up slightly" from last year, according to Doug Tollstrup, new-car manager. Tollstrup's hot sellers are the Reliant, LeBaron and New Yorker, while the Horizon is sluggish.

• "Our sales of '83s are quietly taking off," said Burt Boeckmann, owner of Galpin Ford, a large dealership in Sepulveda, Calif.

Although the Ford financing incentives have worked, Boeckmann said his "overall volumes have been stagnant. There have been no significant burps. We've been looking at the same numbers every month, though we are running slightly ahead of last year."

Boeckmann's popular models are the high-output Mustang and the Mustang convertible and "from a profit standpoint, the T-Bird has moved well." His slow models are the EXP and the Fairmont.

The new Thunderbird, due in January, will be a success, Boeckmann predicted.

"All day long, people come in and ask us, 'Where's the new T-Bird?' There's more interest

Continued on Page 52, Col. 1

Ford's answer to GM is 10.75 pct. loan rate

By Joseph Bohn
Marketing Editor

Ford Motor Co. lost little time in countering General Motors' low-interest finance program with a new 10.75 APR program of its own.

However, Toyota stuck on more traditional dealer cash incentives in launching a new truck program.

Ford's finance program runs from Nov. 2 to Dec. 31 and covers all new '81 and '82 cars only.

The low-interest financing is available through Ford Motor Credit Co. or any participating financial institution. (GM's 10.9 percent program on '82 models is available only through GMAC.)

The Ford program also offers cash rebates in addition to the low financing on non-base Escort/Lynx, EXP/LN7 models and dealer cash on Continentals.

Customers get 10.75 percent APR on non-base Escort/Lynx models, plus $200 rebates. Those who do not take the low APR offer can get $400 rebates or Ford Care (Car Care at Lincoln-Mercury), but they can't have both. Ford Care is a 24/24 maintenance-warranty program.

The typical savings for a buyer of an '82 Escort would be about $1,200, accoring to Philip E. Benton Jr., Ford vice president - sales operations.

This assumes a prevailing retail finance rate of 17.5 percent and a contract of $6,200 for 48 months. The buyer would save $1,009 on financing costs and $200 on the rebate.

On EXP/LN7, customers get $500 rebates along with the 10.75 percent. Non-finance customers get $1,000 rebates or Ford Care, when they don't take the 10.75 percent.

Ford is offering the extra re-

Continued on Page 51, Col. 4

breaking news

UAW strikes Chrysler Canada

TORONTO.—The UAW called a strike against Chrysler Canada last Friday. The move affects 9,140 hourly and 392 salaried workers at the Chrysler plants in Windsor, Ajax and Etobicoke, Ont. It will also cause 6,000 workers in the U. S. to be laid off beginning today (Nov. 8), according to Gerald Greenwald, Chrysler vice chairman. Chrysler had proposed that the UAW accept the contract recently rejected in the U. S. or that the strike deadline and negotiations be postponed, as was done in the U. S. Both plans were rejected.

International Harvester to sell off assets

CHICAGO.—International Harvester announced tentative agreements to raise $65 to $70 million by selling assets of its truck axle and transmission operation to Dana Corp. and some assets of its aircraft-towing tractor operation to Ingersoll-Rand. Land and buildings in Ft. Wayne, Ind., are not included in the Dana deal, but new preference shares may be. The Ft. Wayne plant is to be phased out. Earlier story on Page 52.

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Dingell applies some pressure

DOE decides to publish Mileage Guide after all

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The 1983 Mileage Guide, the government's annual summary of the fuel economy abilities of the year's new cars, will be published after all.

Robert C. Odle Jr., Department of Energy assistant secretary for Congressional, intergovernmental and public affairs, ordered printing of the guide last week.

Odle had held up printing of the guide pending a review by the department of the value of the guide which, under federal law, must be available to any consumer who might wish one.

Odle was distressed to learn the DOE had nearly one million of the 1982 guides left and had sought to cut production or eliminate the guide altogether as part of a cost move.

That was before Rep. John Dingel, Michigan Democrat and father of the Energy Policy and Conservation Act that mandated production of the guides, got into the act.

Dingell sent Odle two letters recently, demanding to know why the guide wasn't being produced.

In the process, Dingell pointed out that the law clearly states that "booklets, either DOE produced or printed by dealers or manufacturers using the format approved by the EPA, must be available in sufficient quantity for retention by each prospective purchaser" of an automobile or light truck.

Failure to have the guides available can put auto dealers in the position of having to pay a fine of as much as $10,000 for each day they do not have the guide.

The Center for Auto Safety also put on pressure by writing to NADA, telling the association of DOE's recalcitrance in publishing the guide and pointing out the car dealers' subsequent liability exposure.

When told of DOE's decision to now go ahead with printing of the guide, Center director Clarrence Ditlow said, "DOE is doing its best to flaunt the law while consumers and auto dealers suffer. We will see if we can't expose this charade for what it is."

• Traditionally, the DOE has produced 7 million to 10 million copies of the guide each year at a cost of approximately $1 million. These guides were then made available to dealers in packages of 150 to 200. Most years, the guides were all used up, and in 1978 the government even ran out, but last year auto sales plunged sharply and so did demand for the Mileage Guide.

The resulting surplus led Odle to call off production of the second edition of the 1982 Mileage Guide which usually contains numbers for most of the imported vehicles as well as late-introduction domestic models.

It also prompted Odle to review the status of the Mileage Guide which, in turn, led to consideration of three options by the DOE, all aimed at cutting its involvement in the Mileage Guide program.

These were: Printing only enough copies for each auto dealer in the country (approximately 25,000) and making the dealers responsible for extra copies to give to customers; printing only 250,000 copies with 150,000 being sent in packets of 50 to only 3,100 of the largest dealers, and printing

Continued on Page 51, Col. 2

Corolla for sun lovers

American Custom Coachworks, Beverly Hills, Calif., produces the Toyota Corolla as a "Sport" convertible, with power top. The conversion retails for about $6,000 and takes about 15 working days to complete.

Ford, Toyo Kogyo get EPA waiver for small diesel

WASHINGTON. — The EPA has decided to grant Ford Motor Co. and Toyo Kogyo Co., Ltd., a waiver from the 1984 oxides of nitrogen standard so the two companies can market a new small diesel engine to be made by Toyo Kogyo.

Toyo Kogyo produces the Mazda line of automobiles and trucks and is 25 percent owned by Ford.

The new engine, designated "TX1" will be an in-line four-cylinder model displacing approximately 1.8 liters and will be available as an option in Mazda's revamped 626 series and in Ford's Topaz and Tempo models.

The companies had argued the waiver was necessary if the engine was also to comply with diesel particulate standards. As it has in previous waivers granted to other diesel makers, EPA granted the full 1.5 grams-per-mile level permitted under provisions of the Clean Air Act.

Ford and Mazda join General Motors, Mercedes-Benz, Volvo, Peugeot, Volkswagen, Nissan, Isuzu, Renault, BL Cars, Chrysler Corp., BMW and Vehicle Technology, Inc., as recipients of waivers for one or more diesel engine families.

Parts and accessories sales lead gain

Shop business up in September

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business recorded by new-car dealers in September dipped 5 percentage points from the pace registered in August, the volume still managed to post the fourth biggest increase of 1982.

According to the Automotive News Service Index, shop volume in September amounted to 108.8 percent of the business recorded in the shops during the same month a year earlier.

In August, shop business was 113.8 percent of the volume registered in the corresponding month of 1981 for the second biggest gain of 1982.

September also marked the 19th consecutive month that the Service Index has shown an increase over the year-earlier period.

All indicators showed good gains in September, including repair orders written which were on the plus side for the second consecutive month.

September's biggest increase was recorded by sales of all parts and accessories which were up 12.4 percent, followed by gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — up 10.2 percent over the year-ago figure.

Shop parts sales (those used on both customer-paid and warranty work) were up 9.5 percent, while total labor sales — customer paid and warranty — increased 7.5 percent over the figure for the same month in 1981.

Repair orders written increased 2.3 percent over September, 1981. In August, ROs were up 4.1 percent.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the nine-month period of 1982, dealers' shop volume amounted to 108.0 percent of the business for the corresponding 1981 period.

The leading indicator for the January-September period was shop parts sales, up 12.6 percent, followed by sales of all parts and accessories, up 11.9 percent, while gross profit increased 10.7 percent.

Total labor sales climbed 6.2 percent during the nine-month span, while repair orders written declined 5.3 percent.

Banks cut rates for Springfield sale

SPRINGFIELD, Ill. — The Springfield New Car and Truck Dealers Assn. and two local banks combined in a four-day promotion that resulted in an estimated $1.75 million of business.

The promotion involved automobile loans at 12.5 percent, about three percentage points below the prevailing rate. Springfield Marine Bank and Capitol Bank had people working on Sunday, last day of the promotion, to process loans.

SERVICE INDEX
108.8*

	Sept., '82 vs. Sept., '81	9 mos., '82 vs. 9 mos., '81
Gross Profit on All Labor and P&A Sales	+10.2%	+10.7%
Repair Orders Written	+ 2.3%	− 5.3%
Total Labor Sales (Customer & Warranty)	+ 7.5%	+ 6.2%
Shop Parts Sales (Customer & Warranty)	+ 9.5%	+12.6%
Sales of All Parts and P&A	+12.4%	+11.9%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1982, was 108.8 percent of business in Sept., 1981. Service business in the nine months of 1982 was 108.0 percent of business in the corresponding period in 1981.

Alfa Romeo will open Detroit office to peddle technology

By John Russell
New York Staff Writer

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo will be moving ahead to sell technology to U. S. companies in the near future as the Italian auto maker prepares to open an office in Detroit.

The specifics of the project are yet to be completed, according to Luigi Zucchet, president of Alfa Romeo in the U. S., but recruiting is under way for staffing the office and Zucchet agreed that Alfa wants to sell technology.

This would encompass components from all Alfa divisions, including diesels, and is part of the parent company's corporate strategy, he said, since Alfa Romeo is smaller than many auto makers and is seeking to spread development costs.

Zucchet said an example of what it hopes to do is the agreement between Alfa Romeo and Nissan as well as Alfa and Fiat for projects in Italy.

Last summer, it was revealed that Alfa Romeo had been in contact with two leading U. S. component manufacturers on the Alfa modular engine.

Alfa executives in Italy told Automotive News at the time that it was no secret Alfa was interested in working out licensing agreements on both the hardware and software for its modular engine.

Zucchet said this latest move by the company would go beyond the modular engine and include various divisions within the Alfa group.

• Zucchet has headed Alfa in the U. S. since last spring and his primary concern has been turning around the U. S. operation.

During the past five years, sales of Alfa Romeo cars in the U. S. have been on the decline. In 1978 the company sold 6,237 cars in the U. S., but that dwindled to 2,294 in 1981.

Zucchet anticipates finishing 1982 with about the same number of unit sales as last year, without any incentives. To Zucchet, this is a key point since he regards incentives as a destructive policy.

Zucchet views his whole program for the U. S. as reestablishing confidence, both among consumers and the 130 Alfa dealers by demonstrating the corporate commitment to the U. S. market.

As part of his planning, he has moved to develop a consistent advertising program to create a new image of quality for the product. A new advertising agency was appointed, Burston Marstellar, and a strategy was developed to give Alfa a consistent advertising presence. Zucchet also said he has increased the advertising budget, but would not reveal the figure.

A direct-mail campaign has been started in selected markets to invite potential customers to test drive an Alfa Romeo —with a new twist. Alfa rented test tracks in the San Francisco and Los Angeles areas and conducted the test drives there with the area dealers, inviting a limited number of consumers.

Zucchet said the program enables the company to reach consumers interested in sports cars. And that, he said, will be the area of concentration for the future sports cars.

• Zucchet said Alfa has a sports-car image in this country and that is where the company will concentrate its marketing efforts. Alfa attempted to market a sedan in the U. S., but that has been dropped and Zucchet made it plain Alfa would not try it again, although the maker successfully markets sedans in Europe.

New models will be coming to the U. S., but Zucchet declined to say when. He said a complete lineup change is being conducted by the parent company, starting in 1983 and continuing through 1986.

While Zucchet would not reveal the models contemplated for the U. S., Sergio Fonda, general sales manager for the parent company, said last summer that the models would be expected to reach the U. S. in 1984 and that the lineup for the U. S. would be expanded to include a third car designed to compete with the Mazda RX-7 and Datsun 280-ZX.

Zucchet said the company wants a dealer commitment for more trained staff in sales and service. It is part of the overall effort to change Alfa's image in the U. S., Zucchet admitted. Parts and service availability may not have been the best.

He said dealers must get behind the company efforts if they are to succeed, but he made it plain he does not intend to expand the 130-dealer network. Instead, Alfa will try to work with the dealers to upgrade.

Zucchet said he intends to meet with each dealer at least once a year.

He said he thought it was realistic for Alfa to expect to sell 10,000 to 12,000 units a year and he is projecting a 20 percent sales gain in 1983.

Bieber, Majerus and Ephlin are in the running

Three vie to replace Fraser as UAW chief

By Marjorie Sorge
Labor Editor

As the contest for the presidency of the 1.2-million-member UAW comes down to the wire, three contestants are still in the running.

Either Raymond Majerus, secretary-treasurer; Vice President Donald Ephlin, also director of the Ford Department, or Vice President Owen Bieber, also director of the General Motors Department, will be the recommended candidate to replace current President Douglas A. Fraser.

Fraser, 65, steps down as president at the UAW's Constitutional Convention in Dallas next May. The union has a mandatory retirement age of 65 for its officers.

The choice among Majerus, Ephlin and Bieber, will be made this Friday (Nov. 12).

On Friday, the union's 26-member international executive board will meet to make its recommendation for Fraser's successor. That recommendation will, in turn, be taken to the 300-member steering committee on the same day for their endorsement.

The final step will be when the successor is elected by delegates to the union's convention in Dallas.

The new leader will be the seventh president in the union's history. Francis J. Dillon was the first in 1936 (appointed by the AFL), followed by R. J. Thomas in 1939, Walter Reuther in 1946, Leonard Woodcock in 1970 (following the death of Reuther in a plane crash) and Fraser in 1977.

Following are the philosophies of the men who could succeed Fraser:

• Ephlin, 56, is a long-time advocate of joint company-union deavors for a more cooperative relationship between the parties. The new Ford-UAW contract has this idea as its basis in a new Employe Involvement program and Mutual Growth Forums. Under these programs, workers have input into the company at every level.

But Ephlin admits that those programs are still in their infant stages and the new philosophy is "not as much a part of the system as I'd like."

"We must institutionalize the joint endeavor program," he said. "It must be in the system so deep that it cannot be destroyed by a strike over economics."

The Mutual Growth Forums also allow worker and company to exchange financial information and could make it easier to negotiate a "modest agreement" in 1984, if Ford is still in trouble. But Ephlin warns that if either Ford or GM plan to ask for modest changes in the contract which expires in September, 1984, they should not be paying out dividends.

Ephlin also believes that the joint endeavors will help raise the status of the union in the eyes of the public. Unionism has lost popularity points and has been blamed for the slumping economy by certain sectors in recent months.

Also, the cooperative ethic could be a plus in organizing, Ephlin said.

"Our goal is not only (to see the union) accepted as part of a company's operation but to be given the credit publicly by the company for our contribution to the improvement of that company," he said. "If we can do both of these things simultaneously, then that builds the status of the union and enhances our opportunities to organize other workers."

• According to Ephlin, prime candidates for union organization are in the professional fields, the service industry, health care and high technology, plus engineers, nurses and those in aerospace.

Ephlin also believes wages

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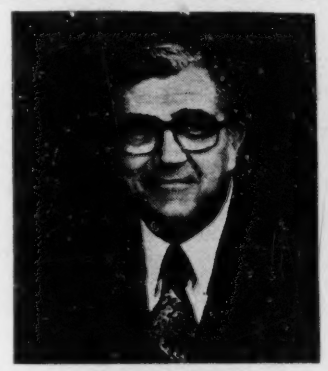
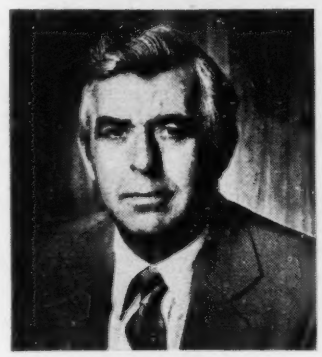


Owen Bieber

Raymond Majerus



Donald Ephlin

In effort to recapture the glory years of the 1960s

Halo car and motorsports are big at Pontiac

By Joseph Bohn
Marketing Editor

PONTIAC. — Pontiac's new 6000 STE four-door sedan will be a halo car for the 6000 line.

In fact, marketing will seek to establish it as the "best . . . of the entire Pontiac lineup," said R. Ed Benson, assistant general sales manager-marketing.

But, for all that, the division expects to build no more than 25,000 in the abbreviated '83 model run in order to concentrate on quality.

"Experience the most technically advanced Pontiac," says a print headline for the car, being officially kicked off with ads in January.

Pontiac officials are out to recapture the glory years of the '60s with their updated performance image, and outlined motorsports as part of the marketing to achieve that goal.

This past summer, Elliott Forbes-Robinson won the Sports Car Club of America Trans Am series, driving the Mecham/Huffaker prepared Trans Am. And officials looked for Richard Petty to win his 196th career championship in the NASCAR Grand National Championship. Other Pontiac drivers include Ricky Rudd, Buddy Baker, Geoff Bodine and James Hylton.

Pontiac's '83 motorsports program includes use of major network televised races. It already has secured the Daytona 500, the Michigan 500, the Winston 500 and the Michigan 400, Benson added.

Other major racing coverage, such as the Indy 500, is currently being explored with the networks, he added.

• Pontiac will also package a series of cable televised races through the year with ESPN and MIZLOU, the major cable sports network.

Exclusive sponsorship of the Motor Racing Network on radio will be maintained throughout '83. This network consists of some 400 local radio stations, broadcasting 33 racing events each year.

Because of its long-time association, Pontiac gets generous references and preferred exposures, as well as commercial time, at these events, Benson said.

"And since we will provide our 1983 Pontiac Trans Am pace cars for 17 NASCAR and SCCA events, we'll get great product exposure with fans as well as TV viewers," he added.

Expanded use of enthusiast magazines, supplements in racing markets and racing programs at the tracks also add exposure for image and performance on cars like Firebird, Grand Prix and 2000.

Again, in the affluent youth market, the division is looking at new and unique ad media.

One is the Ski View Network with which Pontiac signed on as the exclusive car advertiser. This medium reaches skiers via 200 tower displays at 50 ski area and resorts in 14 states.

Its display theme is "Go carve a turn."

Also, Pontiac is using expanded print ads in college magazines, like Nutshell and Directory of Classes, along with national media like Rolling Stone and Psychology Today to reach the young, educated affluent skiers who, as a group, spend less time with traditional media because of their lifestyle.

Of course, the division continues to target a host of other audiences through more traditional media.

As previously indicated, Pontiac is also running a syndicated TV special, "Stars in the Fast Lane," on an "ad hoc network" Jan. 23.

And supplementing its media plan for 1983 is a new syndicated TV series called "The Road to Los Angeles-1984," a one-hour weekly telecast for 30 weeks, starting in January. The Olympics will be held in Los Angeles in 1984.

Finally, the division is experimenting with computer-generated animation commercials. It has a futuristic setting, with a futuristic highway winding through a super city, which features a black-clad, leather-jump-suited girl putting the Firebird Trans Am through its paces.

"A car that conquered the wind, a car that lets you slip off the commonplace and experience driving excitement," says the voiceover.

Domestics near 1981 totals, imports up 7 pct.

October car sales show slight gain

By Jenny L. King
Staff Writer

October new-car sales in the U. S. held few Halloween surprises. The domestic auto makers kept pace with sluggish 1981 levels and the imports continued to stir restlessly, pushing their sales up for the third consecutive month and claiming a record share of the October market.

The industry total for the month was 656,250, up 1.24 percent from 648,185 a year earlier. Domestics were off 0.66 percent, dipping to 487,871 from 491,107.

Combined import sales were up 7.19 percent, to 168,379 from 157,078. They accounted for 25.66 percent of the month's market, up from 24.23 percent a year ago and a record for October.

Year-to-date industry sales reached 6,601,383, down 11.08 percent from the 10-month total of 7,424,092 recorded in 1981. Domestic sales were down 12.30 percent, to 4,750,466 from 5,416,984, while imports were down 7.78 percent, to 1,850,917 from 2,007,108.

On a daily-rate basis, October domestic sales were up a modest 3.16 percent. The daily selling rate for 26 days this year was 18,764 compared with 18,189 for 27 days in 1981.

• For the month, on a year-to-year basis, three of the five major U. S. auto makers notched sales increases. On a daily-rate basis, it again was three.

General Motors dealers retailed 296,317 new cars in October, up 0.29 percent from 295,473 last year (up 4.15 percent daily rate). Ford Motor Co. reported sales of 105,918 units, down 6.89 percent from 113,760 (down 3.31 percent daily rate).

Chrysler Corp. made the biggest gain, with sales of 66,156 up 16.08 percent from 56,992 (up 20.51 percent daily rate).

American Motors caught fire in October, aided by its new Renault Alliance which accounted for more than one-half of sales. AMC climbed 32.27 percent to 12,722 from 9,618 last year (up 37.36 percent daily rate). Volkswagen of America plunged 55.73 percent, to 6,758 from 15,264 (down 54.04 percent daily rate).

GM earned 60.74 percent of the domestic market during the month, up from 60.16 percent in 1981. Ford dropped to 21.71 percent from 23.16 percent. Chrysler earned 13.56 percent — its best month this year—up from 11.61 percent. AMC climbed to 2.61 percent (also a best-month level) from 1.96 percent, and VWoA skidded to 1.38 percent from 3.11 percent.

On a year-to-year basis, seven of the 14 domestic makes were up in October compared with their 1981 sales levels. Chrysler more than tripled its sales, Dodge was up 5.18 percent, Lincoln was up 45.52 percent, Buick was up 9.79 percent, Cadillac was up 7.30 percent, Oldsmobile was up 14.50 percent and AMC was up 32.27 percent.

In contract, Plymouth dropped 18.97 percent, Imperial was down 24.66 percent, Ford was down 9.08 percent, Mercury was down 13.08 percent, Chevrolet was down 10.71 percent, Pontiac was down 13.68 percent and VWoA was down 55.73 percent.

• Among the import companies, the top Japanese makers flexed their muscles in October, although still straining under the voluntary import restrictions.

Number-one importer Toyota reported a sales increase of 4.37 percent for the month, second-place Datsun was up 10.27 percent, Honda was up 23.31 percent, Mazda was up 7.71 percent and Subaru was up 17.81 percent. All of them have kept slightly below their 1981 sales levels for the 10-month period.

Other winners were BMW, up 44.09 percent from last October; Jaguar, up more than 100 percent; Mercedes-Benz, up 7.99 percent; Porsche, up 64.49 percent; Saab, up 19.24 percent, and Volvo, up 6.50 percent. All of these European importers are ahead of 1981 in their year-to-date sale as well not being held to any restrictions.

Mitsubishi began its own marketing operation in October

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58th year — No. 4940

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Firm agrees to sell assets to Consolidated International

Last hopes fade for reorganization of DeLorean Motor Co.

By Edward Lapham
Financial Editor

DeLorean Motor Co. capitulated last week, virtually ending any hopes it may have had of reorganizing under Chapter 11 of the U. S. Bankruptcy Code.

Th company agreed to sell virtually all of its assets to Consolidated International, Inc., and Group Investors Corp. (a Consolidated affiliate) for $1.25 million.

Consolidated earlier in the year "loaned" DMC $17.2 million when DMC in March and May relinquished title to 1,174 DeLorean sports cars through a technical bulk sale of assets. Consolidated had asked U. S. Bankruptcy Judge George E. Woods to take possession of the remaining 649 "financed" cars in DMC inventory shortly after DMC filed a petition for Chapter 11 status in Detroit, claiming DMC owed it about $8.8 million.

DMC had maintained the agreement with Consolidated, the Ohio-based salvage company which also acquired the remaining Bricklin inventory when that company went bankrupt, was strictly a financial arrangement and that DMC needed the cars to remain in operation.

However, just before a scheduled trial on the question last Monday (Nov. 1), DMC and Consolidated reached agreement on a proposed settlement.

Judge Woods will begin hearings today (Nov. 8) to determine if the arrangement is legal and in the best interests of all parties, including creditors.

• Under the terms of the proposed settlement, DMC would relinquish claim to the 649 cars, assign outstanding dealer orders to Consolidated, sell its parts inventory plus most of its office furniture and warehouse equipment to Consolidated, assign it distributor rights for the 1,100 Belfast cars which Consolidated hopes to purchase from the receivers of the bankrupt DeLorean Motor Cars, Ltd., subsidiary and grant rights to Consolidated to distribute any cars which subsequently might be produced.

Consolidated agreed to pay DMC $1.25 million immediately and $50,000 per year for the rights.

Lawrence K. Snider, one of the DMC bankruptcy attorneys who has been on retainer since last February, said that if the court approves the settlement, "the bulk of the assets are gone."

When asked if approval of the settlement would precipitate a conversion to liquidation under Chapter 7 of the Bankruptcy Code, Snider said, 'I can't tell you."

Although the settlement, if approved by the court, will effectively terminate DeLorean Motor Co.'s ability to operate, the final disposition of the company will likely not be settled that quickly.

The first creditors committee meeting had been scheduled for Nov. 15, but last week some of the creditors told Automotive News some form of legal action might be necessary before that time to block the DMC-Consolidated agreement.

Also, several questions remained unanswered. It was not clear whether DMC could in fact assign any rights to the car, because the DeLorean Limited Research Partnership, which raised $18.8 million for R&D in 1978, was assigned the rights to the car at that time.

Snider told Automotive News that DLRP had not been involved in the discussions with DMC, the general partner in DLRP. He said it is likely Consolidated will have to conduct separate negotiations with the partnership to obtain rights to produce the car.

• Sol A. Shenk, Consolidated president, confirmed he had not had any discussions with DLRP about the need to license the rights to the sports car. In conjunction with the action in Bankruptcy Court, Consolidated paid the London receivers of DMCL (1982) a down payment on its proposal to build cars at the Dunmurry, Northern Ireland, plant. Consolidated received a 45-day option to acquire a 99-year lease on the plant.

Paul Shewell, one of the DMCL (1982) receivers, told Automotive News he believes the DLRP rights questions will have to be settled separately and that the partnership still has some residual rights to the car.

"I don't think their position has changed," Shewell said.

He also said the receivers have not relinquished their claim that the U. S. company still owes the bankrupt factory $20 million for more than 1,000 cars which were shipped to the U. S. but never paid for.

The dispute has been a point of contention between the U. S. company and the receivers since early this year when DMC claimed it had offsetting warranty claims and other charges.

John DeLorean, in an interview in April, told Automotive News, "The British have a direct lien on all the property we own in the world including this necktie."

If in fact that proves to be the case, the British $20 million claim could take precedence over the claims of unsecured U. S. creditors and, perhaps, over a proposed settlement with Consolidated.

BIG FOUR FINANCIAL ROUNDUP

Net Income (Loss) in Millions of Dollars

	3rd Quarter		Nine Months	
	1982	1981	1982	1981
American Motors	($ 30.9)	($ 16.8)	($150.6)	($ 89.4)
Chrysler	9.4	(140.1)	266.2	(408.7)
Ford	(325.4)	(334.5)	(422.0)	(713.8)
General Motors	129.4	(468.2)	817.7	236.7
TOTAL	($217.5)	($956.9)	($511.3)	($975.2)

AMC's 3rd-quarter loss doubles to $30.9 million

SOUTHFIELD, Mich.—American Motors reported a net loss of $30.9 million (58 cents a share) for the third quarter ended Sept. 30 on sales of $754 million. In the same period last year, AMC incurred a net loss of $16.8 million (32 cents a share) on sales of $648 million.

The third-quarter results brought AMC's net loss for the first nine months of 1982 to $150.6 million ($2.75 a share) on sales of $2.02 billion compared with a net loss of $89.4 million ($1.59 a share) on sales of $1.97 billion in the same period of 1981.

The company blamed the loss on "the general economic downturn and a resulting failure of the domestic industry to achieve higher sales volume," although it said "continued application of stringent cost controls and the effect of the Alliance launch volume brought the quarterly results to its smallest loss in a year."

AMC's third-quarter wholesale total increased 0.5 percent to 80,068 from 79,686 last year. The nine-month total was off 17.0 percent to 202,861 from 244,504 in 1981.

The wholesale sales total for cars and Jeeps in the U. S. and Canada was a bright spot. In the July-September quarter, that total rose 19.3 percent to 72,783 from 61,011 last year. The year-to-date total was down, however, to 174,057 from 188,675, a decline of 7.7 percent.

Included in that total are imported Renault vehicle wholesale sales, which were up 55 percent in the quarter to 11,860 from 7,650. The total for the January-September period rose 56 percent to 41,281 from 26,545 in 1981.

International factory sales declined 61 percent in the third quarter to 7,285 from 18,675 last year. The nine-month total was off 48.4 percent to 28,804 from 55,829.

Bill to toughen drunk driving laws is signed

WASHINGTON. — President Reagan has signed into law a bill offering $125 million worth of incentive grants to states which adopt tough drunk driving laws.

The bill, which passed both the House and the Senate by voice vote, allows grants to states which satisfy four basic criteria:

1. Setting a 0.10-percent blood-alcohol concentration standard for legal intoxication.
2. Suspending driver's licenses for at least 90 days for first offenders and at least one year for repeat offenders.
3. Requiring a mandatory minimum sentence of 48 hours in jail or 10 days' community service for repeat offenders.
4. Increasing both enforcement and public information efforts concerning drunk driving laws.

Rep. James J. Howard, New Jersey Democrat, who sponsored the bill with Rep. Michael D. Barnes, Maryland Democrat, called the new law "a positive federal response to a severe national crisis."

NeSmith joins Olds

Martin W. NeSmith, left, signs with Oldsmobile to become dealer/operator of NeSmith Chevrolet-Oldsmobile, Inc., Claxton, Ga., with James S. Danhof, center, Oldsmobile assistant zone manager in Jacksonville, Fla., and John A. Martabano, zone manager, serving as witnesses.

Pennsylvania buys 150 Rabbits; VW's biggest state sale

HARRISBURG, Pa.—The state has purchased 150 of the first 1983-model diesel Volkswagen Rabbits built at the company's Westmoreland (Pa.) plant, a $1.1 million deal and the largest sale ever by VWoA to a state.

The purchase was arranged through VWoA's Field Sales Operations, established in mid-1982 to seek fleet orders. The winning bid for the purchase went to Bob Montgomery VW, a dealership in Altoona, Pa.

The cars are priced at $7,387 each, about $700 below the sticker price, or a total savings of $100,000.

Gov. Richard Thornburgh announced the purchase while visiting the plant. Dick Cummins, VWoA senior vice president, management and operations, greeted the governor at the plant and handed him the key to one of the Rabbits as well as a miniature scale model of the car.

News roundup

GM continues 60-cent dividend

NEW YORK. — General Motors directors declared a fourth-quarter dividend of 60 cents per share on common stock. The action continues the dividend rate that has been in effect since the second quarter of 1980 and brings 1982 dividends to $2.40 per share. GM is the only domestic auto company that has paid a dividend on common stock this year.

Honda promotes Ohio plant

GARDENA, Calif.—American Honda is spending $2 million in a corporate campaign to trumpet the opening of its new-car assembly plant in Marysville, O. The theme is "Starting now, made over here," backed with TV, news weeklies, business publications and newspaper ads. Needham Harper & Steers/West, Los Angeles, handles.

Yokohama Tire opens Georgia facility

SAVANNAH, Ga. — Yokohama Tire Corp. has opened what it calls a major tire distribution center here in a Georgia Port Authority dock warehouse. The firm expects 400 container loads during the next 12 months. Yokohama sells tires ranging from those for small passenger cars up to 58-ply jobs for earthmovers.

BL cuts first-half loss

LONDON.—BL reduced its first-half loss to the equivalent of $246.1 million this year, compared with $387.5 million in the first half of 1981. Sales of the state-run auto firm were $2.5 billion, up from $2.41 billion in the year-ago period. Production totaled 287,000 vehicles this year vs. 278,000 in the first half of 1981.

Canadian C of C backs free trade in autos

OTTAWA. — At its annual meeting here, the Canadian Chamber of Commerce adopted a free-trade position on Japanese auto imports. Delegates approved a resolution to "resist any calls for additional or prolonged imposition of protectionist measures against the Japanese auto industry, provided that fair access to that market is accorded Canadian suppliers." A tougher resolution was referred to the board of directors for further study. It was advocated by delegates from Windsor, Ont., which has been hard hit by auto industry layoffs.

M-B truck plant opens in Indonesia

WANAHERANG, Indonesia.—Daimler-Benz, of Stuttgart, West Germany, has dedicated an assembly plant here, said to be the first non-Japanese facility in Southeast Asia. The plant will assemble 3,000 to 4,000 trucks and buses and a few passenger cars each year.

Car production closes at 5.45 million

Model-year output is 21-year low

By Patricia Hoffman
Staff Writer

Stumping sales took a toll on the 1982 model year as output fell to its lowest point in more than two decades.

The car manufacturers produced only 5,447,135 units during the 1982 model run, a 17.96 percent decline from 6,639,954 in the comparable 1981 period. It was the lowest model-year output since 5,407,256 units were completed in 1961.

Each of the six auto companies suffered substantial production declines in the '82 model year. On a percentage basis, the largest dip was at American Motors as output dropped to the company's lowest point on record—70,898 cars, 48.30 percent below 137,125 in the '81 model year.

Volkswagen of America plunged to 102,664 cars in the 1982 model run, a 42.85 percent decline from 179,635 built in '81, and Checker Motors finisned with 2,000 units, down 32.20 percent from 2,950. Checker ended production last July.

Chrysler Corp. wrapped up the model year with 592,605 cars, 25.11 percent below the previous year's 791,258. It was Chrysler's lowest total since 1958 when 581,244 units were completed.

Ford Motor finished with 1,162,642 units, down 16.69 percent from 1,305,594, and it was the lowest model-year output since 1980 when 1,373,582 cars were built.

General Motors assembled 3,516,326 cars during the 1982 model run, a 14.93 percent decline from 4,133,392 in the comparable 1981 period. GM's output was its lowest since 3,484,224 units were completed in the 1975 model year.

New nameplates for 1982 included Buick Skyhawk and Century, Oldsmobile Firenza and Cutlass Ciera, Chevrolet Celebrity, Pontiac 6000, Lincoln Continental, Chrysler LeBaron and Dodge 400.

GM's other J-cars, plus Ford EXP and Mercury LN7, came out in the '81 model year as '82 models. Some were included in '82 production for the first time.

How calendar output was shared

U. S. CAR MODEL-YEAR OUTPUT, '82 VS. '81

	1982 Model Year	Pct. of Output	1981 Model Year	Pct. of Output	Pct. Pt. Change '82 vs. '81
AMERICAN MOTORS	70,898	1.30	137,125	2.07	− 0.77
Concord	33,693	0.62	55,097	0.83	− 0.21
Spirit	20,182	0.37	44,599	0.67	− 0.30
Eagle/SX4	17,023	0.31	37,429	0.57	− 0.26
CHRYSLER CORP.	592,605	10.88	791,258	11.91	− 1.03
Plymouth Total	247,936	4.55	393,633	5.93	− 1.38
Horizon	85,356	1.57	151,415	2.28	− 0.71
Reliant	162,580	2.98	229,283	3.45	− 0.47
Gran Fury	.....	0.00	8,608	0.13	− 0.13
Caravelle	.....	.....	4,327	0.07	− 0.07
Chrysler Total	103,310	.90	56,726	0.85	+ 1.05
LeBaron	103,310	1.9	43,490	0.65	+ 1.25
Chrysler	.....	0.0	13,236	0.20	− 0.20
Dodge Total	241,359	4.43	99	5.13	− 0.70
Omni	82,003	1.50	126,116	1.93	− 0.43
Aries	125,016	2.30	180,680	2.72	− 0.42
Diplomat	.....	0.00	25,777	0.39	− 0.39
D400	34,340	0.63	.....	0.00	+ 0.63
St. Regis	.....	0.00	6,126	0.09	− 0.09
FORD MOTOR	1,162,642	21.34	1,395,594	21.02	+ 0.32
Ford Division	748,732	13.74	950,301	14.31	− 0.57
Mustang	130,418	2.39	182,562	2.75	− 0.36
Fairmont	127,739	2.34	160,828	2.42	− 0.08
Granada	120,323	2.21	121,341	1.82	+ 0.39
Thunderbird	45,142	0.83	86,693	1.31	− 0.48
Ford	.....	0.00	78,150	1.18	− 1.18
Escort	318,418	5.85	320,727	4.83	+ 1.02
EXP	6,692	0.12	.....	0.00	+ 0.12
L-M Division	413,910	7.60	445,293	6.71	+ 0.86
Mercury Total	328,597	6.03	375,756	5.66	+ 0.37
Capri	36,134	0.66	58,936	0.89	− 0.23
Zephyr	39,092	0.72	52,276	0.79	− 0.07
Cougar	56,950	1.05	53,653	0.81	+ 0.24
XR-7	16,867	0.31	37,275	0.56	− 0.25
Mercury	77,157	1.42	61,638	0.92	+ 0.50
Lynx	100,113	1.83	111,978	1.69	+ 0.14
LN7	2,284	0.04	.....	0.00	+ 0.04
Lincoln Total	85,313	1.57	69,537	1.05	+ 0.52
Lincoln	35,069	0.65	32,839	0.50	+ 0.15
Mark IV	26,336	0.48	36,698	0.55	− 0.07
Continental	23,908	0.44	.....	0.00	+ 0.44
GENERAL MOTORS	3,516,326	64.55	4,133,392	62.25	+ 2.30
Buick Division	739,984	13.58	856,996	12.90	+ 0.68
Skylark	144,560	2.65	262,328	3.95	− 1.30
Skyhawk J	47,918	0.88	.....	0.00	+ 0.88
Century/Regal	328,383	6.03	384,467	5.79	+ 0.24
Buick	175,052	3.21	158,194	2.38	+ 0.81
Riviera	44,071	0.81	52,007	0.78	+ 0.03
Cadillac Division	235,584	4.33	240,189	3.62	+ 0.71
Cimarron	25,968	0.48	.....	0.00	+ 0.48
Seville	19,998	0.37	28,631	0.43	− 0.06
Cadillac	137,600	2.53	150,915	2.28	+ 0.25
Eldorado	52,018	0.95	60,643	0.91	+ 0.04
Chevrolet Division	1,297,357	23.82	1,673,093	25.20	− 1.38
Chevette	243,463	4.47	453,982	6.84	− 2.37
Camaro	178,808	3.28	126,138	1.89	+ 1.39
Citation	165,647	3.04	413,378	6.23	− 3.19
Malibu	116,125	2.13	226,727	3.41	− 1.28
Monte Carlo	92,391	1.71	157,115	2.37	− 0.66
Chevrolet	188,178	3.45	184,992	2.79	+ 0.66
Corvette	25,407	0.47	45,631	0.69	− 0.22
Cavalier	195,024	3.58	65,130	0.98	+ 2.60
Celebrity	92,314	1.69	.....	0.00	+ 1.69
Oldsmobile Division	702,340	12.89	873,678	13.16	− 0.27
Firenza	30,108	0.55	.....	0.00	+ 0.55
Omega	77,469	1.42	147,918	2.28	− 0.81
Cutlass/Ciera	101,320	1.86	.....	0.00	+ 1.86
Cutlass	194,337	3.57	414,588	6.24	− 2.67
Oldsmobile	255,178	4.87	268,568	4.05	+ 0.82
Toronado	33,928	0.62	42,604	0.64	− 0.02
Pontiac Division	541,061	9.93	489,436	7.37	+ 2.56
6000	40,459	0.74	.....	0.00	+ 0.74
Firebird	116,364	2.13	70,899	1.07	+ 1.06
Bonneville	80,440	1.48	.....	0.00	+ 1.48
Grand Prix	80,650	1.48	108,344	1.63	− 0.15
J-2000	118,859	2.18	.....	0.00	+ 2.18
T1000	44,469	0.82	70,194	1.06	− 0.24
Phoenix	49,165	0.90	127,869	1.93	− 1.03
Acadian	10,655	0.20	20,363	0.30	− 0.10
Pontiac	.....	0.00	19,819	0.30	− 0.30
LeMans	.....	0.00	71,948	1.08	− 1.08
VOLKSWAGEN	102,664	1.89	179,635	2.71	− 0.82
CHECKER MOTORS	2,000	0.04	2,950	0.04	0.00
Total Cars, U. S.	5,447,135	100.00	6,639,954	100.00	.....

Subaru dealers honored in L.A.

John Kelleher, left, Los Angeles area director, St. Jude Children's Research Hospital, presents a commemorative plaque to James C. Welsh, vice president and general manager, Subaru of Southern California, Inc., and Nicholas Shammas, president, Downtown L.A. Subaru. The men jointly donated a Subaru vehicle as the grand prize in the annual Danny Thomas St. Jude Children's Research Foundation raffle.

3.4 pct. real growth annually for 1985-95

Predicasts sees economic revival

CLEVELAND. — In a new analysis of short-term and long-term economic prospects, Predicasts forecasts that the late 1980s and 1990s will be "a period of unprecedented prosperity" compared with the negligible growth experienced since 1973.

The report is titled "The U. S. Economy: Outlook Through 1995."

The business information and research firm cited moderating inflation and interest rates, improved productivity and a new wave of technological innovations as factors which will drive real economic growth up 3.4 percent annually between 1985 and 1995.

T. Kevin Swift, Predicasts' chief economist and author of the report, said the U. S. is irreversibly evolving into a knowledge-intensive economy as opposed to a capital-intensive or resource-intensive society.

He said that although this transformation will be painful for the "sunset" industries (among them, motor vehicles, iron and steel and leather), excellent opportunities are at hand for "sunrise" industries such as robotics, biochemistry and information processing.

Due to the continued growth of the labor pool resulting from the high birth rate of the 1950s, Swift does not foresee a decline in unemployment until the late 1980s. With consistent gains in labor productivity and only moderate short-term economic recovery, the work force will not be able to absorb new entrants rapidly, he said.

However, demographic factors will ease this situation after 1985, and Predicasts projects an "acceptable" 5 percent unemployment by the early 1990s.

• In addition, Predicasts anticipates a decline in the cost of capital funds and credit which "will lower real (non-inflated) interest rates from the current abnormally high 6 percent to 1-2 percent by 1995."

Increased leisure time, a slow-growing, maturing population and the saturation of durable goods markets will each affect consumer spending patterns, Predicasts said.

Replacement will account for the balance of durable goods demand, the firm said, with consumers favoring luxury items which are household-oriented, conservative and classic in taste and styling.

Predicasts anticipates that services will remain the fastest growing segment of consumer spending.

It believes the burgeoning number of women in the labor force, changes in attitudes and and lifestyles and an increase in the annual number of births (the "echo effect" of the post-World War II baby boom) will enhance demand for child-care, personal (including cleaning), medical and recreational services.

The report is priced at $295 and is available from Predicasts, Inc., 11001 Cedar Ave., Cleveland, O. 44106.

NADA urges stricter laws against odometer tampering

WASHINGTON. — NADA has called for a crackdown on odometer rollbacks. The association wants stricter federal and state laws.

NADA President George W. Lyles cited injury to consumers and dealers alike as he urged federal and state authorities to take action against persons who roll back vehicle odometers to understate mileage prior to sale.

In a resolution passed unanimously by its board of directors, NADA urged enactment of federal legislation to require that all states use uniform vehicle title and odometer forms and that they maintain permanent records of vehicle mileage.

Further, the resolution called on state governments to enact and to enforce strong prohibitions against tampering with odometers.

NADA will also urge states to increase civil and criminal penalties for odometer tampering where they do not provide a sufficient deterrent.

In announcing the action, the NADA board expressed support for the enforcement of existing federal and state odometer laws.

However, Lyles said, "Existing laws do not go far enough to protect the purchasers of used cars and trucks. Dealers and their customers have no adequate way to verify the mileages on used vehicles in the market.

"The rollback of vehicle odometers to deceive potential purchasers is a fraud which the franchised new car and truck dealers of this country cannot and will not tolerate," he said. "NADA is pledged to fight this practice and to urge the prosecution of those who engage in it."

NHTSA enlisting auto sales force in belt campaign

PITTSBURGH. — Pittsburgh-area automobile dealers, sales managers and manufacturer representatives participated in a pilot program designed to get automobile sales personnel to encourage seat-belt use during their sales presentations.

The meeting, sponsored by NHTSA, was held at the General Motors Training Center in the Pittsburgh suburb of Monroeville.

A 40-minute flip-chart presentation was delivered by Jack Kearns, a former GM sales training administrator.

"We are turning to the automobile sales personnel for help, because we believe they can communicate best to their customers how simple it is to use safety belts and how the safety belt works under emergency conditions," Dr. Bruce Bigelow, NHTSA's head of motivation research, told the dealers.

The safety-belt program has the support of every domestic and foreign car manufacturer, as well as NADA.

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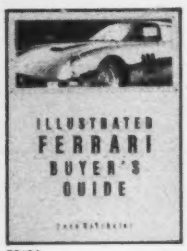

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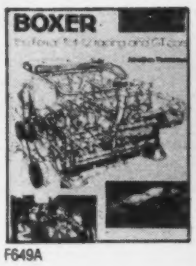

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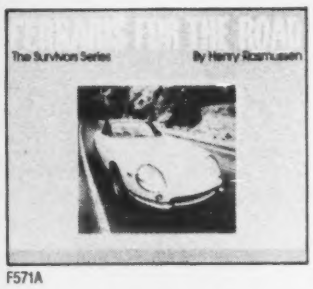

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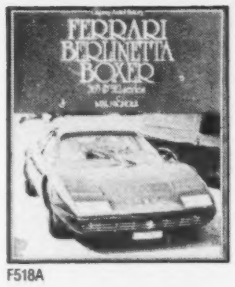

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IMPORT REGISTRATION SHARES IN U. S.

	AUGUST Regis., August, 1982	Percent Share of Market	Regis., August, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	EIGHT MONTHS Regis., 8 mos., 1982	Percent Share of Market	Regis., 8 mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	50,271	23.46	48,365	23.53	− 0.07	355,472	23.74	407,947	24.19	− 0.45
Nissan	43,739	20.41	37,910	18.45	+ 1.96	301,053	20.11	307,302	18.22	+ 1.89
Honda	34,126	15.93	31,298	15.23	+ 0.70	246,780	16.48	257,360	15.26	+ 1.22
Mazda	15,181	7.08	12,527	6.10	+ 0.98	102,005	6.81	120,488	7.14	− 0.33
VW	13,590	6.34	19,966	9.72	− 3.38	98,771	6.60	157,282	9.33	− 2.73
Subaru	12,465	5.82	13,137	6.39	− 0.57	90,235	6.03	94,342	5.60	+ 0.43
Volvo	7,173	3.35	5,903	2.87	+ 0.48	51,877	3.46	44,016	2.61	+ 0.85
Mercedes	5,312	2.48	4,895	2.38	+ 0.10	42,401	2.83	40,012	2.37	+ 0.46
Champ	4,930	2.30	.....	.....	.....	32,284	2.16	.....	.....	.....
Colt	4,829	2.25	.....	.....	.....	29,373	1.96	31,611	1.88	+ 0.08
Audi	.....	.....	4,568	2.22	.....	.....	.....	31,250	1.85	.....
BMW	.....	.....	3,858	1.88	.....	147,071	9.82	194,721	11.55	− 1.73
Others	22,674	10.58	23,080	11.23	− 0.65					
TOTAL	214,290		205,507			1,497,322		1,686,331		
Share of U. S. total		34.16		28.51	+ 5.65		29.75		29.07	+ 0.68

Registrations for Oklahoma not available.

34.16 pct. of August registrations

Imports take record market share

By Jenny L. King
Staff Writer

Import registrations advanced slightly in numbers for August and were up enormously in percentage share of the total market, according to figures compiled by R. L. Polk & Co.

There were 214,290 new imported cars registered in August, 1982, up 4.27 percent from 205,507 last year. They carved out an any-month record of 34.16 percent of the month's market, up 5.65 percentage points from 28.51 percent in 1981, and up from the former record of 32.41 percent notched in July of this year.

Registrations for the first eight months of 1982 totaled 1,497,322, down 11.21 percent from 1,686,331 last year. Market share for the imports through August reached 29.75 percent, up from 29.07 percent a year earlier.

For August, five of the major importers improved their shares of the import market compared with a year ago: three lost ground. Nissan enjoyed an increase of 1.96 percentage points, Honda was up 0.70 percentage points, Mazda was up 0.98 percentage points, Volvo was up 0.48 percentage points and Mercedes climbed 0.10 percentage points.

Volkswagen dropped back 3.38 percentage points and relinquished fourth place to Mazda. First-place Toyota was down 0.07 percentage points, and Subaru was off 0.57 percentage points.

The top imports accounted for 89.42 percent of the market, up from 88.77 percent in August of 1981.

Eight-month registrations revealed Nissan taking the biggest step forward and Volkswagen losing the most ground. Nissan was up 1.89 percentage points for Jan. 1 through Aug. 31, 1982, to 20.11 percent from 18.22 percent a year earlier. Volkswagen slipped 2.73 percentage points, to 6.60 percent from 9.33 percent.

Other winners included Honda, up 1.22 percentage points; Subaru, up 0.43 percentage points; Volvo, up 0.85 percentage points; Mercedes-Benz, up 0.46 percentage points and Audi, up 0.08 percentage points.

• Toyota was off 0.45 percentage points during the first eight months, to 23.74 percent from 24.19 percent. Mazda was off 0.33 percentage points.

The top ten accounted for 90.18 percent of the import market for the first eight months of 1982, up from 88.45 percent in 1981.

Japanese nameplates accounted for 79.13 percent of all new imported cars registered in August, up from 75.17 percent a year earlier. German-built products claimed a distant 13.39 percent, down from 17.20 percent.

Japan provided 78.05 percent of all imports during the first eight months this year, up from 75.25 percent last year. German cars represented 14.15 percent, down from 17.39 percent.

Registrations by country of origin in August were:

	August, 1982	August, 1981
Japan	169,566	154,480
West Germany	28,702	35,349
Sweden	9,064	7,014
France	4,626	3,200
Italy	1,146	3,729
United Kingdom	914	1,554
Ireland	272	181

Registrations by country of origin for the first eight months were:

	8 mos., 1982	8 mos., 1981
Japan	1,168,709	1,268,993
West Germany	211,817	293,277
Sweden	63,940	53,091
France	33,198	29,515
Italy	11,159	27,281
United Kingdom	6,221	13,892
Ireland	2,278	282

Registrations of imported trucks in August totaled 37,429, down 10.47 percent from 41,808 last year. Totals by maker were as follows:

	August, 1982	August, 1981
Toyota	13,993	12,593
Nissan	8,291	9,514
Mazda	3,912	.....
Ford Courier	2,428	4,853
Chevrolet LUV	.....	5,071
Others	8,805	9,777
TOTAL	37,429	41,808

Registrations of imported trucks for the first eight months of 1982 were down 15.50 percent compared with 1981, to 274,789 from 325,178. Totals were as follows:

	8 mos., 1982	8 mos., 1981
Toyota	81,111	83,762
Nissan	60,306	73,799
Mazda	23,760	.....
Ford Courier	21,369	43,094
Chevrolet LUV	.....	46,975
Others	78,243	77,548
TOTAL	274,789	325,178

GM, Conn. firm settle dispute on metal ownership

HARTFORD. — General Motors and now-shuttered Bristol Brass Co. have resolved a year-long dispute in U. S. Bankruptcy Court here.

The agreement allows Bristol Brass to fill some outstanding orders for finished metal and pay off money due its lender, National Acceptance Co. of America.

As a result, GM will retrieve some one million pounds of metal (provided to Bristol Brass before the latter filed for protection from creditors last summer under the U. S. Bankruptcy Act's Chapter 11) for use in metal product manufacturing.

At the same time, GM has to pay $502,000 for an additional 775,000 pounds of metal retained by Bristol Brass.

That sum will go to National Acceptance to reduce Bristol Brass' debt and allow the firm to save about $1,000 a week in interest payments, according to legal counsel.

After Bristol Brass sought creditor protection last summer, GM brought litigation for rights to 1.5 million pounds of metal supplied to Bristol Brass.

Judge Robert Krechevsky, in the local court, said that GM had effectively sold the metal to Bristol Brass and, hence, could not claim ownership.

The Second Circuit Court of Appeals, to which GM appealed the judge's ruling, returned the matter to Judge Krechevsky for another hearing.

TOP CARS

U. S. registrations for the first eight months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	801,915	Chevrolet	996,719—	1
2—	591,989	Ford	679,113—	2
3—	493,395	Oldsmobile	568,690—	3
4—	449,948	Buick	481,597—	4
5—	355,472	Toyota	407,947—	5
6—	301,053	Nissan	307,302—	7
7—	300,990	Pontiac	375,462—	6
8—	246,780	Honda	257,360—	8
9—	208,484	Mercury	233,415—	10
10—	164,735	Plymouth	233,791—	9
11—	161,547	Dodge	213,184—	11
12—	146,702	Cadillac	138,883—	13
13—	105,827	Chrysler	63,937—	17
14—	102,005	Mazda	120,488—	14
15—	98,771	VW	157,282—	12
16—	90,235	Subaru	94,342—	15
17—	56,218	AMC	88,784—	16
18—	51,877	Volvo	44,016—	18
19—	50,907	Lincoln	39,668—	20
20—	42,401	Mercedes	40,012—	19
21—	32,284	BMW	.....	
22—	29,373	Audi	31,611—	21
	.....	Fiesta	31,250—	22
		Other		
	147,071	Imports	194,721	
		Misc.		
	1,825	Domestics	1,963	
	5,031,804	Total	5,801,537	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report

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factories list auction dates

Chrysler Corp.

Nov. 9—Aptco Auto Auction, Taylor, Mich., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 10—St. Pete Auto Auction, Clearwater, Fla.

Nov. 12—Concord Auto Auction, Acton, Mass.

American Motors

Nov. 9—Aptco Auto Auction, Taylor, Mich.

Nov. 10—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O., and Southern Auto Auction, Warehouse Point, Conn.

Nov. 11—Minneapolis North Star Auction, Shakopee, Minn.

Nov. 12—Concord Auto Auction, Acton, Mass.

Nov. 16—D-A Auto Auction, New Stanton, Pa.

Nov. 17—Dallas Auto Auction, Grand Prairie, Tex.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Sand Mountain Auto Auction, Boaz, Ala.

Nov. 18—Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Fredericksburg Auto Auction, Fredericksburg, Va.

Nov. 19—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 23—Aptco Auto Auction, Taylor, Mich.

Nov. 24—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Nov. 26—Concord Auto Auction, Acton, Mass.

Nov. 30—D-A Auto Auction, New Stanton, Pa.

Ford Motor Co.

Nov. 9—Arena Auto Auction, Chicago, Ill., and Harrisonburg Auto Auction, Harrisonburg, Va.

Nov. 10—Columbus Fair Auto Auction, Obetz, O.

Nov. 17—Clanton's Auto Auction, Darlington, S. C.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 18—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Skyline Auto Exchange, Fairfield, N. J.

Nov. 30—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Dec. 1—Northway Exchange, Clifton Park, N. Y.; Lakeland Auto Auction, Lakeland, Fla., and Southern California Auto Auction, Fontana, Calif.

Model breakdown
Auction Averages

	November To Date	October	September
1982	$7,073	$7,982	$8,253
1981	6,158	6,457	6,584
1980	4,996	5,115	5,204
1979	4,579	4,511	4,907
1978	3,399	3,493	3,822
1977	2,811	2,812	3,010
1976	2,364	2,091	1,976
1975	1,202	1,355	1,271
OVERALL AVERAGE	$4,536	$4,513	$4,807

Used car sales
Auction Averages

November to date	$4,636
Month ago	$4,481
Year ago	$4,405

Volvo honors Stillpass, 20-year dealership

CINCINNATI. — Joseph and Stanford Stillpass, of Stillpass Bros., Inc., have been honored for 20 years of service as Volvo dealers.

The award includes an individually engraved block of Swedish crystal and a certificate signed by Bjorn Ahlstrom, president of Volvo of America Corp. Stillpass Bros. has a staff of 60 people and sells about 175 Volvos annually.

Wins order

Peter Young, left, Rolls-Royce Motors regional director, presents Order of the Silver Lady Award to Anthony Thompson, president of Rolls-Royce of Beverly Hills. The award, for outstanding sales achievement, was presented to Thompson for the sixth consecutive year.

used-car auction directory

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But economy still scares buyers

Dealers note slight sales upturn

Continued from Page 1

in that car than I've seen in any new model in three or four years," Boeckmann said.

Roy Chapman, owner of Sheehy Ford, Philadelphia, said October was his best new-car month "in the last year." Chapman's movers are the Crown Victoria and the Escort. About the new LTD, Chapman said, "The public has not looked at that car enough yet."

• Chapman's dealership has already written 25 orders for the new Thunderbird.

Chapman also noted increased demand for luxury cars at the store's Lincoln-Mercury dealership in Springfield, Pa.

"The economy is the biggest problem; putting people back to work," he said. "People who aren't working can't afford to buy and people who are working are worried about how long they'll continue to be working."

"I think it's just an attitude of uncertainty by the buying public," said George Poling, general manager, Jerry's Chevrolet, Baltimore, Md. "People are concerned about what the future may bring."

Poling said his dealership is fighting high inventories of '82s, although he noted that the GM financing carrot seems to be working.

"We're optimistic," he said. "We think this program will work and work well for us. We're looking forward to the next 60 days."

Bob Langley III, Langley Oldsmobile, Jacksonville, Fla., said "sales of '83s are beginning to pick up," with big cars leading the way. "Business is a little better than it was at this time last year," he noted.

• At Sledge Chevrolet-Oldsmobile, Cleveland, Miss., sales were up in '82 and are expected to increase again in '83, said Thomas Sledge, general manager. The Oldsmobile 98 was the top nameplate at the dealership last year. Slow sellers have been the Malibu and Monte Carlo.

Joe Watts, general manager, Roy Rioux VW/Mazda, Westboro, Mass., said Rabbit sales are off about 20 percent but reception to the new high-performance Rabbit GTI has been "excellent."

"Right now, we're seeing the car buffs, the enthusiasts," he said.

His Mazda sales "have been going great guns," with the GLC his volume car. The redesigned Volkswagen Scirocco, however, "has not enjoyed the acceptance we had hoped for," he said.

Watts said that recent dips in the interest rate have not stimulated buyers.

"I think there's just too many people out of work," he said.

AMC/Renault dealers continue to cash in on the new Alliance. Greenfield AMC/Jeep/Renault in suburban Detroit sold 80 Alliance models in a month and a half, said Ed Quinlan, general sales manager.

"If I had had the cars on hand, it would have gone well over 100," he said.

"The acceptance of that car has been great," he added. "The car performs and handles just super. Once they've had a ride in it, they're not too hard to close.

"My salespeople like it, too. It's not too hard to sell a car when you're sold on it yourself."

IMPORTED CAR SALES

	October, 1982	October, 1981	10 Mos., 1982	10 Mos., 1981
Alfa Romeo	208	211	1,752	1,862
Audi	3,435	3,529	38,086	42,173
BMW	3,781	2,624	41,813	35,119
Challenger	712	802	12,357	10,797
Champ	1,596	2,771	32,772	35,644
Colt	1,572	2,846	33,716	36,209
Datsun	33,754	30,609	389,105	398,719
DeLorean	251	720	2,830	1,715
Fiat	570	2,083	13,136	29,779
Fiesta	.....	.....	.....	32,856
Honda	28,650	23,234	308,161	321,613
Isuzu	1,631	1,759	12,405	15,170
Jaguar	866	394	7,746	3,673
Lancia	214	79	975	977
Mazda	13,673	12,758	135,153	143,815
Mercedes-Benz	5,541	5,131	53,120	51,714
Mitsubishi	1,175	.....	1,175	.....
MG	.....	120	.....	3,575
Peugeot	1,191	1,769	12,041	14,630
Porsche	1,237	752	10,976	9,006
Renault	3,116	2,618	32,112	25,947
Rover	.....	60	.....	679
Saab	1,444	1,211	15,136	11,911
Sapporo	800	862	10,840	11,621
Subaru	13,770	11,688	125,229	130,307
Toyota	40,532	38,835	441,307	498,622
Triumph	.....	328	.....	9,391
Volkswagen	4,370	5,237	54,712	72,606
Volvo	4,290	4,028	64,262	56,978
TOTAL	168,379	157,078	1,850,917	2,007,108

U. S. CAR SALES BY MARKETING UNITS

	Oct., 1982	Oct., 1981	10 Mos., 1982	10 Mos., 1981
Chevrolet	91,898	102,926	1,043,561	1,261,882
Ford	72,043	79,228	765,545	894,183
Oldsmobile	77,367	67,572	661,746	741,690
Buick	66,868	60,903	599,255	621,165
Toyota	40,532	38,835	441,307	498,622
Pontiac	35,240	40,825	396,233	492,367
Datsun	33,754	30,609	389,105	398,719
Plymouth	24,436	30,834	256,525	335,044
Honda	28,650	23,234	308,161	321,613
Dodge	27,504	27,626	259,884	314,940
Mercury	24,271	27,922	272,879	296,383
VW of America	15,800	24,781	182,155	265,548
Cadillac	24,944	23,247	198,788	190,724
AMC-Renault	15,838	12,236	117,327	145,440
Mazda	13,673	12,758	135,153	143,815
Subaru	13,770	11,668	125,229	130,307
Chrysler/Imperial	18,896	5,813	148,184	81,104
Volvo	4,290	4,028	64,262	56,978
Lincoln	9,604	6,600	74,035	53,208
Mercedes-Benz	5,541	5,131	53,120	51,714
BMW	3,781	2,624	41,813	35,119
Fiat	784	2,182	14,111	30,747
Jaguar-Rover-Triumph	866	922	7,746	17,318
Isuzu	1,631	1,759	12,405	15,170
Peugeot	1,191	1,769	12,041	14,630
Saab	1,444	1,211	15,136	11,911
Mitsubishi	1,175	.....	1,175	.....
DeLorean	251	720	2,830	1,715
Alfa Romeo	208	211	1,752	1,862
TOTAL	656,250	648,185	6,601,383	7,424,092

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

Harvester makes two moves on financial front

CHICAGO—International Harvester shareholders have approved two proposals which the company said will allow it to move ahead with its refinancing plan.

Shareholders approved an increase in authorized common stock to 100 million shares from 60 million and the issuance of Series A preference shares and warrants.

Lenders earlier approved a financial restructuring plan that would permit the conversion of $350 million of debt into equity and also substantially reduce the company's cash interest payments.

Harvester also said it had resolved a dispute with Deere & Co. which it said could have threatened the sale of its construction-equipment business to Dresser Industries and possibly force the company into bankruptcy proceedings.

Deere, which had won a court order requiring Harvester to pay $28.5 million in damages for patent infringement, had liens placed against Harvester property in Illinois, including its construction-equipment facilities.

Harvester said it had agreed in principle to place its Phoenix proving grounds in escrow as security for the payment to Deere, pending the outcome of Harvester's appeal of the size of the award. It said Deere agreed to drop its liens.

Import-car sales climb in October; domestics steady

Continued from Page 3

and dealers reported sales of 1,175 new cars for openers.

Third-period domestic sales were off 4.25 percent, to 187,238 from 195,551 last year. With nine selling days this year compared with 10 in 1981, the daily rate of 20,804 was up 6.39 percent from 19,555.

In the final 10 days, GM was down 5.81 percent, Ford was off 4.31 percent, Chrysler was up 26.04 percent, AMC was up an estimated 12.50 percent and VWoA dropped 62.40 percent.

GM earned 59.54 percent of the last-period domestic market, Ford had 22.38 percent, Chrysler had 13.93 percent, AMC earned 2.40 percent and VWoA had 1.75 percent.

Based on third-period sales, an annualized rate for 1982 was 8,128,300 domestic cars.

DOMESTIC CAR SALES

	Oct. 21 to Oct. 31, 1982	Same Period, 1981	October, 1982	Same Month, 1981	Jan. 1 to Oct. 31, 1982	Same Period, 1981
Renault Alliance	.....	.....	7,204	.....	14,041	.....
Spirit	.....	.....	793	1,696	14,593	30,839
Concord	.....	.....	1,643	4,179	27,063	52,940
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	3,082	3,743	29,518	35,603
AMERICAN MOTORS*	4,500	4,000	12,722	9,618	85,215	119,493
Horizon	1,813	1,845	4,040	4,736	39,938	67,966
Turismo/TC3	1,445	1,178	3,646	3,290	33,689	46,372
Reliant/Volare	5,805	6,268	13,564	18,766	122,068	172,988
Plymouth	267	183	790	409	17,218	453
Total Plymouth	9,330	9,474	22,040	27,201	212,913	287,779
LeBaron	.....	290	.....	890	.....	35,312
LeBaron K	2,871	1,672	7,330	1,672	76,359	1,672
Cordoba	538	571	1,481	1,558	13,588	21,296
New Yorker 5th Ave.	2,440	606	6,578	1,470	52,621	1,650
E-Class	895	.....	3,339	.....	3,339	.....
Chrysler	.....	.....	.....	.....	.....	17,080
Total Chrysler	6,744	3,141	18,728	5,590	145,907	77,010
Total Imperial	77	88	168	223	2,197	4,094
Omni	1,348	1,226	3,266	3,626	33,214	49,619
Charger/024	1,513	1,318	3,732	4,098	34,694	45,256
Aries/Aspen	4,745	4,186	11,445	13,571	91,869	130,887
Dodge 400	1,099	528	2,583	528	23,523	528
Diplomat	547	413	1,948	1,291	22,451	23,464
Mirada/Magnum	248	320	625	864	6,439	12,552
Dodge 600	431	.....	1,621	.....	1,621	.....
Dodge St. Regis	.....	.....	.....	.....	.....	5,828
Total Dodge	9,931	7,991	25,220	23,978	213,811	267,534
CHRYSLER CORP.	26,082	20,694	66,156	56,992	574,828	636,817
Pinto	.....	.....	.....	.....	.....	10,137
EXP	915	2,361	1,962	5,234	32,110	46,635
Escort	10,864	9,929	23,945	24,138	285,427	248,575
Mustang	4,397	4,733	12,116	12,388	101,453	139,906
Fairmont	4,005	3,969	11,008	11,710	109,916	164,597
Granada	1,292	4,031	3,712	12,431	86,812	91,251
Thunderbird	1,081	1,639	3,333	4,873	39,171	62,583
LTD '83	3,056	.....	6,262	.....	6,454	.....
Ford Crown Victoria	3,555	3,270	9,705	8,464	104,202	97,543
Ford Division	29,165	29,932	72,043	79,238	765,545	861,327
Bobcat	.....	.....	.....	.....	.....	2,169
LN7	232	610	494	1,369	10,820	15,323
Lynx	2,363	3,571	5,312	8,460	83,320	81,225
Zephyr	1,126	1,068	3,183	2,908	35,503	45,685
Cougar/Monarch	531	2,192	1,770	5,113	38,287	38,942
XR-7	351	724	1,071	1,876	14,367	26,146
Capri	1,146	1,324	3,124	3,177	25,743	42,991
Marquis '83	1,284	.....	2,991	.....	2,991	.....
Mercury Gd. Marquis	2,376	1,960	6,326	5,019	61,848	43,902
Total Mercury	9,409	11,449	24,271	27,922	272,879	296,383
Cont./Versailles	823	724	2,143	1,869	18,871	1,869
Lincoln	1,516	881	4,767	2,425	32,847	25,063
Mark VI	997	813	2,694	2,306	22,317	26,276
Total Lincoln	3,336	2,418	9,604	6,600	74,035	53,208
L-M Division	12,745	13,867	33,875	34,522	346,914	349,591
FORD MOTOR	41,910	43,799	105,918	113,760	1,112,459	1,210,918
Skyhawk	1,592	.....	3,922	.....	36,874	.....
Skylark	4,485	8,592	10,911	17,088	121,852	171,386
Century FD	3,578	.....	8,130	.....	76,217	.....
Regal Sedan	2,922	3,900	7,657	8,723	66,512	109,373
Regal Coupe	4,941	6,705	14,142	16,765	122,383	184,443
Le Sabre	3,904	3,092	10,973	7,568	91,160	68,273
Electra	2,253	2,650	6,235	6,395	48,349	47,360
Riviera	1,806	1,717	4,898	4,364	35,908	40,330
Buick Division	25,481	26,656	66,868	60,903	599,255	621,165
Cimarron	511	1,054	1,125	2,510	10,210	11,300
Seville	991	964	2,413	2,373	18,712	19,062
Cadillac	5,660	4,727	15,513	12,897	123,990	115,247
Eldorado	2,290	2,072	5,893	5,467	45,876	45,115
Cadillac Division	9,452	8,817	24,944	23,247	198,788	190,724
Chevette	6,334	5,521	15,056	15,338	197,193	309,924
Cavalier/Monza	3,861	6,424	8,769	14,398	98,254	71,368
Citation/Nova	5,410	9,439	12,373	20,924	156,495	255,685
Camaro	4,040	1,255	10,654	3,457	150,745	89,505
Celebrity	3,937	.....	9,461	.....	75,578	.....
Malibu	3,369	5,425	8,426	14,656	92,648	188,805
Monte Carlo	3,199	4,971	8,355	13,384	82,857	143,323
Chevrolet	6,440	8,244	17,371	18,930	170,857	176,979
Corvette	554	784	1,433	1,839	18,934	26,293
Chevrolet Division	37,144	42,063	91,898	102,926	1,043,561	1,261,882
Firenza/Starfire	940	.....	2,423	.....	21,985	.....
Omega	2,054	3,857	5,331	9,516	61,525	96,984
Cutlass Ciera	4,422	.....	12,297	.....	88,677	.....
Cutlass	.....	5,050	.....	13,744	.....	167,058
Supreme	8,576	7,349	28,739	20,986	238,180	237,876
Olds 88	5,307	4,332	15,335	11,434	151,201	137,411
Olds 98	3,226	3,354	9,851	8,775	72,076	69,246
Toronado	1,231	1,185	3,391	3,117	28,102	33,115
Oldsmobile Division	25,756	25,127	77,367	67,572	661,746	741,690
T-1000	1,237	1,602	3,067	4,439	42,855	47,537
J-2000/Sunbird	1,555	3,080	3,903	7,866	46,732	67,561
Phoenix	1,431	2,095	3,358	6,014	41,026	71,205
Firebird	2,382	719	6,064	2,078	84,807	49,199
6000	2,175	.....	5,532	.....	41,004	.....
Bonneville/LeMans	2,382	2,338	6,710	6,100	64,086	63,642
Grand Prix	2,478	3,582	6,606	10,170	71,547	114,526
Pontiac	.....	1,375	.....	4,158	4,176	78,697
Pontiac Division	13,640	15,691	35,240	40,825	396,233	492,367
GENERAL MOTORS	111,473	118,354	296,317	295,473	2,899,584	3,307,828
VOLKSWAGEN	3,273	8,704	6,758	15,264	78,381	141,928
DOMESTIC TOTAL	187,238	195,551	487,871	491,107	4,750,466	5,416,984
IMPORT TOTAL	.....	.....	168,379	157,078	1,850,917	2,007,108
INDUSTRY TOTAL	.....	.....	656,250	648,185	6,601,383	7,424,092

†—Estimate.
*—AMC does not have a nameplate breakout for 10-day periods.

416,675 cars built, leanest total since GM strike of 1970

October output lowest in 12 years

By Patricia Hoffman
Staff Writer

Domestic auto production in October was the lowest for that month in 12 years.

In October, the makers finished 416,675 cars, down 22.14 percent from 535,129 built in the comparable month last year. It was the lowest October total since 1970 when only 390,016 units were completed. All General Motors operations were closed by a strike in October of 1970.

Only one of the five auto makers showed a gain last month from the comparable 1981 period. American Motors assembled 16,514 cars, up 77.99 percent from last year's 9,278. Renault Alliance (13,118) made the difference.

Totals for the other companies were: Volkswagen of America, 7,518, down 58.68 percent from 18,195 last year; Ford Motor, 92,839, down 24.90 percent from 123,620; General Motors, 244,878, down 22.56 percent from 316,225, and Chrysler Corp., 54,926, down 18.45 percent from last year's 67,354.

Overtime at two assembly points and the return of two others helped boost last week's estimated output to 111,392 units, a 5.50 percent gain from the previous week's 105,580, and up slightly from the 110,563 units built in the comparable 1981 period.

Year-to-date, the makers finished 4,425,486 units, a 21.51 percent decline from last year's 5,638,483.

GM's Arlington plant operated six days last week.

Also at GM, the Detroit point worked 1.6 hours of daily overtime on both shifts last week, with two eight-hour shifts operating Saturday (Nov. 6).

GM's Lordstown facility was idle last week for inventory control. Production is slated to resume Nov. 15.

Still down last week due to high inventories were GM's Oklahoma City facility and Ford's San Jose point.

Model changeover downtime continues at GM's Bowling Green point and Ford's Lorain facility. Both plants, idled Oct. 13, are slated to begin 1983 model production in December.

The GM Doraville point and the Ford Metuchen plant returned last week following downtime to adjust overstocked inventories.

October output in Canada collapses to 18-year low

Scattered downtime due to high inventories slashed the Canadian auto production total in October to its lowest point in 18 years.

Last month, the car manufacturers assembled 54,284 units, down 9.59 percent from 60,045 built in the comparable 1981 month. It was the lowest October total since 1964 when only 34,414 cars were produced.

Downtime at Ford Motor's Oakville car facility pulled last week's estimated car production down to 18,245, a 17.13 percent decline from the previous week's 22,016, but output jumped 22.47 percent from last year's 14,898 units.

Year-to-date, the car makers have finished 733,347 units, a 5.75 percent gain from 693,480 built in the comparable 1981 period.

The truck manufacturers wrapped up October production with 35,858 units, a 29.62 percent drop from 50,946 completed last year. It was the lowest output for that month since 1976 when 33,324 trucks were assembled.

Due to downtime at Ford Oakville last week, the truck makers estimated 6,345 units, a 32.90 percent decline from 9,456 the previous week. Output also fell 22.02 percent from 8,137 in the comparable week last year.

So far this year, the truck manufacturers have built 423,790 units, down 2.85 percent from last year's 436,215.

Ford's Oakville car and truck facilities were idle last week for inventory control. Operations are slated to resume Nov. 15.

American Motors' Brampton point, idled Oct. 18 for inventory adjustment, returned last week.

Due to poor sales, General Motors will close its Oshawa car and truck facilities for one week starting today (Nov. 8). The Oshawa car line will also be idle the weeks of Nov. 29 and Dec. 6.

The GM Oshawa truck plant, which ended second-shift production of light-duty Chevrolet and GMC trucks Oct. 25, has scheduled an additional week of downtime beginning Dec. 6.

International Harvester's Chatham assembly point remained idle last week. The facility was closed Oct. 25 due to high inventories.

Qualifying for 25

A 25-year dealer award plaque is held by honoree Pat S. Cantey Sr., right, Chevrolet dealer at Cantey Motor Co., Madison, Fla. He is congratulated by R. J. Bresnahan, Jacksonville zone manager.

Truck production in October sinks to 12-year low

Although domestic truck production in October was up from the September total, it was the lowest output for that month in 12 years.

Last month, the truck manufacturers assembled 151,485 units, down 6.52 percent from 162,057 built in the comparable 1981 period. It was the lowest total for October since 1970 when only 108,343 units were completed because of a strike against General Motors.

Downtime at five assembly points pulled last week's estimated truck output down to 26,879 units, a 30.55 percent drop from 38,703 built the previous week, but the total was 1.42 percent above the 26,503 assembled in the comparable 1981 period.

So far this year, the makers have assembled 1,662,664 units, a 15.43 percent gain from last year's 1,439,729.

High inventories closed one General Motors point and four Ford Motor facilities last week.

The light-duty Chevrolet and GMC truck lines were idled for one week at GM's Flint plant. Operations are slated to resume today (Nov. 8). Also closed for inventory control were Ford's Kansas City, Louisville, Norfolk and Twin Cities plants.

International Harvester's Fort Wayne and Springfield facilities remained down last week to control inventory.

Volkswagen of America's Westmoreland point, idle since June 25, is slated to return next month.

U. S. CAR PRODUCTION

	Week Ended Nov. 6, 1982	Week Ended Nov. 7, 1981	Week Ended Oct. 30, 1982	Oct. Total	Jan. 1 to Nov. 7, 1981	Jan. 1 to Nov. 6, 1982
AMERICAN MOTORS	3,500*	.....	3,932*	16,514	104,572*	81,951*
AMC Total	800*	.....	809*	3,396	.....	46,128*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	544	.....	.....
Eagle	.....	.....	.....	2,852	.....	.....
Renault Total	3,000*	.....	3,123*	13,118	.....	35,823*
Alliance	3,000*	.....	3,123*	13,118	.....	35,823*
CHRYSLER CORP.	14,950	11,784	15,254	54,926	680,027	514,087
Plymouth Total	5,550	4,644	6,243	23,012	337,529	207,406
Horizon	2,200	.....	2,369	7,459	127,414	67,925
Reliant	3,300	4,644	3,786	15,275	200,528	138,378
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	88	278	.....	1,103
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,200	2,790	2,225	7,947	44,799	98,501
LeBaron	1,300	2,790	1,297	4,742	39,937	86,527
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	900	.....	928	3,205	.....	11,974
Dodge Total	7,200	4,350	6,786	23,967	297,699	208,180
Omni	2,300	.....	2,169	6,961	114,213	63,700
Aries	3,600	3,005	3,459	13,371	158,508	109,102
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	1,345	318	1,545	8,652	27,093
Dodge 600	800	.....	840	2,090	.....	8,285
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	25,827	11,030	23,040	92,839	1,197,712	940,470
Ford Division	15,818	5,071	13,466	55,807	814,492	589,497
Escort	5,977	3,859	4,082	20,163	324,893	234,585
Fairmont	3,320	601	2,936	9,527	160,760	106,949
Must./Must. II	1,856	.....	1,916	7,706	136,947	108,812
LTD/Granada	4,665	611	4,532	17,916	91,367	104,003
Thunderbird	.....	.....	.....	.....	58,437	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	.....	.....	.....	495	1,202	5,822
L-M Division	10,009	5,959	9,574	37,032	383,220	350,973
Mercury Total	7,615	3,881	7,519	28,364	326,763	268,311
Lynx	1,487	1,421	1,198	6,129	108,911	72,804
Capri	324	.....	353	1,796	44,951	29,742
Zephyr	1,018	160	944	2,865	46,351	34,182
Marquis/Cougar	1,882	654	2,086	7,447	41,649	47,906
XR-7	.....	.....	.....	.....	27,321	10,580
Mercury	2,904	1,646	2,938	9,937	56,923	71,545
LN7	.....	.....	.....	190	657	1,552
Lincoln Total	2,394	2,078	2,055	8,668	56,457	82,662
Continental ('82)	478	1,039	411	1,735	8,511	17,060
Lincoln	1,433	636	1,232	5,076	24,212	39,500
Mark VI	483	403	412	1,857	23,734	26,102
GENERAL MOTORS	66,815	83,447	63,354	244,878	3,504,066	2,819,157
Buick Division	15,290	18,251	14,624	59,559	779,572	656,775
Skylark	3,660	6,323	3,709	8,557	242,802	125,191
Skyhawk J	1,035	.....	1,245	5,524	.....	58,818
Century	1,360	1,402	1	4,358	91,901	98,047
Regal	4,120	4,838	4,039	17,003	233,833	180,015
Buick	4,130	3,942	4,151	17,872	151,482	157,816
Riviera	985	1,746	1,479	6,245	59,554	36,888
Cadillac Division	7,072	4,900	5,925	23,557	227,063	205,759
Cimarron	540	410	425	1,421	21,164	7,211
Seville	587	349	465	2,244	21,459	19,150
Eldorado	1,265	1,121	1,076	5,074	50,771	48,710
Cadillac	4,680	3,020	3,959	14,818	133,669	130,688
Chevrolet Division	19,0 4	30,858	19,803	72,144	1,287,507	903,745
Chevette	5,090	7,820	4,853	15,310	309,821	189,970
Cavalier	1,860	7,896	3,863	11,210	113,099	79,995
Celebrity	.....	2,032	.....	4,226	4,215	58,477
Camaro	5,189	585	4,681	10,038	88,507	194,090
Citation	1,345	5,547	1,406	9,204	276,605	145,277
Malibu	2,991	3,722	2,536	11,100	203,462	107,819
Monte Carlo	2,049	2,745	1,955	8,940	121,612	68,284
Chevrolet	500	511	509	2,116	144,055	37,319
Corvette	.....	.....	.....	.....	26,751	22,514
Oldsmobile Division	19,833	15,859	15,607	64,541	745,782	668,498
Omega	1,640	2,513	1,610	3,126	125,403	68,813
Firenza	1,135	.....	829	2,957	.....	39,783
Cutlass	6,060	4,766	5,984	21,587	332,020	181,762
Cutlass/Ciera	3,440	2,016	.....	7,034	7,248	106,541
Oldsmobile	6,670	5,305	6,334	25,836	242,530	242,296
Toronado	888	1,259	850	4,001	38,581	29,303
Pontiac Division	5,596	13,579	7,395	25,077	464,142	384,380
Acadian†	70	153	70	276	16,983	9,425
2000	.....	3,512	818	2,627	69,921	34,516
1000	440	2,215	777	2,639	80,309	32,712
Firebird	2,511	303	2,881	6,482	43,906	116,085
Phoenix	815	1,824	804	2,936	88,918	42,340
G. Prix/B'ville ('83)	1,760	4,277	2,045	9,978	106,303	118,960
A6000	.....	1,295	.....	139	5,711	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
VOLKSWAGEN	.....	4,202	.....	7,518	150,237	67,658
CHECKER	.....	100*	.....	.....	1,869*	2,163*
Total Cars, U. S.	111,392	110,563	105,580	416,675	5,638,483	4,425,486

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 6, 1982	Week Ended Nov. 7, 1981	Week Ended Oct. 30, 1982	Oct. Total	Jan. 1 to Nov. 7, 1981	Jan. 1 to Nov. 6, 1982
CHEVROLET	11,763	8,085	13,518	59,211	409,201	577,976
DODGE	2,400	2,015	2,374	7,675	81,094	109,419
FORD	5,605	10,796	15,994	56,074	562,690	600,341
GMC	4,361	3,558	4,267	14,555	149,403	201,826
INTERNATIONAL	.....	.....	.....	3,330	60,646	39,880
VOLKSWAGEN	.....	599	.....	.....	35,201	8,103
JEEP	1,700*	.....	1,500*	6,230	79,688	75,039
AM GENERAL	50*	50*	50*	210*	3,286*	2,080*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,200*	58,520*	48,000*
Total Trucks, U. S.	26,079	26,503	38,703	151,485	1,439,729	1,662,664

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 6, 1982	Week Ended Nov. 7, 1981	Week Ended Oct. 30, 1982	Oct. Total	Jan. 1 to Nov. 7, 1981	Jan. 1 to Nov. 6, 1982
CHRYSLER CORP.	2,160	2,011	2,666	9,293	72,479	90,373
FORD MOTOR	85	431	2,889	9,429	119,591	115,309
GENERAL MOTORS	4,100	5,460	3,901	16,393	234,238	208,900
INTERNATIONAL	.....	235	.....	743	9,907	9,208
Total Trucks, Canada	6,345	8,137	9,456	35,858	436,215	423,790
N. American Trucks	33,224	34,640	48,159	187,343	1,875,944	2,086,454

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 6, 1982	Week Ended Nov. 7, 1981	Week Ended Oct. 30, 1982	Oct. Total	Jan. 1 to Nov. 7, 1981	Jan. 1 to Nov. 6, 1982
AMERICAN MOTORS	1,200	952	.....	1,962	29,618	27,015
CHRYSLER CORP.	3,440	1,974	4,182	12,469	53,776	141,560
FORD MOTOR	4,800	3,694	9,042	15,475	183,342	249,116
GENERAL MOTORS	8,580	8,053	8,567	23,479	417,814	306,829
VOLVO	225	225	225	899	8,930	8,827
Total Cars, Canada	18,245	14,898	22,016	54,284	693,480	733,347
N. American Cars	129,637	125,461	127,596	470,959	6,331,963	5,158,833
N. American Trucks	33,224	34,640	48,159	187,343	1,875,944	2,086,454
North American Cars and Trucks	162,861	160,101	175,755	658,302	2,207,907	7,245,287

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

November 15, 1982

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Possible Toyota deal appears overshadowed

GM to build 300,000 Isuzu cars a year in U.S.

By John Hartley
Staff Correspondent

TOKYO.—Under terms of an agreement reached here, General Motors will build the Isuzu R-car in a Midwest U. S. plant at the rate of 300,000 a year.

The cars would be in addition to the 200,000 a year which Isuzu will produce in Japan for sale in the U. S. by GM, starting in 1984-85.

The Isuzu-GM deal must cast serious doubt on a proposed agreement between Toyota and GM. Those talks have dragged on much longer than expected.

With the sort of volume anticipated in the deal with Isuzu, GM apparently would no longer be interested in a joint venture with Toyota to build a version of the new Corolla in the U. S.

GM already has an agreement with Suzuki for the latter to supply GM with about 100,000 minicars with 1-liter engines.

• Reason for the moves to acquire some 600,000 Japanese minicars a year reportedly is GM's market research which indicates that the market for 1-to-1.5-liter cars in the U. S. is going to be much bigger than had been expected earlier.

It is understood that GM expects to be able to sell 800,000 units of this size annually at first, with growth to one million a year by the end of the decade.

The gap between the Japanese supply and the market demand apparently would be filled by domestically-designed and produced GM minicars.

The Isuzu R-car (called the ST-car in some quarters) has engines of 1.3 and 1.5 liters. It is a hatchback with an overall length of about 156 inches.

The initial version is a two-box design, for which Isuzu is now tooling up. Isuzu is building a new engine plant on Hokkaido, the northernmost island of Japan, and is re-equipping its plants near Tokyo to manufacture the transaxles and bodies.

An Isuzu source said the company felt obligated to agree to the GM deal because of its need to generate cash flow.

In addition to the cars it will build in Japan for sale in the U. S., Isuzu will build engines and transaxles for cars built in the U. S. This, along with a license fee from GM, should supply Isuzu with approximately $400 million annually.

(In the U. S., GM described the report as "speculative.")

But 1,267 domestic outlets fold during model year

20,821 dealers hang on

By John K. Teahen Jr.
Managing Editor

Another year of depressed sales resulted in another year of heavy losses for the domestic new-car dealer population.

The latest AUTOMOTIVE NEWS census finds that 1,267 dealerships departed from the ranks during the 1982 model year. It was the second-largest decline in the 20 years that this newspaper has been compiling model-year statistics. The worst was 1980, with a dip of 1,643 outlets.

The drop of 1,267 for '82 compares with a heavy, but much less severe, downturn of 758 in the 1981 model year.

On Oct. 1 of this year, there were 20,821 dealerships handling cars manufactured by the five major domestic makers. This compares with 22,088 establishments in operation on Oct. 1, 1981.

(Volkswagen is included in the figures for each year. Renault is not included since Renault dealers did not begin handling U. S.-built cars until the beginning of the '83 model year.)

Each of the five manufacturers contributed to the loss in the '82 model year, but General Motors and Ford Motor Co. were the hardest hit.

GM's car-dealer total declined by 575 during the period, and Ford's was down by 266. There were dips of 117 for American Motors, 111 for Chrysler Corp. and 61 for Volkswagen.

That's a total of 1,130. An increase in the number of intercorporate duals hiked the industry's net loss to 1,267.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

• Looking only at the 1982 calendar year, the current total of 20,821 dealerships is down 859 from 21,680 at the beginning of this year.

The third quarter was the roughest of the calendar year with a drop of 303 outlets. It followed dips of 276 in the first quarter and 280 in the second. (The fourth-quarter slip last year was 408, bringing the model-year total to 1,267.)

As noted, Volkswagen is included in the domestic dealer count. Without VW, the total would have dipped below 20,000. The combined tally for AMC, Chrysler Corp., Ford Motor and GM was 19,984 on Oct. 1.

Turning to franchise figures, the 1982 model year was quite satisfying for three Chrysler Corp. makes and for Lincoln, but there were declines for the other entries.

Dodge showed a gain of 28 franchises for the period; Plymouth was up 26; Imperial was up 14 and Lincoln was up 2.

Chrysler had the slimmest loss, a dip of 15 franchises. Elsewhere, there were drops of 30 for Cadillac, 65 for Buick, 75 for Oldsmobile, 82 for Mercury and 135 for Pontiac. The biggest losses were suffered by Ford,

Continued on Page 7, Col. 4

Domestic-car stockpile holds steady at 69 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory held steady at a 69-day supply Nov. 1, unchanged from Oct. 1, but well below the 81½-day stockpile of a year earlier.

The domestic new-car inventory totaled 1,295,704 Nov. 1, down from 1,350,366 a month earlier. The days-supply figure remained the same despite the lower unit count because of a corresponding drop in the sales rate. A year ago, the industry had 1,480,768 new cars on hand.

Table on Page 7.

While the domestic inventory was holding steady, the stockpile of new imported cars in the U. S. rose during October to 365,467 on Nov. 1, a 56-day supply, compared with 354,500 a month earlier, a 48½-day stock.

Chrysler Corp. trimmed its supply during the month, while General Motors' was unchanged. Ford Motor Co. and Volkswagen of America saw their days-supply figures rise while unit counts fell. American Motors' supply figure rose, and it was the only corporate maker to increase its unit count as well.

• GM's stockpile held at 69 days. Its J-body, X-body and A-body front-drive cars were still in heavy supply, with the older-fashioned rear-drive cars (which were formerly A bodies and now designated G) in relatively lean supply.

Ford Motor Co. opened November with a 71-day supply, up from 67 days a month earlier. Ford's stockpile was heaviest in small cars, lightest in big cars.

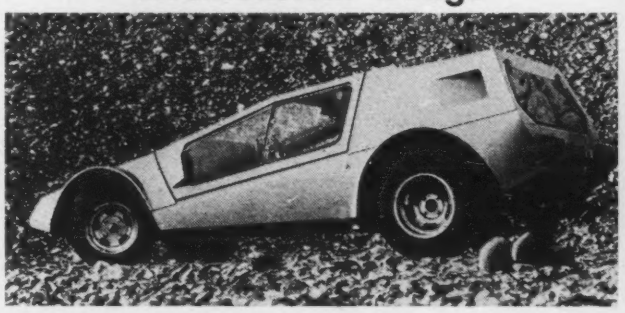
Chrysler Corp. had a 64-day supply Nov. 1, down from an 85-day stock a month earlier. Chrysler had relatively good balance between the various market segments

AMC boosted its inventory to an 80-day supply Nov. 1, up from 71 days a month earlier. Its Alliance continued the sales pace it set in its first month and was in just about ideal supply, while other lines were heavy.

VWoA trimmed its unit count, but a lower sales rate pushed

Continued on Page 7, Col. 1

Liechtenstein wedge



The unusual Saphier

Liechtenstein is better known—if at all—for its scenery than its auto industry, but the Saphier, a wedge-shaped coupe, is made in that tiny principality between Switzerland and Austria. The car has a fiberglass body and can be outfitted with two or three seats. The whole middle is lifted for entry. Some are built on Volkswagen Beetle chassis and some on their own chassis with a midship-placed Rabbit engine.

breaking news

IH reups concessions on debts

CHICAGO.—International Harvester Co. said it has received commitments to $54.5 million in concessions from suppliers. That easing of debt pressure means the company can make a $150 million trade of debt for equity. Some of the concessions are verbal and must be written before the plan proceeds, however. IH said at a press conference it will lose only "a couple of tenths of a point" in heavy-truck market share this year and "a point at most" in mediums.

Low-interest financing sparks GM sales

DETROIT.—Low-interest financing programs are really churning up domestic auto sales. Chevrolet, for example, is expected to be up more than 31 percent for Nov. 1-10 over Oct. 21-30 and General Motors to be up more than 21 percent for the same period. Chevrolet, Pontiac and Buick, with the most '82s, are cashing in on the program more heavily than Oldsmobile or Cadillac.

Ford delays '83 programs

DEARBORN. — Job One dates for Ford Thunderbird/Mercury Cougar and Ford Tempo/Mercury Topaz have been delayed. T-Bird/Cougar output has been pushed from Nov. 29 to January. Tempo/Topaz has moved to late March.

Majerus to head Democratic site committee

WASHINGTON. — UAW Secretary-Treasurer Raymond Majerus has been named chairman of the committee which will select the site for the Democratic Convention in 1984. Detroit is in the running to host that event.

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Cooperation allowed on emission controls

Smog decree eased; to expire in 5 years

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A 13-year-old consent decree that banned U. S. auto makers from jointly developing emission - control technology, has been amended to allow such activity, and the decree itself will be permitted to expire in five years, on the orders of a U. S. District Court judge here.

According to the order signed by Senior Judge Jesse W. Curtis, "The modified final judgment would eventually bring to an end nearly two decades of regulation by the court regarding the defendants' development, manufacture and installation of motor vehicle emission-control devices."

The decree grew out of an antitrust suit filed in Los Angeles in 1969. It had charged General Motors, Ford Motor Co., Chrysler Corp., American Motors and their trade association (now the MVMA) with conspiring to delay installation of emission-control devices and stalling the development of such systems for 14 years.

One provision vacated by Curtis had prohibited the sharing of confidential company information from applied emission-control research.

Also vacated was the prohibition against joint filing of statements with government agencies promulgating emission-control or safety standards.

• As a result, Curtis' order holds that the defendants may now cross-license after-acquired patents, publicize R&D efforts, jointly assess third-party patent rights and license patent rights on a most - favored - purchaser basis. Makers must, however, file copies of such agreements with the U. S. for review.

The U. S. could then challenge any such agreement under antitrust laws or under the remaining injunctive provisions of the decree.

These broadly prohibit any agreement that limits, restrains or prevents the development, manufacture, installation or sale of vehicular emission-control devices.

Ironically, the same court vacated the consent decree three years ago when the Carter Administration sought to have the provisions of the decree extended.

On appeal, a higher court extended the provisions and set aside the lower court's ruling pending a wide-ranging hearing on the merits of the case.

Under the Reagan Administration, the Justice Department told the court it saw no need for an extension of the provisions. It thus opened the door for the district court to vacate some provisions of the decree and allowing it to eventually expire.

The move was opposed by the California Air Resources Board (CARB), the Center for Auto Safety (CAS) and Los Angeles County Supervisor Kenneth Hahn.

Curtis noted these parties' objections raised the same arguments that existed when the decree was issued in 1969 and offered no new evidence that the restrictions should continue.

"The objectors, however, fail to give proper recognition to the vastly different environment in which the automobile industry finds itself today as compared with 1969," Curtis wrote.

"In 1969, it was perceived that the solution to pollution could best be found by manufacturers pursuing independent R&D programs; whereas today it is apparent the problems of air pollution and the efficient use fuels is beyond the ability of any single manufacturer, technologically or financially," Curtis explained.

"Although there have been advances made in these areas during the time the judgment was in effect, these have more probably been the result of the technology developed by foreign manufacturers and the efforts of domestic manufacturers attempting to match the performance of foreign cars."

• The judge pointed out that foreign manufacturers are free from restraints such as those imposed by the decree and collaborate freely with one another through mergers, joint ventures and licensing agreements.

Curtis said he feels that has given the foreign companies "a substantial competitive advantage which the defendants have denied by this decree."

Curtis said that in the highly competitive environment of the U. S. market in which imports play an important role, there is little likelihood that the U. S. car makers could engage in the kind of anticompetitive behavior the government sought to prevent with the decree.

He added that the U. S. manufacturers are still open to antitrust proceedings if they do engage in anticompetitive practices and that the penalties are stiffer now than they were in 1969. Sherman Act violations have been elevated from misdemeanor to felony status and the maximum fines increased from $50,000 to $1 million.

"Additionally, in the last 12 years, there has been an increasing recognition on the part of the public that in many instances industry has been stifled by excessive government regulations and government agencies have been urged to re-examine their procedures and deregulate those instances where the regulations are unnecessary," Curtis said.

"In my view, the expired injunctive provisions of the original decree come clearly within the characterization of those regulations which are not only unnecessary, but which are unduly restrictive and are inappropriate in today's world."

Lennox named chief executive at Harvester

CHICAGO. — Donald D. Lennox, International Harvester president, was named last week to the additional post of chief executive officer, effective Dec. 1. He will succeed Louis W. Menk as chief executive. Menk will continue as board chairman and Executive Committee chairman.

Lennox relinquished the post of chief operating officer. The company has not announced its plans for this position.

At a special session, directors also authorized immediate implementation of previously announced securities offerings providing for conversion of up to $350 million of interest and debt principal into equity by Harvester lenders.

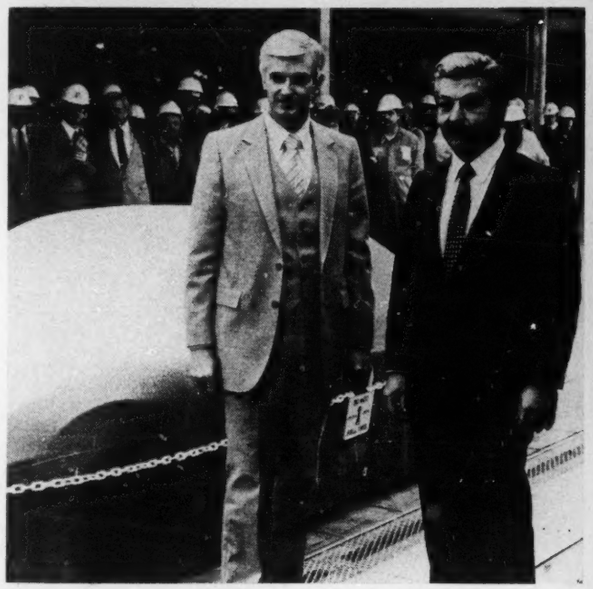
Menk said his own agenda as CEO has been completed, and he called Lennox "well equipped to tackle the remaining problems confronting the company."

Menk added that he and William G. Karnes, who continues as Finance Committee chairman, "will devote as much time as may be required to the activities of International Harvester. We will be available to assist Mr. Lennox and his management team on major policy questions as they arise."

Gallen loses 3rd-term bid as governor of N. H.

CONCORD, N. H.—Hugh Gallen, a former Chevrolet dealer in Littleton, was defeated in his bid for a third term as New Hampshire governor.

Gallen lost to Republican John H. Sununu, 43, an engineering professor.



'P' nuts

Pontiac Division announced last week it would name its P-car the "Fiero." Posing in front of a covered Fiero prototype are John Schinella, left, chief designer—Pontiac Exterior Studio II, and Hulki Aldikacti, P-car project manager. The mid-engined Fiero will bow next fall as a '84 model.

Pontiac unveils P-car, names 2-seater 'Fiero'

By Jim Plegue
Staff Writer

PONTIAC, Mich. — "Fiero" is the name chosen by Pontiac Division for its P-car, the sporty mid-engine model which goes into production at the division's home plant here in July and will debut next fall as an '84 model.

Fiero is an Italian name which means "very proud," according to Pontiac, and was originally used on one of the division's show cars in 1968. On the P-car, Fiero will be followed by a designator, "2M4," which means 2-seat, mid-engine, 4-cylinder. The "designator" will change with optional powertrains.

The Pontiac home plant, over 50 years old, has been undergoing renovation since early August for production of the P-car, according to Ernest Schaefer, plant manager. The work is on schedule, and about 35 percent complete, he said.

Pilot production will begin Feb. 21, Schaefer said. Job One is set for July 18. Plant capacity is about 30 cars per hour on two shifts.

Pontiac officials have said they hope to sell 110,000 or more Fiero models per year.

Employes will begin reporting to the plant in January, with employment scheduled to hit 750 in June and 2,400 at start-up.

• While the Fiero name was kept secret, the P-car project itself has been one of the worst-kept secrets in the automotive community.

Its unique design (small two-seater with fiberglass body and powertrain mounted amidships), its unusual origins (it has been and remains a Pontiac exclusive, though sources now say Chevrolet has been testing its own version for the future), and its struggle to make it to the marketplace (by some accounts, GM corporate brass shelved the "P" program on at least four occasions) received plenty of publicity.

The $250 million Fiero — nee P-car — program finally received the corporate nod last spring.

Standard Fiero powertrain will be the Pontiac-built 2.5-liter four-cylinder engine, mounted over and slightly ahead of the rear wheels, driving the rear wheels through a four-speed transmission. Suspension will be independent at all corners — a Chevette-derived system up front and a strut-type system in the rear.

Pontiac officials, while not wanting to discuss the car's details, did acknowledge that more than one version of the Fiero is being considered. A sporty model, with aerodynamic enhancement, i.e., air dam or spoilers, is planned.

Sources inside Pontiac said the division is considering either a turbocharged version of the 2.5-liter engine or use of Chevy's 60-degree 2.8-liter V-6 as an option in the car. Use of the V-6 for example, would change the Fiero's designator to something like "2M6" or "2MV6."

Target price for the 1984 Fiero is said to be just under $10,000. It will compete against Fiat's X 1/9 and similar entries from Japan.

Pontiac unveiled the Fiero

Continued on Page 42, Col. 3

'Very proud'

Pontiac has named its '84-model P-car the "Fiero" (pronounced Fee-air-o), which means "very proud" in Italian. The designation "2M4" means 2-seat, mid-engine, 4-cylinder.

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58th year — No. 4941

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Topless Celica by Matrix 3

Matrix 3, Costa Mesa, Calif., has introduced this convertible conversion for the 1983 Celica. The electrically operated top can be lowered in 30 seconds, Matrix said. Leather seat packages are also available for the Celica through Matrix 3.

Nov. 1 inventory totals 1.2 million

U. S.-car stockpile holds to 69 days

Continued from Page 1

up its days-supply level from 53 days to 72 days.

The Nov. 1 domestic inventory was divided this way: GM, 60.63 percent; Ford Motor Co., 22.31 percent; Chrysler Corp., 12.59 percent; AMC, 3.03 percent, and VWoA, 1.44 percent.

A month earlier, the domestic inventory was divided as follows: GM, 61.64 percent; Ford Motor Co., 21.80 percent; Chrysler Corp., 12.54 percent; AMC, 2.60 percent, and VWoA, 1.42 percent.

• By size class, days supply figures ranged inversely by the size of the cars, as follows: Subcompact, 84 days; compact, 79 days; intermediate, 69 days; standard, 57 days, and luxury, 49 days.

The Nov. 1 inventory was divided this way by market segment: Subcompact, 19.84 percent; compact, 23.57 percent; intermediate, 35.71 percent; standard, 14.66 percent, and luxury, 6.22 percent.

The Nov. 1 days-supply figures by market class were:

Subcompact — Alliance, 58; Horizon, 58; Turismo, 59½; Charger, 64; Eagle SX/4, 65; Omni, 65; Rabbit, 72; Escort, 83; Chevette, 91; Lynx, 101; Pontiac 1000, 139; Spirit, 163; EXP, 164, and LN7, 201.

Compact — Zephyr, 36; Fairmont, 52; Reliant, 56; Aries, 60; LeBaron, 71; Mustang, 72; Cimarron, 86; Cavalier, 91; Capri, 95; Camaro, 95; Dodge 400, 108; Firenza, 113; Pontiac 2000, 115; Skyhawk, 124, and Firebird, 134.

Intermediate — Cutlass coupe, 39; Thunderbird, 42; Cougar XR7, 42; Cutlass four-door, 45; Bonneville, 48; Chrysler E-Type, 51; Marquis, 51; Cougar, 52; Regal four-door, 54; Grand Prix, 58; Malibu, 60; Ciera, 64; LTD, 71; Monte Carlo, 73; Omega, 74; Dodge 600, 77; Skylark, 77; Regal coupe, 77; Granada, 79; Century, 85; Citation, 101; Celebrity, 101; Eagle, 106½; Pontiac 6000, 111; Concord, 119, and Phoenix, 122.

Standard — Olds 88, 37; LeSabre, 46; Olds 98, 52; Diplomat, 55; Electra, 60; Grand Marquis, 62; Fifth Avenue, 68; Chevrolet, 68; Crown Victoria, 70; Cordoba, 71½, and Gran Fury, 74.

Luxury — Cadillac, 37; Lincoln, 41; Eldorado, 41; Continental, 43; Seville, 45; Toronado, 54; Mark VI, 59; Riviera, 63; Imperial, 107½, and Corvette, 160.

NEW-CAR STOCKS

	Nov. 1, 1982	Oct. 1, 1982	Nov. 1, 1981
Alliance	58	42	—
Spirit	163	161	138½
Concord	119	98	75
Eagle	106½	98	80
Eagle SX/4	65	95	108
AMERICAN MOTORS	80	71	87
Horizon	58	71	130½
Turismo/TC3	59½	65½	112
Reliant	56	66	62
Gran Fury	74	58	—
Plymouth	58	66	80
LeBaron	71	68	187
Cordoba	71½	57	80
E Type	51	—	—
Fifth Ave.	68	63	43
Chrysler	66	76	120
Imperial	107½	193	161
Omni	65	77	149
Charger/024	64	71½	102
Aries	60	82	73
Dodge 400	108	105	87
Dodge 600	77	—	—
Diplomat	55	75	75
Mirada	106	72	103½
Dodge	68	87	96
CHRYSLER CORP.	64	77	91
Escort	83	70	105
EXP	164	113½	134
Mustang	72	93	88
Fairmont	52	58½	88
LTD	71	—	—
Granada	79	88	75
Thunderbird	42	38	104
Crown Victoria	70	67	81
Ford	74	72	95
Lynx	101	67½	99
LN7	201	129	153
Capri	95	121	99
Zephyr	36	30	82
Marquis	51	—	—
Cougar	52	48	54
Cougar/XR-7	42	29	115
Grand Marquis	62	48	65
Mercury	71	59	87
Lincoln	41	39	49
Continental	43	41½	70
Mark VI	59	70	59
Lincoln	47	48	57
FORD MOTOR CO.	71	67	91
Skyhawk	124	63½	—
Skylark	77	73	77
Century	85	69½	—
Regal 4-door	77	59	65
Regal 2-door	54	58	74
LeSabre	46	50	57
Electra	60	63	71
Riviera	63	76	58½
Buick	68	63	71
Cimarron	86	83	98
Seville	45	42	73
Cadillac	37	43	48½
Eldorado	41	55	47
Cadillac	41	47	56
Chevette	91	57	116
Cavalier	91	54	77
Citation	101	101	109
Camaro	95	82	79
Malibu	60	69	74
Celebrity	101	87	—
Monte Carlo	73	81½	82
Chevrolet	68	76	80
Corvette	160	151	84
Chevrolet	86	75	91
Firenza	113	66½	—
Omega	74	74	70
Ciera	64	77	—
Cutlass 4-door	45	55	64
Cutlass 2-door	39	65	48½
Olds 88	37	38	42
Olds 98	52	61	59
Toronado	54	65	53
Oldsmobile	50½	60	59
1000	139	87	164
2000	115	67	79
Phoenix	122	130	111
Firebird	134	131	82
Bonneville	48	62½	80
6000	111	107	—
Grand Prix	58	70	74
Pontiac	97	91	92
GEN. MOTORS	69	69	71
VOLKSWAGEN	72	53	66
TOTAL	69	69	81½

Alliance sets the pace

The Renault Alliance paced the 16,000 runners along the 26-mile course of the New York City Marathon. After the run, the 600 marathoners from France autographed the car. It was shipped to Paris for display.

California dealer Mardikian fined in sale of exotic car

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Albert Mardikian, owner of Trend Imports, a Newport Beach-based exotic car dealership, was found in contempt of a preliminary injunction barring him from selling new, uncertified exotic cars in California. He was fined $1,000.

Judge Leon Savitch found Mardikian guilty of five of the seven counts contained in a complaint filed by the state.

Three of those counts charged Trend with attempting to sell new, uncertified cars and two counts charged the firm with actually selling a new Mercedes 500-SEL and submitting documents to the state representing the car as used.

Mardikian was found not guilty on two counts of misleading advertising for distributing brochures last spring at L.A. Auto Expo that depicted cars that cannot be sold legally in California as new.

The injunction that Mardikian was found to have violated is part of a pending civil suit filed by the state seeking $310,000 in damages from Trend for allegedly selling exotic imported cars that do not meet California emission and registration requirements.

Under California law, a car with less than 7,500 miles is considered new and must be certified by the manufacturer as meeting California emission standards. Cars with more than 7,500 miles may be sold as used as long as they comply with the smog requirements.

The state charged that Trend, on three occasions, attempted to sell new, uncertified cars to government agents posing as prospective buyers.

Attorneys for Mardikian admitted as much, but contended that Trend had taken remedial action by discharging the salesman responsible and posting signs at the dealership saying that new exotics are not for sale in California. Judge Savitch found Mardikian guilty on those counts, but didn't impose a fine in light of the remedial actions.

Mardikian was fined $500 each on two counts of selling a new Mercedes 500-SEL. According to Deputy Atty. Gen. Susan Durbin, the car was sold and registered with the state on March 16.

An odometer statement filed listed the vehicle's mileage as 14,321 kilometers (8,879 miles). Durbin said the car was serviced 15 days later at a Mercedes-Benz dealership and the vehicle's odometer registered only 1,000 kilometers. The dealership's service manager, William Lawson, testified that the car appeared to be new.

Order more '82s or be terminated, Fiat tells dealers

Continued from Page 2

company may be preparing to "self-destruct."

There have been persistent rumors of Fiat disbanding its current set-up and turning the operation over to a distributor.

Brown said he wasn't privy to future organizational changes, and couldn't comment on them.

Fiat has 2,500 '82 cars still in port, plus those in dealers' inventory, which it has to work off.

Brown declined to put this into a days' supply number, saying days' supply would depend on the future rate of sales travel. But AUTOMOTIVE NEWS estimates the total inventory at a 255-day supply.

Fiat has been trying to promote sales through a co-op dealer advertising program, plus factory radio or newspaper in major markets and ads in buff books.

New Volvo outlet

WHITTIER, Calif. — Scandia Auto Imports is a new Volvo dealership.

Domestic dealer population drops 1,267 in model year

Continued from Page 1

down 232, and Chevrolet, down 290.

Since VW and AMC have only one make of domestic cars, their franchise losses were the same as their dealership losses —61 for VW and 117 for AMC.

• AMC had 1,475 dealers on Oct. 1, down from 1,592 a year earlier. It was AMC's heaviest model-year loss since 1971 and compared with a dip of 60 in the 1981 season.

AMC has about 735 duals with Big Three makes and 35 more with Volkswagen.

The VW dealer total slipped from 1,010 to 949 during the 1982 model year. VW has 116 duals with other U. S. makes, an estimated 77 of them with the Big Three.

Chrysler Corp.'s car-dealer total of 3,629 is down 111 from 3,740 in October of last year. The loss was lighter than the 131 outlets that faded in the 1981 model year, and it was the company's smallest dip since 1978.

Franchise totals for the four car lines on Oct. 1 were Chrysler, 2,644; Plymouth, 2,562; Dodge, 2,473, and Imperial, 430.

In addition to its 3,629 car dealers, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

At Ford Motor Co., the Oct. 1 car-dealer total was 5,454, down 266 from 5,720 a year ago. In the 1981 model year, Ford's decline was 282.

Latest franchise totals are Ford, 4,630; Mercury, 2,585, and Lincoln, 1,473.

Ford Motor has 98 outlets that handle only Ford heavy-duty trucks. They are not included in the company car-dealer total or in Ford Division's car-franchise total.

The current census shows 10,230 car dealerships for GM, a decline of 575 from the 10,805 in business at the beginning of the 1982 model year. The dip compares with a loss of 330 in the 1981 season.

Franchise totals on Oct. 1 were: Chevrolet, 5,220; Oldsmobile, 3,135; Pontiac, 2,940; Buick, 2,905, and Cadillac, 1,575.

As mentioned above, the nine-month decline for the domestic industry was 859 outlets. It was shared this way: GM, 425; Ford Motor, 231; AMC, 72; VW, 57, and Chrysler Corp., 55. That total of 840 becomes 859 after allowing for the change in the number of intercorporate duals.

The third quarter resulted in dips of 140 for GM, 73 for Ford Motor, 36 for Chrysler Corp., 35 for AMC and 18 for VW. That's a total of 302. A change in the number of intercorporate duals made it 303.

They'll share building

SIOUX FALLS, S. D. — The South Dakota Automobile Dealers Assn. and the South Dakota Trucking Assn. are constructing a $300,000 building to house the offices of the two groups.

FRANCHISE TOTALS

	Oct. 1, 1982	Oct. 1, 1981
AMERICAN MOTORS	1,475	1,592
CHRYSLER CORP.		
Chrysler	2,644	2,659
Dodge	2,473	2,445
Imperial	430	416
Plymouth	2,562	2,536
FORD COTOR CO.		
Ford	4,630	4,862
Lincoln	1,473	1,471
Mercury	2,585	2,667
GENERAL MOTORS		
Buick	2,905	2,970
Cadillac	1,575	1,605
Chevrolet	5,220	5,510
Oldsmobile	3,135	3,210
Pontiac	2,940	3,075
VOLKSWAGEN	949	1,010

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U. S. CAR OUTLETS

	Oct. 1, 1982	Oct. 1, 1981
American Motors	1,475	1,592
Chrysler Corp.	3,629	3,740
Ford Motor Co.	5,454	5,720
General Motors	10,230	10,805
Volkswagen	949	1,010
TOTALS	21,737	22,867
Minus Intercorp. duals	916	779
NET OUTLETS	20,821	22,088

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49-state figures listed

EPA mileage ratings for 1983 models

TWO-SEATERS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
23	Alfa Romeo Spider Veloce 2000	120/4	M5	FI
21	Datsun 280-ZX	168/6	M5	FI
19	Datsun 280-ZX turbo	168/6	M5	FI
19	Datsun 280-ZX	168/6	A3	FI
19	Datsun 280-ZX turbo	168/6	A3	FI
11	Ferrari 308	179/8	M5	FI
25	Fiat Spider 2000	122/4	M5	FI
22	Fiat Spider 2000	122/4	A3	FI
26	Fiat X1/9	91/4	M5	FI
27	Ford EXP	98/4	A3	2
27	Mercury LN7	98/4	A3	2
20	Mazda RX-7	70/2	M5	4
19	Mazda RX-7	70/2	A3	4
18	Mercedes-Benz 380-SL	234/8	A4	FI

MINICOMPACTS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
22	Alfa Romeo GTV-6	152/6	M5	FI
11	Ferrari Mondial	179/8	M5	FI
39	Honda Civic	81/4	M4	3
46	Honda Civic	81/4	M5	3
35	Honda Civic	91/4	M5	3
31	Honda Civic	91/4	A3	3
16	Porsche 911	183/6	M5	FI
22	Porsche 944	151/4	M5	FI
21	Porsche 944	151/4	A3	FI
33	Renault LeCar	85/4	M4	2
44	Toyota Starlet	79/4	M5	FI
29	VW Rabbit Convertible	105/4	M5	FI
25	VW Rabbit Convertible	105/4	A3	FI

SUBCOMPACTS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
21	AMC Spirit	258/6	M4	2
21	AMC Spirit	258/6	M5	2
21	AMC Spirit	258/6	A3	2
17	Audi Quattro (turbo)	131/5	M5	FI
39	4000 Diesel	97/4	M5	FI
38	4000 Turbodiesel	97/4	M5	FI
34	4000 Turbodiesel	97/4	A3	FI
31	4000 Turbodiesel	105/4	M5	FI
24	4000/Coupe	105/4	A3	FI
24	4000/Coupe	131/5	M5	FI
20	4000/Coupe	131/5	A3	FI
25	BMW 320i	108/4	M5	FI
27	BMW 320i	108/4	A3	FI
19	BMW 633-CSi	196/6	M5	FI
18	BMW 633CSi	196/6	A3	FI
26	Chevrolet Camaro	151/4	M5	FI
16	Chevrolet Camaro	305/8	A4	FI
31	Chevrolet Chevette	98/8	M5	2
28	Chevrolet Chevette	98/4	A3	2
37	Chevrolet Chevette (diesel)	111/4	A3	FI
27	Chrysler LeBaron Convertible	135/4	A3	2
22	Chrysler LeBaron Convertible	156/4	A3	2
40	Nissan Sentra	91/4	M4	2
35	Nissan Sentra	98/4	M4	2
35	Nissan Sentra	98/4	M5	2
31	Nissan Sentra	98/4	A3	2
48	Nissan Sentra Diesel	103/4	M4	FI
44	Nissan Sentra Diesel	103/4	M5	FI
40	Nissan Sentra Diesel	103/4	A3	FI
35	Nissan Pulsar	98/4	M5	2
31	Nissan Pulsar	98/4	A3	2
27	Datsun 200-SX	133/4	M5	FI
25	Datsun 200-SX	133/4	A3	FI
20	Datsun 280-ZX	168/6	M5	FI
19	Datsun 280-ZX Turbo	168/6	M5	FI
19	Datsun 280-ZX	168/6	A3	FI
18	Datsun 280-ZX Turbo	168/6	A3	FI
23	Datsun 810	146/6	M5	FI
23	Datsun 810	146/6	A4	FI
30	Datsun 810 Diesel	170/6	M5	FI
28	Datsun 810 Diesel	170/6	A4	FI
24	Dodge Challenger	156/4	M5	2
23	Dodge Challenger	156/4	A3	2
34	Dodge Charger	97/4	M4	2
32	Dodge Charger	105/4	M4	2
29	Dodge Charger	135/4	M4	2
28	Dodge Charger	135/4	M5	2
27	Dodge Charger	135/4	A3	2
39	Dodge Colt	86/4	M4	2
35	Dodge Colt	86/4	4x2	2
32	Dodge Colt	98/4	4x2	2
30	Dodge Colt	98/4	A3	2
27	Dodge 400 Convertible	135/4	A3	2
22	Dodge 400 Convertible	156/4	A3	2
26	Ford Mustang	140/4	M4	1
22	Ford Mustang	140/4	M5	1
21	Ford Mustang	140/4	A3	1
20	Ford Mustang	231/6	A3	2
32	Honda Accord	107/4	M5	3
29	Honda Accord	107/4	A4	3
27	Isuzu I-Mark	111/4	M5	2
26	Isuzu I-Mark	111/4	A3	2
44	Isuzu I-Mark Diesel	111/4	M4	FI
39	Isuzu I-Mark Diesel	111/4	M5	FI
34	Isuzu I-Mark Diesel	111/4	A3	FI
17	Jaguar XJ	258/6	A3	FI
14	Jaguar XJS	326/12	A3	FI
26	Mercury Capri	140/4	M4	1
22	Mercury Capri	140/4	M5	1
21	Mercury Capri	140/4	A3	1
20	Mercury Capri	231/6	A3	2
34	Mazda GLC	91/4	M4	2
36	Mazda GLC	91/4	M5	2
31	Mazda GLC	91/4	A3	2
28	Mazda 626	122/4	M5	2
27	Mazda 626	122/4	A3	2
33	Mitsubishi Cordia	110/4	M5	2
27	Mitsubishi Cordia	110/4	4x2	2
27	Mitsubishi Cordia	110/4	A3	2
22	Mitsubishi Starion (turbo)	156/4	M5	FI
33	Mitsubishi Tredia	110/4	M5	2
27	Mitsubishi Tredia	110/4	4x2	2
27	Mitsubishi Tredia	110/4	A3	2
39	Plymouth Colt	86/4	M4	2
35	Plymouth Colt	86/4	4x2	2
32	Plymouth Colt	98/4	4x2	2
30	Plymouth Colt	98/4	A3	2
24	Plymouth Sapporo	156/4	M5	2
23	Plymouth Sapporo	156/4	A3	2
34	Plymouth Turismo	97/4	M4	2
32	Plymouth Turismo	105/4	M4	2
29	Plymouth Turismo	135/4	M4	2
28	Plymouth Turismo	135/4	M5	2
28	Plymouth Turismo	135/4	A3	2
26	Pontiac Firebird	151/4	M5	FI
16	Pontiac Firebird	305/8	A4	FI
31	Pontiac 1000	98/4	M5	2
28	Pontiac 1000	98/4	A3	2
37	Pontiac 1000 Diesel	111/4	A3	FI
26	Renault Fuego Turbo	95/4	M5	FI
27	Renault Fuego	100/4	M5	FI
24	Renault Fuego	100/4	A3	FI
27	Renault 18i Sedan	100/4	M5	FI
24	Renault 18	100/4	A3	FI
9	Rolls-Royce Corniche	412/8	A3	FI
32	Subaru	97/4	M4	2
32	Subaru	97/4	M5	2
30	Subaru	109/4	M5	1
30	Subaru	109/4	M5	2
27	Subaru	109/4	A3	2
25	Toyota Celica	144/4	M5	2
26	Toyota Celica	144/4	M5	FI
26	Toyota Celica	144/4	A4	FI
21	Toyota Celica Supra	168/6	M5	FI
22	Toyota Celica Supra	168/6	A4	FI
36	Toyota Corolla	97/4	M4	2
33	Toyota Corolla	97/4	M5	2
31	Toyota Corolla	97/4	A3	2
32	Toyota Corolla	97/4	A4	2
21	Toyota Cressida	168/6	M5	FI
22	Toyota Cressida	168/6	A4	FI
39	Toyota Tercel	89/4	M4	2
34	Toyota Tercel	89/4	M5	2
32	Toyota Tercel	89/4	A3	2
42	VW Jetta Diesel	97/4	M5	FI
43	VW Jetta Turbodiesel	97/4	M5	FI
37	VW Jetta Diesel	97/4	A3	FI
36	VW Jetta Turbodiesel	97/4	A3	FI
30	VW Jetta	105/4	M5	FI
25	VW Jetta	105/4	A3	FI
48	VW Rabbit Diesel	97/4	M4	FI
50	VW Rabbit Diesel	97/4	S4	FI
43	VW Rabbit Diesel	97/4	M5	FI
43	VW Rabbit Turbodiesel	97/4	M5	FI
35	VW Rabbit Diesel	97/4	A3	FI
36	VW Rabbit Turbodiesel	97/4	A3	FI
32	32 VW Rabbit	105/4	M4	1
31	VW Rabbit	105/4	M4	FI
30	VW Rabbit	105/4	M5	FI
27	VW Rabbit	105/4	A3	FI
26	VW Rabbit	109/4	M5	FI
29	VW Scirocco	105/4	M5	FI
25	VW Scirocco	105/4	A3	FI

COMPACTS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
21	AMC Concord	258/6	M4	2
21	AMC Concord	258/6	M5	2
21	AMC Concord	258/6	A3	2
28	Audi 5000 Turbodiesel	121/5	A3	FI
22	Audi 5000	131/5	M5	FI
22	Audi 5000	131/5	M5	FI
19	Audi 5000	131/5	A3	FI
19	Audi 5000	131/5	A3	FI
18	Audi 5000 Turbo	131/5	A3	FI
22	BMW 528e/533i	164/6	M5	FI
20	BMW 528e/533i	164/6	A3	FI
19	BMW 528e/533i	196/6	M5	FI
16	BMW 528e/533i	196/6	A3	FI
19	BMW 733i	196/6	M5	FI
18	BMW 733i	196/6	A3	FI
17	Buick Riviera Convertible	252/6	A4	4
16	Buick Riviera Convertible	307/8	A4	4
25	Buick Skyhawk	121/4	A3	FI
21	Buick Skylark	173/6	M4	2
22	Buick Skylark	173/6	A3	2
23	Cadillac Cimarron	121/4	M5	FI
23	Cadillac Cimarron	121/4	A3	FI
25	Chevrolet Cavalier	121/4	M5	FI
25	Chevrolet Cavalier	121/4	A3	FI
31	Nissan Stanza	120/4	M5	2
27	Nissan Stanza	120/4	A3	2
34	Dodge Omni	97/4	M4	2
32	Dodge Omni	105/4	M4	2
29	Dodge Omni	135/4	M4	2
28	Dodge Omni	135/4	M5	2
29	Dodge Omni	135/4	A3	2
33	Ford Escort	98/4	M4	2
27	Ford Escort	98/4	A3	2
21	Ford Thunderbird	231/6	A3	2
21	Mercury Cougar	231/6	A3	2
33	Mercury Lynx	98/4	M4	2
27	Mercury Lynx	98/4	A3	2
28	Mercedes-Benz 240-D	147/4	M4	FI
27	Mercedes-Benz 240-D	147/4	A4	FI
27	Mercedes-Benz 300-D/300-CD	183/5	A4	FI
27	Mercedes-Benz 300-SD	183/5	A4	FI
18	Mercedes-Benz 380-SEC	234/8	A4	FI
25	Oldsmobile Firenza	121/4	M5	FI
25	Oldsmobile Firenza	121/4	A3	FI
21	Oldsmobile Omega	173/6	M4	2
22	Oldsmobile Omega	173/6	A3	2
22	Peugeot 505	120/4	M5	FI
21	Peugeot 505	120/4	A3	FI
27	Peugeot 505 Diesel	141/4	M4	FI
28	Peugeot 505 Turbodiesel	141/4	M5	FI
26	Peugeot 505 Diesel	141/4	A3	FI
26	Peugeot 505 Turbodiesel	141/4	A3	FI
28	Peugeot 604 Turbodiesel	141/4	M5	FI
26	Peugeot 604 Turbodiesel	141/4	A3	FI
34	Plymouth Horizon	97/4	M4	2
32	Plymouth Horizon	105/4	M4	2
29	Plymouth Horizon	135/4	M4	2
28	Plymouth Horizon	135/4	M5	2
29	Plymouth Horizon	135/4	A3	2
31	Pontiac 2000	110/4	M5	FI
37	Renault Alliance	85/4	M4	FI
34	Renault Alliance	85/4	M5	FI
29	Renault Alliance	85/4	A3	FI
9	Rolls Royce Camargue	412/8	A3	FI
23	Saab 900	121/4	M5	FI
21	Saab 900 Turbo	121/4	M5	FI
22	Saab 900	121/4	A3	FI
21	Saab 900 Turbo	121/4	A3	FI
41	VW Quantum Turbodiesel	97/4	M5	FI
32	VW Quantum Turbodiesel	97/4	A3	FI
29	VW Quantum	105/4	M5	FI
23	VW Quantum	105/4	A3	FI
20	Volvo GLT	130/4	M4	FI
20	Volvo GLT	130/4	A4	FI
25	Volvo DL/GL	141/4	M4	FI
23	Volvo DL/GL	141/4	A4	FI
29	Volvo DL/GL	145/6	M4	FI
27	Volvo DL/GL	145/6	A3	FI

MID-SIZE

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
20	Buick Century	181/6	A3	2
26	Buick Century Diesel	263/6	A3	FI
21	Buick Regal	231/6	A3	2
18	Buick Regal Turbo	231/6	A4	4
25	Buick Regal Diesel	263/6	A3	FI
23	Buick Regal Diesel	350/8	A3	FI
16	Buick Riviera Turbo	231/6	A4	4
17	Buick Riviera	252/6	A4	4
16	Buick Riviera	307/8	A4	4
21	Buick Riviera Diesel	350/8	A4	FI
17	Cadillac Eldorado	249/8	A4	FI
21	Cadillac Eldorado Diesel	350/8	A4	FI
17	Cadillac Seville	249/8	A4	FI
21	Cadillac Seville Diesel	350/8	A4	FI
22	Chevrolet Celebrity	173/6	A3	2
27	Chevrolet Celebrity Diesel	263/6	A3	FI
21	Chevrolet Citation	173/6	M4	2
22	Chevrolet Citation	173/6	A3	2
20	Chevrolet Malibu	229/6	A3	2
25	Chevrolet Malibu Diesel	263/6	A3	FI
18	Chevrolet Malibu	305/8	A3	4
23	Chevrolet Malibu Diesel	350/8	A3	FI
20	Chevrolet Monte Carlo	229/6	A3	2
25	Chevrolet Monte Carlo Diesel	263/6	A3	FI
18	Chevrolet Monte Carlo	305/8	A3	4
23	Chevrolet Monte Carlo Diesel	350/8	A3	FI
18	Chrysler Cordoba	225/6	A3	1
17	Chrysler Cordoba	318/8	A3	2
24	Chrysler E Class/New Yorker	135/4	A3	2
22	Chrysler E Class/New Yorker	156/4	A3	2
18	Chrysler Fifth Ave.	225/6	A3	1
17	Chrysler Fifth Ave.	318/8	A3	2
28	Chrysler LeBaron	135/4	M5	2
27	Chrysler LeBaron	135/4	A3	2
22	Chrysler LeBaron	156/4	A3	2
29	Dodge Aries	135/4	M4	2
28	Dodge Aries	135/4	M5	2
28	Dodge Aries	135/4	A3	2
24	Dodge Aries	156/4	A3	2
19	Dodge Diplomat	225/6	A3	1
17	Dodge Diplomat	318/6	A3	2
19	Dodge Mirada	225/6	A3	1
17	Dodge Mirada	318/6	A3	2
28	Dodge 400	135/4	M5	2
27	Dodge 400	135/4	A3	2
22	Dodge 400	156/4	A3	2
23	Dodge 600	135/4	M5	2
24	Dodge 600	135/4	A3	2
22	Dodge 600	156/4	A3	2
26	Ford Fairmont Futura	140/4	M4	1
21	Ford Fairmont Futura	140/4	A3	1
19	Ford Fairmont Futura	200/6	A3	1
26	Ford LTD	140/4	M4	1
21	Ford LTD	140/4	A3	1
20	Ford LTD	200/4	A3	1
16	Imperial	318/8	A3	FI
17	Lincoln Continental	302/8	A4	FI
26	Mercury Marquis	140/4	M4	1
21	Mercury Marquis	140/4	A3	1
20	Mercury Marquis	200/4	A3	1
26	Mercury Zephyr	140/4	M4	1
21	Mercury Zephyr	140/4	A3	1
19	Mercury Zephyr	200/6	A3	1
8	Maserati Quattroporte	301/8	A3	8
18	Mercedes-Benz 380-SEL	234/8	A4	FI
20	Oldsmobile Cutlass Ciera	181/6	A3	2
28	Olds Cutlass Ciera Diesel	263/6	A3	FI
21	Oldsmobile Cutlass Supreme	231/6	A3	2
25	Oldsmobile Cutlass Supreme Diesel	263/6	A3	FI
18	Oldsmobile Cutlass Supreme	307/8	A3	4
23	Oldsmobile Cutlass Supreme Diesel	350/8	A3	FI
17	Oldsmobile Toronado	252/6	A4	4
16	Oldsmobile Toronado	307/8	A4	4
22	Oldsmobile Toronado Diesel	350/8	A4	FI
19	Plymouth Gran Fury	225/6	A3	1
17	Plymouth Gran Fury	318/8	A3	2
29	Plymouth Reliant	135/4	M4	2
28	Plymouth Reliant	135/4	M5	2
28	Plymouth Reliant	135/4	A3	2
24	Plymouth Reliant	156/4	A3	2
21	Pontiac Bonneville	231/6	A3	2
18	Pontiac Bonneville	305/8	A3	4
23	Pontiac Bonneville Diesel	350/8	A3	FI
21	Pontiac Grand Prix	231/6	A3	2
18	Pontiac Grand Prix	305/8	A3	4
23	Pontiac Grand Prix Diesel	350/8	A3	FI
21	Pontiac Phoenix	173/6	M4	2
22	Pontiac Phoenix	173/6	A3	2
25	Pontiac 6000	151/4	A3	FI
22	Pontiac 6000	173/6	A3	2
28	Pontiac 6000 Diesel	263/6	A3	FI
10	Rolls-Royce Silver Spirit/Silver Spur/Mulsanne	412/8	A3	FI
28	Volvo 760-GLE Turbodiesel	145/6	M4	FI
27	Volvo 760-GLE Turbodiesel	145/6	A3	FI
20	Volvo 760-GLE	174/6	A4	FI

LARGE CARS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
18	Buick Electra	252/6	A4	4
16	Buick Electra	307/8	A4	4
22	Buick Electra Diesel	350/8	A4	FI
19	Buick LeSabre	231/6	A3	2
18	Buick LeSabre	252/6	A4	4
17	Buick LeSabre	307/8	A3	4
17	Buick LeSabre	307/8	A4	4
21	Buick LeSabre Diesel	350/8	A3	FI
22	Buick LeSabre Diesel	350/8	A4	FI
17	Cadillac deVille Brougham	249/8	A4	FI
22	Cadillac deVille/Brougham Diesel	350/8	A4	FI
10	Cadillac Limousine	368/8-6-4	A3	FI
19	Chevrolet Impala/Caprice	229/6	A3	2
17	Chevrolet Impala/Caprice	305/8	A4	4
23	Chevrolet Impala/Caprice Diesel	350/6	A3	FI
22	Chevrolet Impala/Caprice Diesel	350/8	A4	FI
17	Ford LTD Crown Victoria	302/8	A4	FI
17	Mercury Grand Marquis	302/8	A4	FI
17	Lincoln Mark VI	302/8	A4	FI
17	Lincoln Town Car	302/8	A4	FI
19	Oldsmobile Delta 88	231/6	A3	2
17	Oldsmobile Delta 88	307/8	A3	4
17	Oldsmobile Delta 88	307/8	A4	4
23	Oldsmobile Delta 88 Diesel	350/8	A3	FI
22	Oldsmobile Delta 88 Diesel	350/8	A4	FI
18	Oldsmobile Ninety-Eight	252/6	A4	4
17	Oldsmobile Ninety-Eight	307/8	A4	4
22	Oldsmobile Ninety-Eight Diesel	350/8	A4	FI

SMALL STATION WAGONS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
21	AMC Concord	258/6	M4	2
21	AMC Concord	258/6	M5	2
21	AMC Concord	258/6	A3	2
23	Buick Skyhawk	121/4	A3	FI
25	Chevrolet Cavalier	121/4	M5	FI
25	Chevrolet Cavalier	121/4	A3	FI
35	Nissan Sentra	98/4	M4	2
35	Nissan Sentra	98/4	M5	2
31	Nissan Sentra	98/4	A3	2
42	Nissan Sentra Diesel	103/4	M5	FI
38	Nissan Sentra Diesel	103/4	A3	FI
23	Datsun 810	146/6	M5	FI
22	Datsun 810	146/6	A4	FI
30	Datsun 810 Diesel	170/6	M5	FI
28	Datsun 810 Diesel	170/6	A4	FI
27	Ford Escort	98/4	A3	2
35	Honda Civic	91/4	M5	3
31	Honda Civic	91/4	A3	3
27	Mercury Lynx	98/4	A3	2
30	Mazda GLC	91/4	M4	2
30	Mazda GLC	91/4	M5	2
25	Mazda GLC	91/4	A3	2
25	Oldsmobile Firenza Cruiser	121/4	M5	FI
23	Oldsmobile Firenza Cruiser	121/4	A3	FI
27	Renault 18i	100/4	M5	FI
24	Renault 18i	100/4	A3	FI
30	Subaru	109/4	M5	1
30	Subaru	109/4	M5	2
27	Subaru	109/4	A3	2
33	Toyota Corolla	97/4	M5	2
31	Toyota Corolla	97/4	A3	2
22	Toyota Cressida	168/6	A4	FI
32	Toyota Tercel 4WD	89/4	M5	2
41	VW Quantum Turbodiesel	97/4	M5	FI
32	VW Quantum Turbodiesel	97/4	A3	FI
29	VW Quantum	105/4	M5	FI
23	VW Quantum	105/4	A3	FI

MID-SIZE STATION WAGONS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
21	Buick Regal Estate Wagon	231/6	A3	2
23	Buick Regal Estate Wagon Diesel	350/8	A3	FI
20	Chevrolet Malibu	229/6	A3	2
17	Chevrolet Malibu	305/8	A3	4
23	Chevrolet Malibu Diesel	350/8	A3	FI
24	Chrysler Town & Country	135/4	A3	2
22	Chrysler Town & Country	156/4	A3	2
28	Dodge Aries	135/4	M4	2
28	Dodge Aries	135/4	M5	2
27	Dodge Aries	135/4	A3	2
22	Dodge Aries	156/4	A3	2
20	Ford LTD	200/4	A3	1
20	Mercury Marquis	200/4	A3	1
27	Mercedes-Benz 300-TD	183/5	A4	FI
21	Oldmobile Cutlass Cruiser	231/6	A3	2
17	Oldsmobile Cutlass Cruiser	307/8	A3	4
23	Oldsmobile Cutlass Cruiser Diesel	350/8	A3	FI
27	Peugeot 504 Diesel	141/4	M4	FI
26	Peugeot 504 Diesel	141/4	A3	FI
28	Plymouth Reliant	135/4	M4	2
28	Plymouth Reliant	135/4	M5	2
27	Plymouth Reliant	135/4	A3	2
22	Plymouth Reliant	156/4	A3	2
21	Pontiac Bonneville	231/6	A3	2
17	Pontiac Bonneville	305/8	A3	4
23	Pontiac Bonneville Diesel	350/8	A3	FI
20	Volvo Turbo	130/4	M4	FI
20	Volvo Turbo	130/4	A4	FI
24	Volvo	141/4	M4	FI
23	Volvo	141/4	A4	FI
29	Volvo Diesel	145/6	M4	FI
27	Volvo Diesel	145/6	A3	FI

LARGE STATION WAGONS

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
16	Buick LeSabre/Electra Estate Wagon	307/8	A4	4
21	Buick LeSabre/Electra Estate Wagon Diesel	350/8	A3	FI
22	Buick LeSabre/Electra Estate Wagon Diesel	350/8	A4	FI
16	Chevrolet Caprice	305/8	A4	4
21	Chevrolet Caprice Diesel	350/8	A3	FI
22	Chevrolet Caprice Diesel	350/8	A4	FI
17	Ford LTD Crown Victoria	302/8	A4	FI
17	Mercury Grand Marquis	302/8	A4	FI
16	Oldsmobile Custom Cruiser	307/8	A4	4
22	Oldsmobile Custom Cruiser Diesel	350/8	A4	FI

SMALL PICKUP TRUCKS (TWO-WHEEL DRIVE)

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
27	Chevrolet S-10	119/4	M4	2
29	Chevrolet S-10	119/4	M5	2
25	Chevrolet S-10	121/4	M4	2
24	Chevrolet S-10	121/4	M5	2
22	Chevrolet S-10	121/4	A4	2
23	Chevrolet S-10	173/6	M4	2
22	Chevrolet S-10	173/6	M5	2
22	Chevrolet S-10	173/6	A4	2
27	Dodge Colt	122/4	M4	2
28	Dodge Colt	122/4	M5	2
26	Dodge Colt	122/4	A3	2
34	Dodge Colt Turbodiesel	143/4	M5	FI
23	Dodge Colt	156/4	M5	2
23	Dodge Colt	156/4	A3	2
33	Datsun Diesel	132/4	M5	FI
25	Datsun	133/4	M4	2
26	Datsun	133/4	M5	2
23	Datsun	133/4	A3	2
28	Dodge Rampage	135/4	M4	2
28	Dodge Rampage	135/4	M5	2
25	Dodge Rampage	135/4	A3	2
27	Dodge Ram 50	122/4	M4	2
28	Dodge Ram 50	122/4	M5	2
26	Dodge Ram 50	122/4	A3	2
34	Dodge Ram 50 Turbodiesel	143/4	M5	FI
23	Dodge Ram 50	156/4	M5	2
23	Dodge Ram 50	156/4	A3	2
27	Ford Courier	120/4	M4	2
27	Ford Courier	120/4	M5	2
32	Ford Courier Diesel	135/4	M5	FI
26	Ford Ranger	122/4	M4	1
27	Ford Ranger	122/4	M4	1
33	Ford Ranger Diesel	134/4	M4	FI
25	Ford Ranger	140/4	M4	1
27	GMC S-15	119/4	M4	2
29	GMC S-15	119/4	M5	2
25	GMC S-15	121/4	M4	2
24	GMC S-15	121/4	M5	2
22	GMC S-15	121/4	A4	2
23	GMC S-15	173/6	M4	2
22	GMC S-15	173/6	M5	2
22	GMC S-15	173/6	A4	2
28	Isuzu P'up	119/4	M4	2
28	Isuzu P'up	119/4	M5	2
24	Isuzu P'up	119/4	A3	2
38	Isuzu P'up Diesel	137/4	M4	FI
36	Isuzu P'up Diesel	137/4	M5	FI
27	Mitsubishi	122/4	M4	2
28	Mitsubishi	122/4	M5	2
26	Mitsubishi	122/4	A3	2
34	Mitsubishi Turbodiesel	143/4	M5	FI
23	Mitsubishi	156/4	M5	2
23	Mitsubishi	156/4	A3	2
27	Mazda B/2000/B/2200	120/4	M4	2
27	Mazda B2000/B2200	120/4	M5	2
32	Mazda B2000/B2000 Diesel	135/4	M5	FI
28	Plymouth Scamp	135/4	M4	2
28	Plymouth Scamp	135/4	M5	2
25	Plymouth Scamp	135/4	A3	2
33	Toyota Diesel	134/4	M5	FI
26	Toyota	144/4	M4	2
24	Toyota	144/4	M5	2
24	Toyota	144/4	A4	2
42	Volkswagen Diesel	97/4	M4	FI
40	VW Diesel	97/4	M5	FI
27	VW	105/4	M4	FI
25	VW	105/4	M5	FI
24	Dodge Colt	122/4	M4	2
30	Dodge Colt Turbodiesel	143/4	M5	FI
21	Dodge Colt	156/4	M5	2
20	Dodge Colt	156/4	A3	2
21	Datsun	133/4	M4	2
22	Datsun	133/4	M5	2
24	Dodge Power Ram 50	122/4	M4	2
30	Dodge Power Ram 50 Turbodiesel	143/4	M5	FI
21	Dodge Power Ram 50	156/44	M5	2
20	Dodge Power Ram 50	156/4	A3	2
24	Isuzu P'up	119/4	M4	2
32	Isuzu P'up Diesel	137/4	M4	FI
22	Jeep Scrambler	151/5	M4	2
23	Jeep Scrambler	151/4	M5	2
18	Jeep Scrambler	258/6	M4	2
18	Jeep Scrambler	258/6	M5	2
21	Jeep Scrambler	258/6	A3	2
24	Mitsubishi	122/4	M4	2
30	Mitsubishi Turbodiesel	143/4	M5	FI
21	Mitsubishi	156/4	M5	2
20	Mitsubishi	156/4	A3	2
23	Suzuki 410K	59/4	M4	1

STANDARD PICKUP TRUCKS (TWO-WHEEL DRIVE)

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
19	Chevrolet C-10	250/6	M3/M4C	2
18	Chevrolet C-10	250/6	M4	2
18	Chevrolet C-10	250/6	A4	2
18	Chevrolet C-10	305/8	M3/M4C	4
18	Chevrolet C-10	305/8	M4	4
17	Chevrolet C-10	305/8	A4	4
23	Chevrolet C-10 Diesel	379/8	M4	FI
21	Chevrolet C-10 Diesel	379/8	A4	FI
17	Chevrolet C-20	250/6	M4C	2
17	Chevrolet C-20	250/6	A4	2
16	Chevrolet C-20	305/8	M4C	4
17	Chevrolet C-20	305/8	A4	4
23	Chevrolet C-20 Diesel	379/8	M4	FI
21	Chevrolet C-20 Diesel	379/8	A4	FI
19	Chevrolet El Camino	229/6	A3	2
17	Chevrolet El Camino	305/8	A3	4
22	Chevrolet El Camino Diesel	350/8	A3	FI
19	Dodge D-150	225/6	M4	1
18	Dodge D-150	225/6	M4C	1
18	Dodge D-150	225/6	A3	1
21	Dodge D-150	225/6	M4	2
16	Dodge D-150	318/8	M4	2
15	Dodge D-150	318/8	A3	2
13	Dodge D-150	318/8	M4C	4
14	Dodge D-150	318/8	A3	4
18	Dodge D-250	225/6	M4C	1
18	Dodge D-250	225/6	A3	1
15	Dodge D-250	318/8	A3	2
12	Dodge D-250	318/8	M4C	4
13	Dodge D-250	318/8	A3	4
20	Ford F100/F150	232/6	M3	2
19	Ford F100/F150	232/6	M4	2
17	Ford F100/F150	232/6	A3	2
20	Ford F100/F150	300/6	M3/M4C	1
20	Ford F100/F150	300/6	M4	1
23	Ford F100/F150	300/6	M4	1
16	Ford F100/F150	300/6	A3	1
18	Ford F100/F150	300/6	A4	1
16	Ford F100/F150	302/8	M3	2
16	Ford F100/F150	302/8	M4	2
15	Ford F100/F150	302/8	A3	2
15	Ford F100/F150	302/8	A4	2
14	Ford F100/F150	351/8	M4	2
13	Ford F100/F150	351/8	M4C	2
13	Ford F100/F150	351/8	A3	2
17	Ford F250	300/6	M3/M4C	1
15	Ford F250	300/6	A3	1
16	Ford F250	302/8	M4	2
15	Ford F250	302/8	M4C	2
15	Ford F250	302/8	A4	2
13	Ford F250	351/8	M4C	2
13	Ford F250	351/8	A3	2
19	GMC Caballero	229/6	A3	2
17	GMC Cabalerro	305/8	A3	4
22	GMC Caballero Diesel	350/8	A3	FI
19	GMC C-15	250/6	M3/M4C	2
18	GMC C-15	250/6	M4	2
18	GMC C-15	250/6	A4	2
18	GMC C-15	305/8	M3/M4C	4
18	GMC C-15	305/8	M4	4
17	GMC C-15	305/8	A4	4
23	GMC C-15 Diesel	379/8	M4	FI
21	GMC C-15 Diesel	379/8	A4	FI
17	GMC C-25	250/6	M4C	2
17	GMC C-25	250/6	A4	2
16	GMC C-25	305/8	M4C	4
17	GMC C-25	305/8	A4	4
23	GMC C-25 Diesel	379/8	M4	FI
21	GMC C-25 Diesel	379/8	A4	FI

STANDARD PICKUP TRUCKS (FOUR-WHEEL DRIVE)

Est. MPG	Model	Engine CID/Cyl.	Trans.	Fuel Sys.
16	Chevrolet K-10	250/6	M4	2
17	Chevrolet K-10	250/6	M4C	2
17	Chevrolet K-10	250/6	A4	2
17	Chevrolet K-10	305/8	M4	4
17	Chevrolet K-10	305/8	M4C	4
16	Chevrolet K-10	305/8	A4	4
22	Chevrolet K-10 Diesel	379/8	M4	FI
19	Chevrolet K-10 Diesel	379/8	A4	FI
13	Chevrolet K-20	350/8	M4C	4
14	Chevrolet K-20	350/8	A4	4
21	Chevrolet K-20 Diesel	379/8	M4	FI
19	Chevrolet K-20 Diesel	379/8	A4	FI
22	Chevrolet T-10	121/4	M4	2
22	Chevrolet T-10	121/4	M5	2
21	Chevrolet T-10	173/6	M4	2
20	Chevrolet T-10	173/6	M5	2
19	Chevrolet T-10	173/6	A4	2
16	Dodge W 150	225/6	M4C	1
14	Dodge W 150	318/8	A3	2
13	Dodge W 150	318/8	M4C	4
14	Dodge W 150	318/8	A3	4
14	Dodge W 250	318/8	A3	2
12	Dodge W 250	318/8	M4C	4
14	Dodge W 250	318/8	A3	4
18	Ford F150	300/6	M4	1
17	Ford F150	300/6	M4C	1
15	Ford F150	300/6	A3	1
14	Ford F150	302/8	M4	2
14	Ford F150	302/8	M4C	2
15	Ford F150	302/8	A3	2
13	Ford F150	302/8	A3	2
13	Ford F150	351/8	M4	2
13	Ford F150	351/8	M4C	2
13	Ford F150	351/8	A3	2
17	Ford F250	300/6	M4C	1
15	Ford F250	300/6	A3	1
14	Ford F250	302/8	M4C	2
14	Ford F250	302/8	A3	2
13	Ford F250	351/8	M4C	2
12	Ford F250	351/8	A3	2
16	GMC K-15	250/6	M4	2
17	GMC K-15	250/6	M4C	2
17	GMC K-15	250/6	A4	2
17	GMC K-15	305/8	M4	4
17	GMC K-15	305/8	M4C	4
16	GMC K-15	305/8	A4	4
22	GMC K-15 Diesel	379/8	M4	FI
19	GMC K-15 Diesel	379/8	A4	FI
13	GMC K-25	350/8	M4C	4

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EPA mileage ratings for '83 models

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14	GMC K-25	350/8	A4	4
21	GMC K-25 Diesel	379/8	M4	FI
19	GMC K-25 Diesel	379/8	A4	FI
22	GMC T-15	121/4	M4	2
22	GMC T-15	121/4	M5	2
21	GMC T-15	173/6	M4	2
20	GMC T-15	173/6	M5	2
19	GMC T-15	173/6	A4	2
18	Jeep J-10	258/6	M4	2
18	Jeep J-10	258/6	M5	2
20	Jeep J-10	258/6	A3	2
14	Jeep J-10	360/8	M4	2
13	Jeep J-10	360/8	A3	2
13	Jeep J-20	368/8	M4C	2
13	Jeep J-20	360/8	A3	2

CARGO VANS

19	Chevrolet G-10/G-20	250/6	M3	2
18	Chevrolet G-10/G-20	250/6	M4	2
18	Chevrolet G-10/G-20	250/6	A4	2
17	Chevrolet G-10/G-20	305/8	M3	4
18	Chevrolet G-10/G-20	305/8	M4	4
17	Chevrolet G-10/G-20	305/8	A4	4
23	Chevrolet G-10/G-20 Diesel	379/8	M4	FI
21	Chevrolet G-10/G-20 Diesel	379/8	A4	FI
17	Chevrolet G-30	250/6	M3	2
17	Chevrolet G-30	250/6	A4	2
19	Dodge B150/B250	225/6	M4	1
18	Dodge B150/B250	225/6	A3	1
16	Dodge B150/B250	318/8	M4	2
15	Dodge B150/B250	318/8	A3	2
14	Dodge B150/B250	318/8	A3	4
15	Dodge B350	318/8	A3	2
13	Dodge B350	318/8	A3	4
18	Ford E100/E150 Econoline	300/6	M3	1
20	Ford E100/E150 Econoline	300/6	M4	1
16	Ford E100/E150 Econoline	300/6	M4	1
16	Ford E100//E150 Econoline	300/6	A3	1
16	Ford E100/E150 Econoline	300/6	A4	1
14	Ford E100/E150 Econoline	302/8	M4	2
15	Ford E100/E150 Econoline	302/8	A4	2
13	Ford E100/E150 Econoline	351/8	A3	2
16	Ford E250 Econoline	300/6	M3	1
16	Ford E250 Econoline	300/6	A4	1
14	Ford E250 Econoline	302/8	A4	2
12	Ford E250 Econoline	351/8	A3	2
19	GMC G-15/G-25 Vandura	250/6	M3	2
18	GMC G-15/G-25 Vandura	250/6	M4	2
18	GMC G-15/G-25 Vandura	250/6	A4	2
17	GMC G-15/G-25 Vandura	305/8	M3	4
18	GMC G-15/G-25 Vandura	305/8	M4	4
17	GMC G-15/G-25 Vandura	350/8	A4	4
23	GMC G-15/G-25 Vandura Diesel	379/8	M4	FI
21	GMC G-15/G-25 Vandura Diesel	379/8	A4	FI
17	GMC G-35 Vandura	250/6	M3	2
17	GMC G-35 Vandura	250/6	A4	2

PASSENGER VANS

17	Chevrolet G-10/G-20 Sportvan	250/6	M3	2
17	Chevrolet G-10/G-20 Sportvan	250/6	A4	2
15	Chevrolet G-10/G-20 Sportvan	305/8	A4	4
14	Chevrolet G-10/G-20 Sportvan	350/8	A4	4
20	Chevrolet G-10/G-20 Sportvan Diesel	379/8	A4	FI
12	Chevrolet G-30 Sportvan	350/8	A4	4
19	Dodge B150/B250 Wagon	225/6	M4	1
18	Dodge B150/B250 Wagon	225/6	A3	1
15	Dodge B150/B250 Wagon	318/6	M4	2
14	Dodge B150/B250 Wagon	318/8	A3	2
12	Dodge B150/B250 Wagon	318/8	A3	4
15	Dodge B350 Wagon	318/8	A3	2
12	Dodge B350 Wagon	318/8	A3	4
16	Ford E150 Club Wagon	300/6	M4	1
	Club Wagon	300/6	A3	1
15	Ford E150 Club Wagon	300/6	A3	1
15	Ford E150 Club Wagon	300/8	M4	2
14	Ford E150 Club Wagon	302/8	A4	2
13	Ford E150 Club Wagon	351/8	A3	2
17	GMC G-15/G-25 Rally	250/6	M3	2
17	GMC G-15/G-25 Rally	250/6	A4	2
15	GMC G-15/G-25 Rally	305/8	A4	4
14	GMC G-15/G-25 Rally	350/8	A4	4
20	GMC G-15/G-25 Rally Diesel	379/8	A4	FI
12	GMC G-35 Rally	350/8	A4	4
19	Plymouth PB150/ PB250 Voyager	225/6	M4	1
18	Plymouth PB150/ PB250 Voyager	225/6	A3	1
15	Plymouth PB150/ PB250 Voyager	318/8	M4	2
14	Plymouth PB150/ PB250 Voyager	318/8	A3	2
12	Plymouth PB150/ PB250 Voyager	318/8	A3	4
15	Plymouth PB350 Voyager	318/8	A3	2
12	Plymouth PB350 Voyager	318/8	A3	4
30	VW Vanagon Diesel	97/4	M5	FI
16	VW Vanagon	120/4	M4	FI
16	VW Vanagon	120/4	A3	FI

SPECIAL PURPOSE VEHICLES TWO WHEEL DRIVE

23	AM General DJ-PO	151/4	A3	2
15	Chevrolet C-10 Suburban	305/8	A4	4
14	Chevrolet C-10 Suburban	350/8	A4	4
20	Chevrolet C-10 Suburban Diesel	379/8	A4	FI
23	Chevrolet S-10 Blazer	121/4	M4	2
23	Chevrolet S-10 Blazer	121/4	M5	2
20	Chevrolet S-10 Blazer	121/4	A4	2
20	Chevrolet S-10 Blazer	173/6	M4	2
20	Chevrolet S-10 Blazer	173/6	M5	2
22	Chevrolet S-10 Blazer	173/6	A4	2
23	Chevrolet S-10 Utility Body	173/6	M4	2
22	Chevrolet S-10 Utility Body	173/6	A4	2
17	Datsun Cab Chassis	133/4	M4	2
15	Dodge AD150 Ramcharger	318/8	A3	2
15	GMC C-15 Suburban	305/8	A4	4
14	GMC C-15 Suburban	350/8	A4	4
20	GMC C-15 Suburban Diesel	379/8	A4	FI
23	GMC S-15 Jimmy	121/4	M4	2
23	GMC S-15 Jimmy	121/4	M5	2
20	GMC S-15 Jimmy	121/4	A4	2
20	GMC S-15 Jimmy	173/6	M4	2
20	GMC S-15 Jimmy	173/6	M5	2
22	GMC S-15 Jimmy	173/6	A4	2
23	GMC S-15 Jimmy	173/6	M4	2
22	GMC S-15 Utility Body	173/6	A4	2

SPECIAL PURPOSE VEHICLES FOUR-WHEEL DRIVE

23	AMC Eagle SX/4	151/4	M4	2
23	AMC Eagle SX/4	151/4	M5	2
20	AMC Eagle SX/4	151/4	A3	2
20	AMC Eagle SX/4	258/6	M4	2
20	AMC Eagle SX/4	258/6	M5	2
21	AMC Eagle SX/4	258/6	A3	2
23	AMC Eagle	151/4	M4	2
23	AMC Eagle	151/4	M5	2
20	AMC Eagle	258/6	M4	2
20	AMC Eagle	258/6	M5	2
20	AMC Eagle	258/6	A3	2
15	Chevrolet K-10 Blazer	305/8	A4	4
19	Chevrolet K-10 Blazer Diesel	379/8	A4	FI
13	Chevrolet K-10 Suburban	350/8	M4C	4
13	Chevrolet K-10 Suburban	350/8	A4	4
18	Chevrolet K-10 Suburban Diesel	379/8	A4	FI
21	Chevrolet T-10 Blazer	121/4	M4	2
22	Chevrolet T-10 Blazer	121/4	M5	2
21	Chevrolet T-10 Blazer	173/6	M4	2
20	Chevrolet T-10 Blazer	173/6	M5	2
19	Chevrolet T-10 Blazer	173/6	A4	2
14	Dodge AW150 Ramcharger	318/8	A3	2
12	Dodge AW150 Ramcharger	318/8	M4C	4
13	Dodge AW150 Ramcharger	318/8	A3	4
18	Ford Bronco	300/6	M4	1
17	Ford Bronco	300/6	M4C	1
15	Ford Bronco	300/6	A3	1
14	Ford Bronco	302/8	M4	2
14	Ford Bronco	302/8	M4C	2
15	Ford Bronco	302/8	A3	2
13	Ford Bronco	351/8	M4	2
13	Ford Bronco	351/8	M4C	2
12	Ford Bronco	351/8	A3	2
15	GMC K-15 Jimmy	305/8	A4	4
19	GMC K-15 Jimmy Diesel	379/8	A4	FI
13	GMC K-15 Suburban	350/8	M4C	4
13	GMC K-15 Suburban	350/8	A4	4
18	GMC K-15 Suburgan Diesel	379/8	A4	FI
21	GMC T-15 Jimmy	121/4	M4	2
22	GMC T-15 Jimmy	121/4	M5	2
21	AMC T-15 Jimmy	173/6	M4	2
20	AMC T-15 Jimmy	173/6	M5	2
19	AMC T-15 Jimmy	173/6	A4	2
18	Jeep Cherokee/ Wagoneer	258/6	M4	2
18	Jeep Cherokee/ Wagoneer	258/6	M5	2
18	Jeep Cherokee/ Wagoneer	258/6	A3	2
14	Jeep Cherokee/ Wagoneer	360/8	M4	2
13	Jeep Cherokee Wagoneer	360/8	A3	2
22	Jeep CJ-5/7	151/4	M4	2
23	Jeep CJ-5/7	151/4	M5	2
18	Jeep CJ-5/7	258/6	M4	2
18	Jeep CJ-5/7	258/6	M5	2
19	Jeep CJ-5/7	258/6	A3	2
27	Subaru Brat	109/4	M4	2
24	Subaru Brat	109/4	A3	2
26	Subaru Wagon	109/4	M4	2
24	Subaru Wagon	109/4	A3	2
27	Subaru	109/4	M4	2
24	Suzuki SJ-410	59/4	M4	1
23	Suzuki SJ410V	59/4	M4	1
12	Toyota Land Cruiser Wagon	258/6	M4	2
13	Toyota Land Cruiser	258/6	M4	2

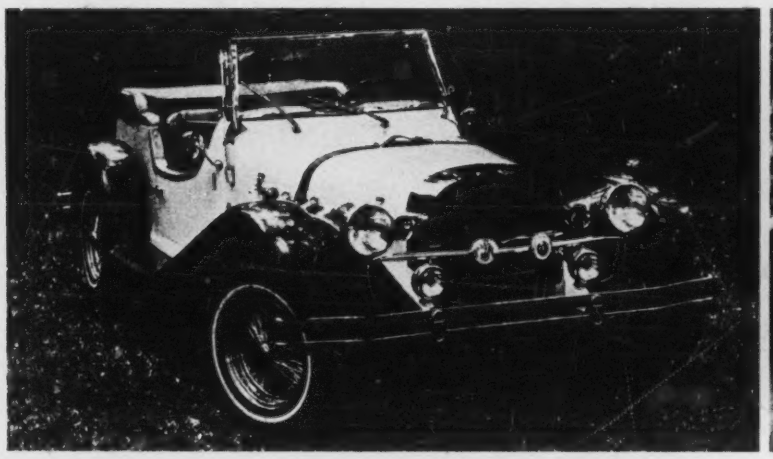
SPECIAL PURPOSE VEHICLES CAB CHASSIS

17	Chevrolet S-10	173/6	M4	2
16	Chevrolet S-10	173/6	A4	2
12	Dodge D250 Pickup	318/8	A3	4
13	Ford F250 Pickup	302/8	M4C	2
13	Ford F250 Pickup	302/8	A3	2
17	GMC S-15	173/6	M4	2
16	GMC S-15	173/6	A4	2

Beach Ford honored

Thomas A. Barton Jr., center, president of Beach Ford, Inc., Virginia Beach, Va., was presented with Ford Division's Distinguished Achievement Award for 1981 by Ford Chairman Philip Caldwell. They were joined by Virginia Gov. Charles Robb. The award is presented to a dealership for outstanding achievement in every aspect of the business.

Remember when showroom traffic kept everybody on their feet?



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Fiberglass shell for compacts

Voyager, division of Gem Top Mfg., Inc., in Riverside, Calif., has introduced the "Antares," a fiberglass, aerodynamically styled shell for the long-box Chevrolet S-10, GMC S-15, long-box Ford Ranger, Datsun King Cab and long-box Toyota compact pickup trucks. It is available only in the West and Texas, the company said.

HD accident report calls for safety plan

WASHINGTON. — Projected increases in heavy-truck mileage during the 1980s will exacerbate an already serious problem with truck accidents, the Transportation Department told Congress in a report prepared by NHTSA and the Federal Highway Administration.

The report, the result of a study requested by the Senate Appropriations Committee, said a variety of factors involving the driver, the vehicle and the roadway are responsible for heavy-truck accidents.

Some of the most important causative factors. according to the report, include:

1. Drivers who are young, inexperienced, lacking in commercial training, fatigued and/or under the influence of drugs or alcohol.

2. Design, weight and crashworthiness of trucks (rollovers and jack-knifes are common problems).

3. Guardrails and median barriers which are not designed to accommodate the impact of large trucks.

4. Hazardous weather conditions.

The study recommended that federal and state governments identify and correct road hazards associated with a high risk of truck accidents.

• The federal government should develop and implement a comprehensive research and development program on truck safety in cooperation with the truck safety community, according to the study.

State governments should increase on-road truck inspections, broaden authorization for removing vehicles from service and implement improved truck driver license testing and issuance procedures, the study said.

Motor carriers, the study added, should require the use of safety belts; implement effective maintenance procedures; screen drivers more carefully; increase driver training and supervision, particularly of younger drivers, and ensure compliance with safety regulations.

"We need to know much more about what causes truck accidents," said NHTSA Administrator Raymond Peck, "but we do not have to wait for conclusive data to implement any of the short- and long-term countermeasures."

10 more firms to supply parts to Nissan Mfg.

SMYRNA, Tenn.—Nissan Motor Mfg. Corp., U.S.A., which will begin building compact pickup trucks here next August, has announced the award of contracts to 10 more U. S. supplier companies.

The firms and the materials they will supply are:

Crown Label, Inc., LaVergne, Tenn., and York Tape & Label Corp., York, Pa., pressure-sensitive labels; Dennison Industrial Systems, Framingham, Mass., certification labels; Globe Industries, Inc., Chicago, sound-control products.

Kusan Mfg. Co., decorative and functional thermoplastic components; Custom Trim Prod-

Continued on Page 20, Col. 3

truck industry news

Compacts get '83 model year off to a good start

Big 3 sales up 3 pct. in October

Big Three dealers and factory outlets got the 1983 truck-model year off to a good start in October, reporting retail sales that were almost 3 percent higher than the first month of the 1982 model year.

During the month, 137,980 new trucks of all types were sold in the U. S., up 2.9 percent from the 134,103 units retailed in October, 1981. Ford Motor Co. was the only manufacturer to report fewer sales this year than last.

Table on Page 20.

For the first 10 months of calendar 1982, Big Three truck sales were 13.9 percent higher than a year ago, 1,728,198 versus 1,517,325. All four manufacturers reported increases for the January-October period.

Sales of compact pickup trucks during the month were particularly impressive, especially among the noncaptive Japanese imports which carry attractive financing rates and other incentives.

In October, sales of the small compacts, both domestic and imports, totaled 64,411 units, an increase of 81.7 percent over the year-ago 35,441. Through October, the count was 632,692 units, up 50.9 percent over last year's 419,245.

• Dealers who handle the noncaptive makes — Toyota, Datsun, Mazda, Isuzu and the newly introduced Mitsubishi — sold 30,501 units during the month, a gain of 57.1 percent over last year's 19,416.

Through October, the total was 251,449 units, up 4.8 percent from the year-ago 240,001.

Including the captive Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow, the total October count for the Japanese-built compacts was 38,170 units, 24 percent higher than last year's 30,789.

The 10-month count, however, was down 13.1 percent, from 382,403 units in 1981 to 333,202. Sales of the Courier and LUV, which no longer are imported, have fallen steadily since the introduction of the domestic Chevrolet S-10, GMC S-15 and the Ford Ranger compacts.

The imported compacts still

Continued on Page 20, Col. 3

Winnebago, Coachmen note sales, profit gains

An increase in sales and profits has been reported by two major manufacturers of recreational vehicles, while a third has noted a moderate decline which it attributed generally to the "uncertain and ailing economy."

Winnebago Industries, Inc., said its net earnings for the fiscal year ended Aug. 28 amounted to approximately $10.14 million, a gain of 16.8 percent over the year-earlier $8.68 million.

Included in the net as an extraordinary item was a net operating loss carryforward of about $2.29 million in fiscal 1982, and $4.05 million in fiscal 1981.

Before the extraordinary item, the company said, earnings in fiscal 1982 were approximately $7.85 million, an increase of 70 percent over the year-earlier $4.62 million.

Sales in fiscal 1982 amounted to about $146.63 million, up 2.5 percent from the previous year's $143.05 million.

Coachmen Industries, Inc., said its earnings in the first nine months of calendar 1982 totaled approximately $4.81 million, a gain of 41.1 percent over the year-ago $3.41 million.

Coachmen's nine-month sales amounted to approximately $195.60 million, up 22.8 percent over last year's $159.26 million.

In the second quarter, according to Champion Home Builders Co., net profit totaled $834,000, down 18.3 percent from last year's $1.02 million. But the first-half net was up 28 percent, from $2.78 million to $3.56 million. Both periods exclude tax credits from operating loss carryforward.

Winnebago directors, at their October meeting, declared the first annual cash dividend ever paid on the firm's common stock —10 cents a share, payable Jan. 10, 1982, to shareholders of record on Dec. 10, 1982.

Coachmen directors reinstated

Continued on Page 20, Col. 4

Heavier axles now offered on Volvo N-Series

GREENSBORO, N. C.—Volvo White Truck Corp. has beefed up its Volvo N10 conventional 6x4 truck for use in the construction, refuse and fuel-oil markets, offering a 38,000 or 44,000-pound rear axle and 16,-500-pound front axle as standard equipment.

The Volvo N1025, introduced in the U. S. late last year, now features the 16,500-front/38,000-rear-axle combination. There is a new model designation, the N1027, for the 16,500/44,000-axles.

The factory-matched N10 drivetrain includes a Volvo TD-100C six-cylinder, turbocharged diesel engine rated at 253 HP at 2,200 RPM and 671 foot pounds of torque at 1,400 RPM.

Transmission is eight-speed, fully synchronized range-type with dual-plate air-power assisted clutch.

Both N10 truck models feature a Volvo T-ride suspension which the company says offers extreme independent axle articulation over rough terrain, and eight torque rods maintain axle alignment under the most grueling conditions.

The 38,000-pound suspension utilizes two-leaf parabolic spring, and the 44,000-pound suspension has a conventional leaf spring pack. Ride is further improved with rubber cushions between spring and axle housing to absorb shock and vibration, the firm said.

Wheelbase selections for the N1025 and N1027 range from 191 to 270 inches. The BBC is 96.5 inches.

Aimed at handling single-piece rims

Truck-tire safety rules due soon

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—New safety regulations aimed at minimizing accidents and deaths when mounting truck tires on single-piece rims will be announced within the month by the Department of Labor's Occupational Safety and Health Administration.

Written at the request of the National Wheel and Rim Assn. and Firestone Tire & Rubber Co., the proposed new requirements for the safe servicing of single-piece-rim wheels used on trucks, trailers, buses and similar type vehicles, are expected to prevent from 280 to 350 injuries during the remainder of the decade.

They follow similar regulations aimed at reducing injuries in the mounting of tires on multi-piece wheels.

The standards for single-piece rims are being issued now because an analysis of their danger was not complete when OSHA issued its multi-piece-rim standards in 1980. That analysis showed that the accident potential during the servicing of single-piece rims is as great as that which existed for multi-piece rims, sources said.

A report done for the National Wheel and Rim Assn. showed that between 1970 and 1980, some 112 accidents resulting in 15 fatalities were identified as involving single-piece rims.

The danger in single-piece rims, as in multi-piece rims, is in the overall force contained in the tire when inflated.

A standard 10-inch-by-20-inch tire, when inflated to the normal 105 pounds per square inch, puts a force of 20 tons on the rim flange. If the tire is mounted improperly and releases suddenly, it can throw a person across the room or send all 200 pounds of the tire and rim 30 feet in the air.

OSHA will propose that basically the same procedures and restraining devices used for servicing multi-piece rims be used

Continued on Page 21, Col. 1

Star of '83 Mitsubishi truck line

This turbocharged-diesel compact pickup is the star of the 1983 Mitsubishi truck line. The vehicles are being marketed in the U. S. for the first time. The Dodge Ram 50 compact, which is built by Mitsubishi, also features a turbodiesel in 1983. The 2.3-liter diesel produces 80 HP at 4,200 RPM and 125 foot pounds of torque at 2,100 RPM.

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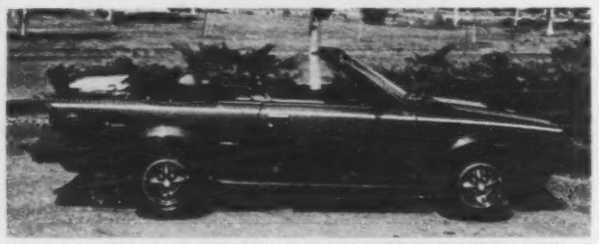

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Compacts gets '83 model year off to a good start

Big 3 truck sales rise in October

Continued from Page 16

are the leaders in this market, but their share of total sales has dropped drastically from a year ago.

In October, for example, imports accounted for 59.3 percent of the compact total, compared with 86.9 percent in the same month in 1981. The imports' 10-month share was 52.7 percent, versus 91.2 percent in the like period a year ago.

In October, two new compact-pickups made their debut—the Plymouth Scamp and the Mitsubishi—bringing the total entries to 16. The Scamp, Plymouth's version of the Dodge Rampage, replaces the Arrow, which has been dropped.

Chevrolet said its dealers retailed 56,551 trucks during the month, up 20.1 percent over the year-earlier 47,102. Through October, the count was 671,890 units, an increase of 15.9 percent over the 579,682 sold in 1982.

Ford truck sales were down 19.7 percent in October, from 59,970 units in 1982 to 48,179. The 10-month count, however, was up 4.1 percent to 658,424 units, compared with 632,523 a year ago.

Chrysler reported impressive increases for both the month and the January-October period.

Dodge and Plymouth dealers retailed 17,978 light trucks during the month, a gain of 27.7 percent over the year-ago 14,082. Through October, the total was 31.9 percent higher, from 158,106 units in 1981 to 208,566.

In October, GMC dealers retailed 15,272 vehicles, an increase of 17.9 percent over the year-earlier 12,949. The 10-month count was up 28.8 percent to 189,318 units, compared with 147,014 in the like period a year ago.

• October sales of four-wheel-drive Jeep vehicles totaled 5,727 units, an increase of 16.6 percent over last year's 4,910. But the 10-month total was off 1.2 percent, from 53,500 a year ago to 52,857.

Volkswagen dealers retailed 1,025 compact pickups during the month, down 67.9 percent from last year's 3,196. Through October, sales were off 61.6 percent, from 28,824 in 1981 to 11,076.

Toyota sales rebounded sharply in October to 13,376 units, an increase of 47 percent over the year-ago 9,099. The January-October count was up 2.8 percent to 120,087 units, compared with 116,861 in 1981.

Datsun dealers, with the help of a 9.9 percent finance rate, retailed 12,066 compacts during the month, an increase of 58.4 percent over last year's 7,617. The 10-month count, on the other hand, was down 17.5 percent, from 101,206 units a year ago to 83,478.

Mazda sales continued to gain during the month, the total of 3,178 units being 119.3 percent higher than last year's 1,449. Through October, sales were up 129.7 percent to 32,892, compared with 14,318 in 1981.

Mitsubishi reported 252 compact-pickup sales in its first month in the U. S. market, and said it was the best start ever for a Japanese truck.

Big Three October, year-to-date truck sales

	October 1982	October 1981	Year to date 1982	Year to date 1981
Ford				
Vans	8,255	10,589	105,467	94,060
Club Wagon	2,278	2,234	27,077	21,276
Courier	3,710	5,337	27,793	55,197
Bronco	2,814	2,635	33,480	30,081
Conventional Pickups	21,144	35,307	341,616	387,735
Mediums	NA	3,120	NA	36,078
Heavies	NA	748	NA	8,096
Ranger	7,701	.....	84,385	.....
Chevrolet				
Vans	7,442	6,315	84,051	75,538
Sportvan	1,213	1,065	12,848	11,543
LUV	1,080	3,416	19,852	57,553
El Camino	1,893	2,436	18,816	29,427
Blazer	1,175	1,623	20,507	18,441
Suburban	1,278	1,327	22,473	17,294
Conventional Pickups	28,793	28,297	329,831	349,529
Mediums	790	1,147	13,134	18,877
Heavies	.....	.....	.....	.....
S-10	11,615	1,476	149,026	1,480
S-10 Blazer	1,272		1,357	
Chrysler				
Vans	5,307	4,699	51,798	41,853
Voyager	352	395	4,146	3,990
Ram Wagon	2,451	1,580	24,751	16,319
Arrow	226	477	4,889	7,681
Ram D-50	2,653	1,143	29,219	21,971
Trail Duster	.....	66	244	1,508
Ramcharger	924	412	8,684	4,349
Conventional Pickups	4,733	5,310	70,204	60,435
Scamp	189	.....	189	.....
Rampage	1,143	.....	14,442	.....
GMC				
Vans	1,947	2,101	22,636	19,787
Caballero	186	278	2,150	3,582
Jimmy	361	342	5,589	4,046
Suburban	464	227	7,623	3,814
Conventional Pickups	8,147	7,269	90,456	84,347
P models	274	286	3,247	3,043
Mediums	820	1,373	18,353	17,941
Heavies	248	904	7,526	10,285
S-15 Jimmy	109	.....	109	.....
S-15	2,716	169	31,629	169

Winnebago, Coachmen report increase in sales, profits

Continued from Page 16

a regular quarterly dividend—five cents a share payable Dec. 9 to shareholders of record on Nov. 17. The company suspended dividend payments in mid-1979.

Commenting on the Winnebago results, Chairman John K. Hanson said the earnings improvement in fiscal 1982 can be attributed to increased sales of large motor homes with higher profit margins, reduced warranty expenses and increased income from higher investment levels.

• "We are optimistic in our outlook for fiscal 1982," he said. "The stability of prices and availability of motor fuels and the decline in inflation and interest rates are indications of an improvement in the economy.

"Our new lines of fuel-efficient motor homes and vans are designed for first-time buyers of leisure travel vehicles and should add excitement and interest to the recreation-vehicle business," Hanson added.

In his announcement of the Coachmen results, Chairman Thomas H. Corson said, "Recent declines in interest rates and some slight improvement in certain economic indicators seem to have boosted consumer-confidence levels, an important determinant in the selling of our products."

He added that the fourth-quarter outlook "looks comparatively good also."

"The decline in interest rates has had a direct favorable impact on our dealers' cost of carrying inventory and we are beginning to see a small increase in the average number of units our dealers are stocking."

Joseph J. Morris, president of Champion, which builds mobile homes, motor homes and small buses, said, "Tight consumer credit for our industry and an uncertainty about future interest-rate levels—causing a wait-and-see attitude in the marketplace—restricted our sales in the second quarter.

"Price cutting by some of our housing competitors in certain regions during the quarter also affected our sales penetration," he added. "We're countering this price competition with broader promotion and production of our popular lowest-priced series."

10 more firms to supply Nissan

Continued from Page 16

ucts, Atlanta, body-side moldings; Northern Engraving, Sparta, Wis., vehicle identification-number plates.

Perfect Equipment Co., Murfreesboro, Tenn., wheel weights; Schrader Automotive Products, Nashville, pneumatic tubeless-tire valves; White Advertising Co., body-side graphics.

The $500 million facility currently under construction in Smyrna is the first U. S. manufacturing venture for the firm's Japanese parent, Nissan Motor Co., Ltd. It will have the capacity to produce 156,000 units a year.

Dealership opens

WESTFIELD, Mass. — Westfield Toyota-Chrysler-Plymouth has opened at the former site of Pioneer Toyota-Chrysler-Plymouth.

Highway Users tap Gustafson; Snyder to Safety Foundation

New chairmen elected by HUF, ASF

DETROIT. — Stanley W. Gustafson, president of Dana Corp., has been elected chairman of the Highway Users Federation. He succeeds Will Scott, Ford Motor Co. vice president of governmental relations.

William B. Snyder, president of Government Employees Insurance Co., has been elected chairman of the Automotive Safety Foundation, the federation's educational and scientific affiliate. He succeeds Roger S. Penske, president of Penske Corp.

Other federation officers, re-elected for second terms, are Robert B. Smithwick, vice president of Texaco, U.S.A., vice chairman; F. Alan Smith, executive vice president, General Motors, treasurer; and Frank L. Nageotte, president of Greyhound Corp., secretary.

William G. Sharwell, vice president of American Telephone and Telegraph Co., was elected vice chairman of the Automotive Safety Foundation.

Four new members were elected to the federation's Executive Committee for one-year terms: Gerald Greenwald, vice chairman, Chrysler Corp.; Patrick C. Ross, president, Tire Group, B.F. Goodrich Co.; Roger J. Stroh, vice president - public affairs, United Fresh Fruit and Vegetable Assn., and Lawrason D. Thomas, president, Amoco Oil Co.

Greenwald, Stroh and Thomas were also elected to three-year terms on the federation's board of directors. Other new members of the board, elected for three-year terms, are:

Tetsuo Arakawa, president, Nissan Motor Corp., U.S.A.; Bennett E. Bidwell, president, Hertz Corp.; Donald F. Craib Jr., chairman, Allstate Insurance Co.; Joseph P. Flannery, chairman and president, Uniroyal, Inc., and Samuel F. Fortunato, president, Metropolitan Property and Liability Insurance Co.

Also, Robert R. Kingsbury, senior vice president, N.W. Ayer, Inc.; Roger Manfred, president, TraveLodge, Inc.; W. Paul Tippett, chairman, American Motors, and Harold J. Weiler, executive vice president, New Mexico Assn. of Commerce and Industry.

The Highway Users Federation for Safety and Mobility is a national, nonprofit coalition of more than 400 businesses, industries and associations promoting safer, more efficient ground transportation. Through affiliated groups in every state and 26 metropolitan areas, it represents more than 5,000 business, transportation, civic and agricultural organizations.

The Automotive Safety Foundation, founded in 1936, encourages traffic safety on behalf of private industry and fosters educational and research programs for safe use of streets and roads.

Anglo American buys two more U.S. auctions

NASHVILLE.—Anglo American Auto Auctions, Inc., the U. S. holding company for British Car Auction Group, has purchased its third and fourth auction firms in this country.

They are Minneapolis Northstar Auto Auction, Shakopee, Minn., and Omaha Auto Auction, Inc., Omaha. Earlier this year, Anglo American acquired Nashville Auto Auctions, Nashville, and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Minneapolis Northstar has consignments of 500 to 600 cars weekly. Sam Gelt will remain as president.

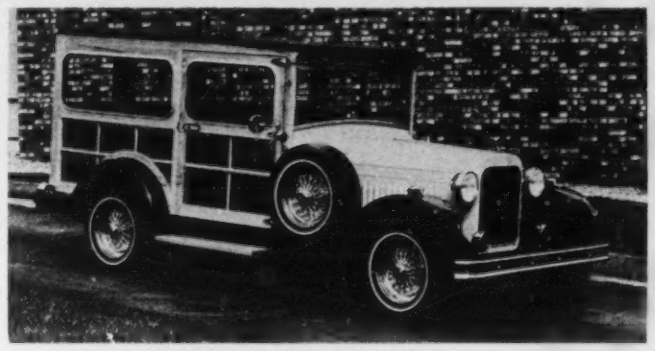
Omaha Auto Auction has a 450-500-vehicle weekly consignment. The business was purchased from Hubert Monsky and Walter Louis, who have left the company. Alan Johnston has been named executive vice president.

Used car sales
Auction Averages

November to date	$4,612
Month ago	$4,528
Year ago	$4,485

Model breakdown
Auction Averages

	November To Date	October	September
1982	$7,383	$7,962	$8,253
1981	6,282	6,457	6,564
1980	4,984	5,115	5,204
1979	4,656	4,511	4,907
1978	3,366	3,493	3,822
1977	2,900	2,812	3,010
1976	2,185	2,091	1,976
1975	1,151	1,355	1,271
OVERALL AVERAGE	$4,612	$4,513	$4,807



From a Chevette comes the Splinter

Start with a Chevette powertrain, add the tubular chassis and other parts from Splinter Auto Works, mix in 100 to 200 hours of work and the end result is the Splinter Station Wagon. Kits start at $2,645. Complete vehicles are priced at $11,100 and up. Splinter is located in Plymouth, Ind.

factories list auction dates

American Motors

Nov. 16—D-A Auto Auction, New Stanton, Pa.

Nov. 17—Dallas Auto Auction, Grand Prairie, Tex.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Sand Mountain Auto Auction, Boaz, Ala.

Nov. 18—Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Fredericksburg Auto Auction, Fredericksburg, Va.

Nov. 19—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 23—Aptco Auto Auction, Taylor, Mich.

Nov. 24—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Nov. 26—Concord Auto Auction, Acton, Mass.

Nov. 30—D-A Auto Auction, New Stanton, Pa.

Ford Motor Co.

Nov. 17—Clanton's Auto Auction, Darlington, S. C.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 18—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Skyline Auto Exchange, Fairfield, N. J.

Nov. 30—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Dec. 1—Northway Exchange, Clifton Park, N. Y.; Lakeland Auto Auction, Lakeland, Fla., and Southern California Auto Auction, Fontana, Calif.

used-car auction directory

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Extension, reduction of auto export limit eyed

U.S. may seek more Japanese curbs

WASHINGTON.—The Reagan Administration's number two man on trade raised the possibility last week that the U. S. will ask Japan to not only extend the current limitation on the export of Japanese automobiles to this country but to reduce the number below the current level of 1.68 million units annually.

Deputy U. S. Trade Representative David Macdonald revealed the possibility in releasing a 75-page report highly critical of Japan's trade policies and its apparent unwillingness to do much substantively about them.

The report centered mainly on Japan's barriers to agricultural, beef, tobacco and citrus imports and America's inability to get the Japanese to ease those barriers despite repeated negotiating attempts.

Six-months ago, Japanese trade officials promised they would make it easier for a variety of American goods to be sold in Japan but, according to Macdonald, that promise has not been kept.

Warning that U. S. patience with the Japanese is wearing thin and that the constituency for "free trade principles" is eroding badly, Macdonald said the Japanese must "accelerate from a turtle's pace to a hare's pace their efforts to open their market," or face the prospect of strong protectionist measures by the U. S.

"Whether it realizes it or not, the government of Japan is in a race against time," Macdonald said.

• U. S. openness to Japanese imports is one of the big sticks the government has available in its dealings with Japan, with whom the U. S. is running an annual trade deficit of at least $18 billion.

Thus far, the Reagan Administration has not sought to go beyond the current "voluntary trade agreement" with Japan in terms of pressuring the latter country to open its markets to foreign goods, but pressure is building.

Local-content legislation has been proposed in Congress, and recently the domestic auto makers have begun pressing for a lower limit on Japanese imports and extension of the current limitations.

Until recently, the Reagan Administration had objected strongly to both those positions.

The Macdonald warning would seem to indicate a change in the Administration's position, however. Combined with proposals put forward by U. S. Trade Representative William Brock at a recent cabinet council meeting — points to a tougher trade stance by the Administration in the future.

The Brock proposals call for a coordinated trade stance by the Administration that, while heading off protectionist pressure in Congress, also lets this country's trading partners know the U. S. will not tolerate barriers.

In the main, the proposals as reported by the Wall Street Journal, call for a speedup in how the U. S. handles complaints by U. S. firms of unfair trade practices, a much greater use of loan guarantees for U. S. exporters to match financing offered by foreign governments and revamping of the Domestic International Sales Corp. to comply with the rules of the GATT.

The proposals also call for new government subsidies for research and development by firms whose products have been targeted by foreign competitors, a new program to retrain laid-off workers in declining industries like autos and steel and a change in U. S. antitrust laws to permit joint ventures in areas related to increasing U. S. competitiveness abroad.

Other sections include a review of the Foreign Corrupt Practices Act to see if it puts U. S. businessmen at a disadvantage and a request for greater authority for the Administration to negotiate with U. S. trading partners.

Brock also has said that he thinks the current export limitations on Japanese cars should be extended for a third year.

When the Japanese government and its auto makers agreed to the "voluntary limitations" two years ago, it was agreed that the possibility of a third year of limits would be a decision to be made by the Japanese.

Ford honors Kindle

WILDWOOD, N. J. — Kindle Ford Mercury-Lincoln, Inc., has earned Ford Division's Distinguished Achievement Award for 1981. Robert G. Kindle is president of the dealership.

GM-UAW adopt lifetime jobs at three plants

By Marjorie Sorge
Labor Editor

DETROIT. — General Motors and the UAW have announced lifetime job security at three GM facilities.

The pilot program will begin immediately at all Buick operations in Flint, the New Departure-Hyatt Bearings plant in Bristol, Conn., and the Fisher Body soft trim plant in Grand Rapids, Mich. There are 14,000 workers affected in Flint, 1,317 in Bristol and 850 in Grand Rapids.

Under the program, 80 percent of the workforce would be protected from permanent layoff. Any reduction in the workforce would be accomplished by attrition or by alternative work assignments either within GM or externally.

Manpower reductions caused by schedule changes would be accomplished by laying off the ineligible 20 percent of the workers and then by reducing the work time for the 80 percent. Eligibility is determined at the local level, taking into consideration the products produced in the facilities, seniority and the skills of the workers.

According to Owen Bieber, UAW vice president and director of the GM Department, the project goes into effect immediately and all details will be worked out at the local level.

The lifetime job security program was negotiated by GM and the UAW in the current contract. That agreement calls for a fourth pilot plant which Bieber said will be announced in about 10 days.

Pontiac's P-car is named Fiero

Continued from Page 3

name at the plant with all the hoopla normally reserved for Job One celebrations or new-model showings. The name was announced not only to the press but to hundreds of future Fiero assembly-plant employes who had been invited.

Entertainment was provided by the "GM Boogie Grass Band." Speeches were made by the plant manager, mayor of the City of Pontiac and the local UAW committee chairman. Hulki Aldikacti, Fiero project manager, and John Schinella, chief engineer - Pontiac Exterior Styling Studio II, were also present.

Opens doors

Floyd Peterson center, president, Butch Peterson Chevrolet - Buick, Inc., signs a Chevrolet sales and service agreement for his new dealership in Salem, Ill. J. L. Branch, left, St. Louis zone manager, and J. J. Chrz, assistant zone manager, join Peterson.

Just waiting for spring

The 1983½ Dodge Shelby, based on the Dodge Charger 2.2, builds its image on a racing look complete with air dam, ground effect skirts, special paint and tape treatment. A Shelby logo, covered C-pillar and Shelby interior are fit to a modified 2.2-liter four-cylinder engine with five-speed transaxle. The Dodge Shelby goes on sale in March.

Shelby Performance Center opens for Chrysler R&D

SANTA FE SPRINGS, Calif. —Chrysler Corp. officially opened Chrysler Shelby Performance Center, a sporty-car development facility headed by renowned driver and sports-car designer Carroll Shelby.

Located on the back lot of Chrysler's Nu-Car Prep Center, the new performance "think tank" will be used by Shelby to develop affordable high-performance specialty cars, as well as racing equipment for Direct Connection, Chrysler's performance aftermarket division.

The center includes a metal fabrication shop, paint and fiberglass department, 15,000-square-foot garage with 10 stalls, engine build-up area, machine shop and a dynamometer. There is also a one-eighth-mile acceleration strip and a seven-acre skid pad.

Harold K. Sperlich, president of Chrysler's North American Automotive Operations, said the goal of the project is to develop efficient, fun-to-drive cars that are "easy on the pocket and easy on the gas."

Spirlich said the center is not a sign of a move back to factory racing.

"It is not a factory race team," he said. "It is not an effort to put the biggest, deadliest hogs on the road. It's not a drag-race party."

"Factory racing is passe'," Shelby said. "We want to build some interesting front-wheel-drive cars that people can take and say 'this is the kind of car I want to buy as my first car.'"

The first product of Shelby's new affiliation with Chrysler was on display at the opening. Scheduled to go on sale in March, the Shelby Charger features a 2.2-liter engine producing 107 HP at 5,600 RPM and 127 pounds-feet of torque at 3,200 RPM.

The engine has a higher compression ratio, rephased camshaft and NOx sensor for an improved spark curve, boosting power by 13 HP and torque by 10 pounds-feet.

Other equipment changes include a higher final-drive ratio of 3.87 for better acceleration, higher-rate springs and shocks, improved brakes and a lower suspension with quicker steering.

Exterior changes include new wheels and tires, revised C-pillar treatment, air dam, Shelby badging and specialty paint scheme. The car will be built at Chrysler's Belvidere (Ill.) assembly plant.

NHTSA proposes rule change for panel symbols

WASHINGTON. — NHTSA has proposed allowing some new instrument-panel symbols in an attempt to bring U. S. standards into harmony with international ones.

Resulting partly from a petition from Renault, the proposed rule would make minor adjustments in the symbols used for such items as turn signals and the brake fluid indicator light.

Sept. 1, 1985, is the proposed effective date for voluntary use of the new symbols. Jan. 3, 1983, is the deadline for comment.

AMC extends Le Car incentive

SOUTHFIELD, Mich.—American Motors has extended the wholesale dealer incentive purchase program on Renault Le Car, called Le Car Sellabration, from Nov. 15 to Nov. 30.

Dealers receive zero for the first unit they buy, $200 for the second, $300 for the third, $400 for the fourth, $500 for the fifth and $600 for the sixth and over.

The retail portion of Le Car Sellabration—under which dealers received $200 for each '82 3-door and $500 on each '82 5-door they retailed and delivered —ended Nov. 15 on schedule.

Where Auto Market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	98,292	14.98
COMPACT	107,856	16.43
INTERMEDIATE	150,857	22.99
STANDARD	86,428	13.17
LUXURY	44,438	6.77
IMPORT	168,379	25.66
TOTAL	656,250	100.00

THERE IS SOMETHING NEW UNDER THE SUN . . .

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Week's total trimmed to 88,730

7 plant closings reduce auto output

By Patricia Hoffman
Staff Writer

With seven more assembly points closed for inventory control, last week's domestic car production dipped considerably below the previous week's total.

Last week, the makers targeted 88,730 units, down 19.27 percent from 109,908 the previous week, and down 10.06 percent from last year's 98,652 units.

So far this year, the manufacturers have assembled 4,512,732 cars, a 21.32 percent decline from 5,735,309 units built the same time last year.

The General Motors Tarrytown, Van Nuys, Willow Run and Wilmington facilities were idle last week due to high inventories. Tarrytown is slated to resume operations today (Nov. 15). Willow Run is scheduled to return Nov. 22, while Van Nuys and Wilmington will remain idle until Nov. 29.

Also down last week to control inventory were Ford Motor's Metuchen and Wayne facilities, plus Chrysler Corp.'s Belvidere point.

GM's Lordstown facility, idled Nov. 1, remained down last week for inventory control. Production is slated to resume today.

The GM Bowling Green and Ford Lorain points remain closed for model changeover. Both points, idled Oct. 13, are slated to resume in December.

Operations resumed last week at GM's Oklahoma City facility. Production was halted there Oct. 25 due to high inventories.

The GM Detroit plant operated on daily and Saturday overtime schedules last week. Also operating six days last week were GM's Baltimore point and Ford's Wixom facility.

Mercedes Pullman limousine unveiled

Royal Coach Division of 611 Group, Inc., has introduced this Pullman version of the Mercedes-Benz 300-SD or 380-SEL sedans. The 47-inch double cut has a formal roof design that gives the rear-seat passenger 2½ inches more headroom than the conventional sedan. Standard equipment includes TV, electronic bar and intercom. Dealer cost is $32,000 to $35,000.

Six plants return to work; truck output rises for week

Domestic truck production fared slightly better last week than in the previous week as six assembly points returned from downtime for inventory control.

Last week, the makers scheduled 27,614 units, a 3.33 percent gain from the previous week's 26,725, and up 5.60 percent from 26,149 units built in the comparable 1981 period.

So far this year, the manufacturers have assembled 1,690,124 trucks, up 15.31 percent from last year's 1,465,752.

General Motors idled its Janesville, Moraine (S-truck), Pontiac (medium-duty line) and St. Louis facilities last week due to high inventories. Pontiac and Janesville are slated to resume operations today (Nov. 15), while Moraine and St. Louis will remain down another week.

Also closed last week for inventory control was Chrysler Corp.'s Belvidere point. Production is scheduled to resume Nov. 22.

Ford Motor's Louisville and Twin Cities facilities were idle for the second week last week due to high inventories.

Back last week following downtime to control overstocked inventory were: GM's Flint (No. One) point; Ford's Kansas City, Norfolk and San Jose plants, and International Harvester's Fort Wayne and Springfield facilities.

Volkswagen of America's Westmoreland point remained closed for model changeover.

Slump and strike cut Canadian car production 70 pct.

A strike, poor sales and high inventories idled three car assembly points last week, pulling Canadian auto production down 70.14 percent from the previous week's total.

Last week, the makers finished only 6,346 units, down from 21,254 built the previous week, and down 64.51 percent from last year's 17,881 units.

Year-to-date, the car manufacturers have assembled 742,702 units, a 4.36 percent gain from 711,672 completed in the comparable 1981 period.

Truck production last week reached 5,775 units, a 33.20 percent decline from the previous week's 8,645. Output fell 42.24 percent from 9,998 units built the same week last year.

So far this year, the truck makers finished 431,865 units, down 3.23 percent from last year's 446,282.

Chrysler Corp.'s Windsor car and truck facilities were idled last week (Nov. 8) by the strike which began Nov. 5. About 10,000 hourly and salaried workers walked off the job.

General Motors' Oshawa car and truck facilities were idled last week due to sagging sales. Operations at both points are slated to resume today (Nov. 15). The Oshawa car plant will be closed again for the week of Nov. 29, and both car and truck facilities will be idle the week of Dec. 6.

Ford Motor Co.'s St. Thomas point joined the company's Oakville car plant in downtime last week, caused by overstocked inventory. Operations were idled at Oakville Nov. 1 and are scheduled to return today. St. Thomas is slated to resume production Nov. 22.

Ford's Oakville truck facility, idled Nov. 1 to cut inventories, returned last week.

BMW prices up 2 pct. for 1983

MONTVALE, N. J. — BMW of North America has increased prices an average of 2.03 percent on its 1983 models. The 320i two-door sedan is unchanged at $13,290, and the fancier models are up $660 to $2,215.

The 528e four-door sedan is $23,985 (up $660); the 733i four-door sedan is $34,300 (up $985), and the 633CSi coupe is $39,210 (up $2,215). New standard equipment for the 633CSi includes on-board computer, electronic service interval indicator and improved suspension.

BMW has a new model for '83, the 533i four-door sedan. It is priced at $28,985.

U. S. CAR PRODUCTION

	Week Ended Nov. 13, 1982	Week Ended Nov. 14, 1981	Week Ended Nov. 6, 1982	Nov. to Date	Jan. 1 to Nov. 14, 1981	Jan. 1 to Nov. 13, 1982
AMERICAN MOTORS	3,800*	2,550*	3,932*	7,732*	107,122*	85,883*
AMC Total	800*	2,550*	809*	1,609*	107,122*	46,937
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000*	.....	3,123*	6,123*	.....	38,946*
Alliance	3,000*	.....	3,123*	6,123*	.....	38,946*
CHRYSLER CORP.	9,050	7,176	15,219	24,269	687,511	523,406
Plymouth Total	2,950	2,150	5,663	8,615	340,373	210,471
Horizon	.....	31	2,281	2,281	127,414	68,006
Reliant	2,900	2,119	3,311	6,211	203,372	141,289
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	73	123	.....	1,176
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,900	2,508	2,533	4,433	46,989	100,734
LeBaron	1,200	2,508	1,364	2,564	42,127	87,791
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	700	.....	1,169	1,869	.....	12,943
Dodge Total	4,200	2,518	7,021	11,221	300,149	212,201
Omni	.....	.....	2,241	2,241	114,213	63,641
Aries	3,200	1,472	3,567	6,767	159,513	112,269
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	1,046	551	1,051	10,097	27,644
Dodge 600	500	.....	662	1,162	.....	8,647
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	21,100	14,497	26,041	47,141	1,212,187	961,784
Ford Division	11,868	8,041	15,987	27,855	822,579	601,534
Escort	1,286	3,739	6,079	7,365	328,662	235,973
Fairmont	3,706	3,677	3,336	7,042	164,469	110,671
Must./Must. II	1,862	.....	1,892	3,754	136,947	110,710
LTD/Granada	4,839	625	4,680	9,519	91,976	108,857
Thunderbird	.....	.....	.....	.....	58,437	29,326
Ford	.....	.....	.....	.....	40,886	.....
EXP	175	.....	.....	175	1,202	5,997
L-M Division	9,232	6,456	10,054	19,286	389,608	360,250
Mercury Total	6,837	4,791	7,642	14,479	331,484	275,175
Lynx	444	1,541	1,424	1,868	110,422	73,185
Capri	369	.....	327	696	44,951	30,114
Zephyr	1,114	959	1,029	2,143	47,266	35,307
Marquis/Cougar	1,936	643	1,923	3,859	42,298	49,883
XR-7	.....	.....	.....	.....	27,321	10,580
Mercury	2,906	1,648	2,939	5,845	58,569	74,486
LN7	68	.....	.....	68	657	1,620
Lincoln Total	2,395	1,665	2,412	4,807	58,124	85,075
Continental ('82)	480	833	482	962	9,345	17,544
Lincoln	1,433	510	1,447	2,880	24,724	40,947
Mark VI	482	322	483	965	24,055	26,584
GENERAL MOTORS	51,455	70,430	64,691	116,146	3,572,081	2,868,488
Buick Division	12,130	11,663	15,435	27,565	791,061	669,050
Skylark	.....	.....	3,723	3,723	242,775	125,254
Skyhawk J	1,035	.....	1,025	2,060	.....	59,843
Century	1,940	1,611	1,379	3,319	93,472	100,006
Regal	4,040	4,784	4,126	8,166	238,530	184,061
Buick	4,130	3,530	4,195	8,325	154,984	162,011
Riviera	985	1,738	987	1,972	61,300	37,875
Cadillac Division	7,075	5,329	6,916	13,991	232,576	212,678
Cimarron	540	339	413	953	21,580	7,624
Seville	590	300	590	1,180	21,808	19,743
Eldorado	1,265	1,190	1,272	2,537	51,892	49,982
Cadillac	4,680	3,500	4,641	9,321	137,296	135,329
Chevrolet Division	11,525	27,665	16,899	28,424	1,313,382	913,145
Chevette	.....	7,371	5,107	5,107	315,573	189,987
Cavalier	1,860	8,478	1,782	3,642	121,109	81,777
Celebrity	1,220	2,215	.....	1,220	6,391	59,697
Camaro	2,185	422	4,925	7,110	89,684	196,011
Citation	1,200	2,426	.....	1,200	278,822	145,132
Malibu	2,639	3,527	2,628	5,267	207,015	110,095
Monte Carlo	1,921	2,701	1,956	3,877	124,271	70,112
Chevrolet	500	525	501	1,001	144,566	37,820
Corvette	.....	.....	.....	.....	25,951	22,514
Oldsmobile Division	17,470	13,813	19,828	37,298	759,402	685,963
Omega	.....	.....	1,620	1,620	125,426	68,793
Firenza	1,135	.....	1,122	2,257	.....	40,905
Cutlass	5,340	4,816	6,097	11,437	336,786	187,139
Cutlass/Ciera	3,440	2,410	3,448	6,888	9,515	109,989
Oldsmobile	6,670	5,367	6,657	13,327	247,835	248,953
Toronado	885	1,220	884	1,769	39,840	30,184
Pontiac Division	3,255	11,960	5,613	8,868	475,660	387,652
Acadian†	.....	281	134	134	17,216	9,489
2000	.....	4,375	.....	.....	74,329	34,516
1000	.....	1,729	488	488	81,281	32,760
Firebird	1,175	186	2,422	3,597	44,512	117,171
Phoenix	.....	553	802	802	89,512	42,327
G. Prix/3'ville ('83)	2,080	3,685	1,767	3,847	109,924	121,047
A6000	.....	1,151	.....	.....	6,795	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA	75*	.....	25*	100*	.....	100*
VOLKSWAGEN	3,250	3,899	.....	3,250	154,439	70,908
CHECKER	.....	100*	.....	.....	1,969*	2,163*
Total Cars, U. S.	88,730	98,652	109,908	198,638	5,735,309	4,512,732

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 13, 1982	Week Ended Nov. 14, 1981	Week Ended Nov. 6, 1982	Nov. to Date	Jan. 1 to Nov. 14, 1981	Jan. 1 to Nov. 13, 1982
CHEVROLET	9,228	8,367	12,095	21,323	417,930	587,536
DODGE	2,100	2,000	2,402	4,502	83,109	111,521
FORD	10,537	7,544	5,618	16,155	570,248	610,891
GMC	1,969	3,462	4,060	6,029	152,250	203,494
INTERNATIONAL	1,030	1,267	.....	1,030	61,971	40,910
VOLKSWAGEN	.....	559	.....	.....	35,800	8,103
JEEP	1,700*	1,500*	1,500*	3,200*	81,188*	76,539*
AM GENERAL	50*	50*	50*	100*	3,336*	2,130*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	59,920*	49,000*
Total Trucks, U. S.	27,614	26,149	26,725	54,339	1,465,752	1,690,124

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 13, 1982	Week Ended Nov. 14, 1981	Week Ended Nov. 6, 1982	Nov. to Date	Jan. 1 to Nov. 14, 1981	Jan. 1 to Nov. 13, 1982
CHRYSLER CORP.	.....	1,639	4,191	4,191	74,090	92,404
FORD MOTOR	3,215	2,659	96	3,311	122,352	118,535
GENERAL MOTORS	2,300	5,466	4,096	6,396	239,698	211,196
INTERNATIONAL	260	234	262	522	10,142	9,730
Total Trucks, Canada	5,775	9,998	8,645	14,420	446,282	431,865
N. American Trucks	33,389	36,147	35,370	68,759	1,912,034	2,121,989

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 13, 1982	Week Ended Nov. 14, 1981	Week Ended Nov. 6, 1982	Nov. to Date	Jan. 1 to Nov. 14, 1981	Jan. 1 to Nov. 13, 1982
AMERICAN MOTORS	1,200	980	1,219	2,419	30,602	28,234
CHRYSLER CORP.	.....	1,790	6,368	6,368	55,750	144,488
FORD MOTOR	826	6,675	5,022	5,848	190,001	250,164
GENERAL MOTORS	4,140	8,256	8,465	12,605	426,209	310,854
VOLVO	180	180	180	360	9,110	8,962
Total Cars, Canada	6,346	17,881	21,254	27,600	711,672	742,702
N. American Cars	95,076	116,533	131,162	226,238	6,446,981	5,255,434
N. American Trucks	33,389	36,147	35,370	68,759	1,912,034	2,121,989
North American Cars and Trucks	128,465	152,680	166,532	294,997	8,359,015	7,377,423

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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New-car sales in November get strongest start since '78

By Jenny L. King
Staff Writer

Early-November new-car sales showed some refreshing signs of life with their best first-period rate since March of 1981 and best early-November total since the boom year of 1978.

Interest-rate and sales-incentive programs aimed at clearing out the rest of the 1982s probably had a lot to do with the first-period sales spurt.

Nov. 1-10 domestic sales totaled 188,441, up 32.57 percent from 142,143 last year. There were nine selling days in the period this year compared with eight in 1981, yielding a current daily-selling rate of 20,938, up 17.84 percent from 17,768 a year earlier.

General Motors enjoyed a 37.17-percent sales increase in the period with sales of 124,566 compared with 90,811 in 1981. On a daily-rate basis, GM sales were up 21.94 percent. Ford Motor Co. reported sales of 40,515, up 33.80 percent from 30,280 (up 18.94 percent daily rate).

Chrysler Corp. dealers retailed 16,791 new cars during the period, up 9.68 percent from 15,309 (down 2.49 percent daily rate). Estimated sales of American Motors passenger cars were 4,500, up 66.67 percent from the

Continued on Page 45, Col. 1

Tailored for NASCAR

Monte Carlo SS debuts

Debuting this week at the South Florida Auto Show in Miami Beach is the Chevrolet Monte Carlo SS, a performance model with a distinctive front end, air dam and a spoiler on the rear deck. There is no exterior brightwork, and the car has an aerodynamic drag coefficient of .375—15 percent lower than a stock Monte Carlo. The engine is a 5.0-liter (305-CID) V-8 rated at 175 HP. Production is scheduled to begin early in 1983. The Monte Carlo SS has been approved by NASCAR for Grand National Stock Car racing.

DeLorean Motor dies, but legal snarls linger

By Edward Lapham
Financial Editor

DeLorean Motor Co. is essentially out of the car business following a Federal Bankruptcy Court ruling in Detroit which allowed Ohio-based Consolidated International, Inc., to retain possession of 649 cars, plus the company's parts inventory, for $1.5 million.

Judge George Woods approved a proposed settlement in the adversary proceeding between DMC and Consolidated plus its affiliated Group Investors, Inc. (CG) (Related story on Page 50).

The ruling and opinion, which said in effect "a bird in the hand is worth two in the bush" came after earlier claims that various investor groups might be able to make better offers for the assets failed to materialize.

Two DMC-Cadillac dealers, Charles DeLorean, Cleveland, and Don Massey, Detroit, were part of one group which had sought to acquire the cars and parts. Charles DeLorean is a brother of John DeLorean.

In addition to the cars, which CG acquired in lieu of an $8.8 million debt, and the parts, the Ohio firms also acquired from the receivers of the bankrupt factory DeLorean Motor Cars, Ltd., 1,090 DeLorean cars for $12,500 each.

Despite the acquisition of these cars and parts by CG, the DMC story is not yet over.

Although it was generally agreed there are few assets left to divide among the secured and unsecured creditors, it is not likely the DMC affair will end quickly.

The schedule of statements and affairs, which will accurately list the company's assets and liabilities, will not be filed until Dec. 15.

In a creditors' hearing last Monday (Nov. 15), a tentative list was provided by DMC Secretary George Hayward.

He said assets included the $1.8 million in parts inventory, sold the following day to CG; 649 cars, also acquired by CG the next day; "several other vehicles;" $300,000 to $400,000 in dealer accounts receivable; $2 million in a partnership equity; $3.2 million owed DMC by its subsidiary, Composite Technology Corp., also in Chapter 11, and some office furniture.

Liabilities included $17 million owed to the Northern Ire-

Continued on Page 50, Col. 1

American Motors faces belt-tightening time

By Joseph Bohn
Marketing Editor

SOUTHFIELD, Mich.—American Motors was expected to send out layoff notices to salaried employes last Friday, as part of a previously announced streamlining and restructuring of its automotive operations.

Reportedly, cutbacks ranging up to 20 percent, or 1,250 employes, will begin taking effect by Dec. 3 through a combination of attrition, early retirements and layoffs.

It was learned that AMC is closing its Cincinnati and Minneapolis zone offices as part of the move, with some employes being transferred and others let go.

An AMC spokesman would not confirm the exact timing of the layoff notices or the number.

He did say affected employes would be notified before the end of the year.

"Until the review of all our (automotive) operations, line and staff, is completed and final decisions made . . . we can't determine the actual number of layoffs," he said.

AMC currently has about 6,300 employes in its automotive operations, he added, noting that the company had already reduced its head count by 13 percent from 1980 through the early part of this year.

AM General, which deals heavily in government sales, is not expected to be affected.

Industry sources said many veteran employes will be gone from the company before the year is up.

AMC has had some substantial losses because of the slow, flat car market and is "bringing costs into line with the anticipated buying climate," said the spokesman. Forecasters say the industry will get only modestly better at a slow pace in 1983.

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Import inventory rises to 56 days; shortages persist

By Richard A. Wright
Assistant Managing Editor

While the domestic new-car inventory held steady at 69 days during October — although the unit count dropped by more than 50,000 — the stockpile of new imported cars in the U. S. climbed to a 56-day supply Nov. 1 — up from 48½ days a month earlier.

The inventory of new imported cars in the U. S. Nov. 1 totaled 365,467, up from 354,500 on Oct. 1.

While the overall import inventory was up, some severe shortages persisted in certain lines.

The inventory of new imported pickup trucks was down, however, to an 86½-day supply Nov. 1, compared with a 98-day stock Oct. 1. There were 127,019 new trucks on hand Nov. 1, compared with 138,417 a month earlier.

The combined imported car and truck inventory Nov. 1 totaled 492,486 units, virtually unchanged from 492,917 a month earlier. Because of the lower new-car daily sales rate in October, however, the combined stockpile represented a 62-day supply Nov. 1, up from 56½ days a month earlier.

The combined domestic and imported new car inventory Nov. 1 totaled 1,661,171, a 66-day supply, compared with 1,704,866, a 60-day supply, a month earlier.

The inventory of Japanese-built cars jumped to 247,567 Nov. 1, a 47-day stock, compared with 234,331 a month earlier, a 39-day supply.

Despite the increase, several nameplates were still in very short supply, including Honda, 24 days, and Toyota and Subaru, both with 28-day supplies.

• Other Japanese lines and their days-supply figures Nov. 1 were: Mazda, 58; Nissan, 72½; Isuzu, 94, and Mitsubishi, 135. In addition, Chrysler Corp. had a 142½-day stock of Mitsubishi-built cars, including Plymouth Colt, 149; Dodge Colt, 129; Plymouth Sapporo, 147½, and Dodge Challenger, 157½.

The stockpile of West German-built new cars totaled 73,400 Nov. 1, down a bit from 74,569 a month earlier. But the Nov. 1 inventory represented a 104-day supply, up from 88 days a month earlier.

Mercedes-Benz was shortest with a slim 28-day supply, followed by Porsche, 49; BMW, 55; Audi, 171, and Volkswagen, 204. In addition, VW had a 72-day supply of U. S.-built Rabbits, for a total 124-day supply.

Days-supply figures for other European lines Nov. 1 included Volvo, 55; Jaguar, 56; Saab, 63; Peugeot, 114; Renault, 148; Fiat, 235, and DeLorean, 273. (It should be noted that much of the stock of the DeLoreans at the beginning of November was tied up in legal entanglements, which have since been solved.)

Days-supply figures for new imported pickup trucks in inventory Nov. 1 were: Toyota, 54; Ford Courier, 77; Mazda, 77½; Nissan, 93; Chrysler Corp./Mitsubishi, 128; Isuzu, 151; Mitsubishi, 228, and Chevrolet LUV, 238.

breaking news

Smith denies GM-Isuzu report

DETROIT. — A report in last week's Automotive News that General Motors had reached an agreement to build 300,000 Isuzu cars a year in the U. S. has been denied by GM Chairman Roger B. Smith. Smith told Automotive News GM is still negotiating with Toyota to build a version of the new Corolla in this country. He said GM's deal with Suzuki to supply vehicles to the U. S. market involves 90,000 minicars.

Ford to close San Jose assembly plant

MILPITAS, Calif.—Ford Motor Co. will close its San Jose assembly plant by next June 1 because of what the company called "the continuing influx of imported vehicles into markets served by the plant." Escort, EXP, Lynx and LN7 cars and F-series light trucks are built at the San Jose plant. Ford has been producing vehicles at the plant for 27 years.

Ford Ranger, Bronco II get a V-6 option

Ford Motor Co. will buy 2.8-liter V-6 engines from Ford of Europe for use as an option in Ranger and Bronco II trucks. The agreement, according to a source, calls for the purchase of 1.8-million engines at a rate of 200,000 per year from the Ford plant in Cologne, Germany. The V-6, modified for truck use, will be available for the Bronco II Job One (1984-model) date of Jan. 17.

See BREAKING NEWS, Page 8, Col. 1

Presidential nominee a tough bargainer

Bieber follows ideals of UAW in quiet style

By Marjorie Sorge
Labor Editor

DETROIT.—The UAW won't make any 360-degree turns in philosophy under its new leadership.

Owen Bieber, 52, the administrative caucus' candidate to replace retiring President Douglas A. Fraser, follows the same ideals as Fraser and past Presidents Leonard Woodcock and Walter Reuther. He believes the UAW should move forward, branch out in its activities and be flexible.

"The secret to the success of this union is maneuverability," he said in a recent AUTOMOTIVE NEWS interview.

But while the philosophies won't change, some of the style will. Fraser has been an outgoing, gregarious president with a wry sense of humor. And, as one observer said, Fraser has the ability to look at someone across the table and that person can tell by the look that he is ready to jump across the table and strangle you if you don't change your ways.

Bieber is a quieter man who seems to think about each word and its impact before he says it. Insiders say he is patient and level-headed, able "to walk into a maelstrom and not become emotionally involved in the things around him. That may prove to be his best quality."

Bieber is loosening up a bit. He is becoming more relaxed and less structured, especially in public appearances and with the press. But insiders say he will probably never display Fraser's type of off-the-cuff sense of humor or remarks. They say Bieber would probably never call someone a "horse's ass" in public as Fraser did when referring to then General Motors Chairman Thomas Murphy during GM negotiations in 1979.

Bieber also has the respect of his counterparts at GM. He is currently a UAW vice president and director of the GM department.

"I am very, very pleased with Owen's assignment," said Alfred S. Warren, GM vice president, industrial relations. "It bodes well for both the industry and the UAW."

According to Warren, Bieber is an astute bargainer who will continue guiding the union down the same road as past presidents.

"Owen's a tough man to bargain with," Warren said, "but I don't mind tough bargainers as long as I know where they are (in their thoughts) and with Owen, I do. He is an honest man".

While Bieber is the candidate of the administrative caucus' (the 26-member executive board and the 300-member steering committee), he still must be elected by the 3,000 delegates to the UAW's Constitutional Convention in Dallas next May.

Bieber won the nomination for the $72,000-a-year-job as president from Secretary-Treasurer Raymond Majerus. The first board vote showed a 13-13 tie for the two candidates. Bieber won on the second ballot by a vote of 15-11. The board then voted to make the choice unanimous.

Vice President Donald Ephlin was also a candidate to lead the 1.2 million member UAW, but withdrew from the race before the voting began because of lack of support.

After his election, which is al-

Continued on Page 45, Col. 4

UAW's choice

UAW presidential nominee Warren Bieber: Traditional ideas, but with a quiet new style.

UAW to eliminate one VP position at May parley

DETROIT. — There will be one less vice president at the UAW after its Constitutional Convention in May.

According to UAW President Douglas A. Fraser, only one of the two vice presidencies vacated in May will be filled because of the shrinking membership in the union. He said Bill Casstevens has been nominated by the 26-member International Executive Board and the 300-member steering committee to fill the vacant vice presidency.

The UAW has lost 300,000 members since the start of the recession in the auto industry in 1980.

Under regular circumstances, there would be two vice presidential openings in May following the retirement of Martin Gerber, also director of organizing, and the one vacated by the presidential nominee, Owen Bieber, if he is elected by the convention. Fraser said the position vacated by Gerber will not be filled.

The UAW will also eliminate an additional vice presidency in the future when there is a vacancy provided it does not upset the racial or gender balance, Fraser said. There is currently one black vice president and one woman vice president.

Casstevens, who will fill the open vice presidency, is a director of Region 2 covering Northeast Ohio and Northwest Pennsylvania. He joined the UAW in 1945 after being hired at the General Motors Fisher Body Coit Rd. plant in Cleveland. He became a director of Region 2 in 1970 and, at 54, is one of the youngest members of the UAW International Executive Board.

In addition, the union will also reduce the Detroit regions to two as regional directors retire over the next few years.

Besides Fraser and Gerber, five regional directors will retire at the May convention.

Remote-control top

Convertible Specialists, Gardena, Calif., has developed a remote-control convertible conversion for the Datsun 200-SX. Operable by a remote unit from 800 feet away, the conversion carries a dealer price of $3,495. The firm says it has a self-latching top in prototype stage. Convertible conversion without remote control is $2,995.

Fewer areas to be covered

EPA plans eased '84 altitude rules

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—U. S. auto makers should have an easier time meeting 1984 "all-altitude" emission requirements under new proposals issued by the EPA.

In the first of two steps to ease a requirement that many auto makers had feared might eliminate certain low-power-to-weight automobiles (the 1984 requirement demands that cars and light trucks meet low-altitude emission standards even at altitudes as high as 7,000 feet), EPA is proposing to reduce the number of states and localities wherein only cars and light trucks modified for high-altitude operation may be sold.

The counties to be excluded from the requirement are located in Arizona, Idaho, Montana, Nebraska, Oregon, Texas, and Wyoming and cover areas both below and above the 5,200-foot altitude of Denver.

EPA's rationale is that those areas are already in compliance with National Ambient Air Quality standards for auto-related pollution and will continue to be even with the removal of the high - altitude vehicle requirement.

Thus, continuing to charge car buyers there $23 extra for high-altitude modifications is not cost beneficial.

• Cars and light trucks designed to meet emission standards at low altitudes generally will emit about 50 percent more hydrocarbons and 100 percent more carbon monoxide in places like Denver.

The EPA proposal would retain the high-altitude emission requirement for Colorado, Nevada, New Mexico and Utah, where compliance with the ambient standards in the high-altitude areas is yet to be achieved.

The easing of the 1984 "all-altitude" requirement comes about because the elimination of the aforementioned high-altitude counties effectively lowers the high altitude compliance test point to 5,200 feet, or Denver.

In so doing, the cost of complying with the 1984 "all-altitude" requirements is substantially reduced.

For instance, the large number of vehicles that now employ feedback emission control systems will now likely be able to meet the "all-altitude" requirement without modification.

Low power-to-weight vehicles, the ones most jeopardized by the "all-altitude" requirement, could comply by the addition of a single aneroid at a cost of approximately $10.

• Had EPA not eliminated the high-altitude counties, the 1984 "all-altitude" requirement would have made it necessary for most vehicles to be fitted with at least one aneroid device and some with more costly variable aneroids.

Regulations spelling out the 1984 high-altitude compliance procedures will be issued by the EPA in December.

EPA said it would hold a hearing by Nov. 22 on the issue of eliminating the counties, if someone asked for one. That was not expected, however, as environmental groups and other parties who might logically be expected to oppose the move, have agreed to go along.

Thus, the EPA and the auto industry will in effect have attained one of their major goals in this year's failed attempt to rewrite the Clean Air Act—an easing of the "all-altitude" requirement at a savings of more than $100 million.

Environmentalists will have gained too, though, for stricter emission control for the truly polluted high-altitude areas will also be in effect.

GM issues wiper recall

DETROIT. — General Motors is recalling about 5,300 early-production 1983 Oldsmobile Toronado, Buick Riviera and Cadillac Eldorado and Seville models for modification of the windshield wiper system.

It has been determined that the capacitor in the windshield wiper motor may overheat and fail, possibly causing loss of windshield wiper operation or an underhood fire.

GM has received four reports of underhood fires which may have been caused by this condition. There have been no reports of injuries, GM said.

On, Wisconsin!

Wisconsin Gov. Lee S. Dreyfus takes delivery of the first of 427 Alliances the state is buying from American Motors for use by its various agencies. George A. Maddox, vice president of manufacturing operations for AMC, goes along with Dreyfus for the ride from the Kenosha plant where the Renault Alliances are being built.

BMW deal for Belliveau

CANTON, Conn. — Canton BMW, Inc., has opened. Daniel Belliveau is president.

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58th year — No. 4942

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Autocar back with tandem steering axle

GREENSBORO, N. C.—Volvo White Truck Corporation has announced the return of a "tandem-tandem" Autocar model, and said it is "renewing emphasis on the custom-built capabilities for Autocar buyers."

"This isn't the first time anyone has seen a tandem steering front-axle conventional," said Larry Oliphant, Autocar Division vice president.

"In fact, this isn't the first time it has been available on Autocar trucks," he added. "Some of our customers wanted it again, so we brought it back—to show the 'muscle truck' is built to satisfy even the toughest applications."

The 8x4 configuration Model DC64F, is used primarily for oilfield services, Oliphant said, although the tandem steering front axle also is well-suited for specialized heavy applications in construction, logging, and other on/off highway operations.

• "With more weight distributed to the front axle, GVW ratings of 74,000 to 101,000 pounds can still meet many state weight requirements," Oliphant said. "The 8x4 design also allows the payload to be distributed proportionally over a greater number of axles, which results in less ground load bearing pressure per tire and improved flotation in soft terrain."

The Autocar double tandem package includes two Rockwell FL951 front axles at a combined 44,000 pound capacity. Suspension is a 40,000 pound Neway TL640. Brakes are 15x6-inch Stopmaster with 13-1/16-inch BC hubs and drums.

Front wheels are 24x8.5-inch

Continued on Page 37, Col. 2

Ford develops truck diesel for Brazilian market

By Roger Rowand
Engineering Editor

TROY, Mich.—Ford Motor Co. has developed a 4.4-liter, four-cylinder diesel engine for use in its best-selling Brazilian light and medium trucks.

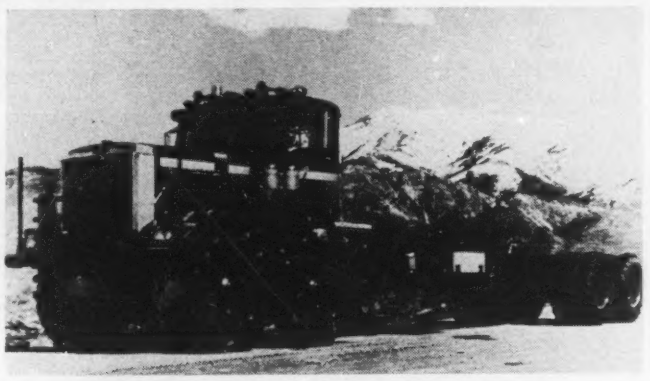
The new power plant is a derivative of a Ford farm-tractor engine. It generates 93 HP and has a high-torque capability ideal for Brazilian truck applications, said Mervyn H. Manning, general manager, Ford Tractor Operations.

"The new engine is a derivative of our proven tractor diesel and benefits from Ford Tractor's worldwide experience in producing more than 4 million diesel engines in the past three decades," Manning said.

The new truck engine is being built in Taubate and Sao Bernardo do Campo, Brazil.

"Work on the 4.4-liter truck diesel program began in June, 1980, to keep pace with a growing demand for 4-cylinder truck diesels in Brazil," he said.

"Sales of trucks equipped with diesels in Brazil have increased more than 400 percent since 1975, and Ford's share of this market has grown even faster than the industry average, due to the success of the F-4000 and the new F-2000 models," he said.



'Double-tandem' Autocar revived

In response to customer demand, Volvo White Truck Corp. has revived an Autocar with a tandem steering front axle conventional. The 8x4 Model DC64F is used primarily for oil-field services, but is well suited for tough jobs in construction, logging and other on/off-highway operations.

2 new transmissions introduced by Clark

INDIANAPOLIS. — Two new five-speed transmissions for Classes 6 and 7 trucks are the first major product offerings of the new Clark Automotive Products Corp., formerly the Components Division of Clark Equipment Co.

The transmissions, introduced at a press conference during the annual SAE truck and bus meetings here, were developed under a design and manufacturing program which Clark called "Best Available Technology."

Robert W. Wolfe, engineering director, cited some of the most important features of the new transmissions, the CL 450 and the CL 550:

A process called shot-peening, in which a high-speed bombardment of the machined surfaces with properly sized steel balls provides a controlled compressive residual stress on the gears.

Wolfe said the technique makes it possible to use smaller gears which have greater resistance to metal fatigue.

"As a result, the new Clark transmissions have the highest torque-capacity-to-weight ratio of any five-speeds in their respective torque ranges," he added.

A proprietary CAD (Computer-Aided Design) program has resulted in a number of important breakthroughs, including gears with greater helix and pressure angles to minimize pitting of teeth and provide additional life.

• The use of constant-mesh gearing in all gears (including low and reverse) eliminates gear tooth damage.

With Clark positive torque-lock, resistance to gear jump-out increases as the amount of torque from the engine increases. The higher the torque, the more secure the gear engagement, Wolfe said.

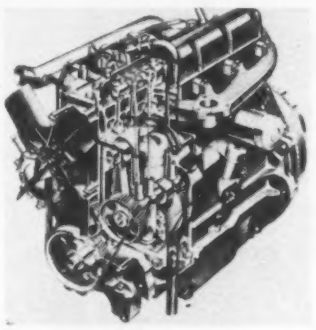
Extensive use of needle roller bearings in both transmissions helps increase efficiency and extend life, he added.

"Exclusive Clark split-pin synchronizers are comparable in size to those used in much higher capacity transmissions, resulting in a better synchronizer-to-gear-size ratio," Wolfe explained.

"They're simpler and more durable, with large cone diameters to increase synchronizing ability and insure long life."

Wolfe said the Clark progres-

Continued on Page 37, Col. 2



Farm bred

Ford has redesigned this farm tractor diesel for truck use in Brazil. Its basic characteristics include, Ford says, impressive durability, efficient protection from dust and dirt, simple maintenance and the ability to work with fuel of less than the most desirable quality.

HD registrations for nine months down 18.7 percent

Nine-month registrations of new heavy trucks in the U. S. dropped 18.7 percent below last year's total, and there is little likelihood of any change in the final three months of the year.

During the January-September period, according to R. L. Polk & Co. statistics, there were 97,829 Groups 7 and 8 tallies, compared with 120,276 in 1981.

The 1982 count through September was down 34 percent from the 148,194 heavies registered in the first nine months in the first year of the current decade.

Tallies were off substantially this year for both Groups 7 and 8 vehicles.

The Group 7 count was 43,118 units, down 15.1 percent from last year's 50,816. The Group 8 total of 54,711 units was 21.2 percent lower than the year-earlier 69,460.

During the first nine months of 1980, Group 7 registrations totaled 60,365 units, 40 percent higher than this year's count. And the Group 8 tallies through September two years ago hit 87,829 units, almost 61 percent

Continued on Page 37, Col. 1

truck industry news

Truck registrations for 9 months rise 6.6 pct. over 1981

With light trucks accounting for almost 93 percent of the total, registrations of new trucks of all types in the U. S. through September were up slightly over the first nine months of 1981.

Table on Page 46.

According to R. L. Polk & Co. statistics, 1,775,915 new trucks were registered in the January-September period, an increase of 6.6 percent over last year's 1,665,676.

This year, light trucks were the only market segment to show a gain in tallies over the 1981 totals. A year ago, all three market segments were down from the 1980 count.

Through September, 1,644,672 light trucks were registered in the U. S., up 9.4 percent over the year-earlier 1,503,478 units. There were good gains in all three of this market segment's weight classifications.

The Group 1 total for the nine months was 924,170 units, 10.7 percent higher than last year's 834,585. Group 2 was up 7 percent, from 659,445 units in 1981 to 705,752. There were 14,750 Group 3 tallies, an increase of 56.1 percent over last year's 9,448 units.

• Registrations of the Japanese-built, non-captive compact trucks also showed a small gain over last year in spite of the stiffer competition from the domestic compacts introduced in the 1982 model year.

Through September, the non-captive total was 240,340 units, up 2.3 percent over the previous year's 235,011.

Medium-truck tallies for the nine months dropped 20.3 percent below the year-ago count, with declines in all three of this market's weight groups. The January-September count was 33,414, compared with 41,922 units in 1981.

Only seven Group 4 trucks were registered in the first nine months, versus 11 a year ago.

Continued on Page 37, Col. 2

General, Goodyear get Nissan tire orders

SMYRNA, Tenn. — General Tire & Rubber Co. and Goodyear Tire & Rubber Co. have been awarded contracts totaling $28 million to supply tires for the new Nissan light-truck assembly plant scheduled to begin production here next August.

Goodyear and General tires will appear on 1984 model Nissan compact trucks, according to Marvin T. Runyon, president, Nissan Motor Mfg. Corp., U. S. A. The Goodyear tires will be manufactured in Union City, Tenn. General has not yet announced where its tires for the Nissan trucks will be produced.

U. S. TRUCK REGISTRATIONS

NINE MONTHS, 1982 VS. 1981★

	9 mos., 1982	Percent Share of '82 market	9 mos., 1981	Percent Share of '81 market	'82-'81 Change, Pct. pt.
Chevrolet	554,094	31.20	496,943	29.83	+ 1.37
Ford	539,431	30.37	542,563	32.58	− 2.21
Dodge	166,176	9.36	125,119	7.51	+ 1.85
GMC	157,124	8.85	121,094	7.27	+ 1.58
Jeep	44,090	2.48	42,911	2.58	− 0.10
International	33,713	1.90	47,291	2.84	− 0.94
Mack	11,663	0.66	14,297	0.86	− 0.20
Plymouth*	7,891	0.44	11,790	0.71	− 0.27
Kenworth	5,404	0.30	7,897	0.47	− 0.17
Freightliner	5,200	0.29	6,569	0.39	− 0.10
Peterbilt	4,173	0.23	4,655	0.28	− 0.05
Mercedes-Benz	2,241	0.13	2,697	0.16	− 0.03
White	1,750	0.10	1,987	0.12	− 0.02
Volvo	482	0.03	1,263	0.08	− 0.05
Western Star	477	0.03	591	0.04	− 0.01
Autocar	458	0.03	865	0.05	− 0.02
Miscellaneous**	241,548	13.60	236,944	14.23	− 0.63
TOTALS	1,775,915	100.00	1,665,676	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
*Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

NINE MONTHS, 1982 VS. 1981★

	9 mos., 1982	Percent Share of '82 market	9 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	23,220	23.73	25,545	21.24	+ 2.49
International	21,540	22.02	30,811	25.62	− 3.60
GMC	17,033	17.41	16,380	13.62	+ 3.79
Mack	10,124	10.35	13,213	10.98	− 0.63
Chevrolet	6,048	6.18	8,063	6.70	− 0.52
Kenworth	5,404	5.52	7,897	6.57	− 1.05
Freightliner	5,200	5.32	6,569	5.46	− 0.14
Peterbilt	4,173	4.27	4,655	3.87	+ 0.40
White	1,750	1.79	1,987	1.65	+ 0.14
Mercedes-Benz	737	0.75	663	0.55	+ 0.20
Volvo	482	0.49	1,248	1.04	− 0.55
Western Star	477	0.49	591	0.49	.....
Autocar	458	0.47	865	0.72	− 0.25
Miscellaneous	1,183	1.21	1,794	1.49	− 0.28
TOTALS	97,829	100.00	120,276	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.

FISITA warned of long-term shortages of engineers

Professor tells of teaching cutbacks

By Ann Hope
Special Correspondent

MELBOURNE, Australia. — An eminent professor of engineering has appealed to the auto industry to wake up, while also hitting out at what he called the "cretinism" sweeping England and Australia in particular but also the U. S.

Professor Sam Luxton, of Adelaide University, declared in his speech at the end of the four-day 19th Congress of FISITA (Federation Internationale Des Societies D'Ingenieurs Des Techniques De L'Automobile):

"I cannot suppress my anger that the school of automotive engineering at Cranfield (England) which has contributed so much to the automotive world, has become one of the victims of the unbridled cretinism sweeping England and Australia.

"I am not joking when I appeal to industry to help us convince our political masters that their policies are shortsighted in the extreme, for my own department is close to extinction."

Luxton, professor of mechanical engineering at Adelaide University, made his outburst before an audience of more than 700 delegates from 21 countries.

Paraphrasing a statement made earlier at the international forum by Prof. Takeishi Sato, of Keio University, Yokohama, Japan, Luxton went on: "One cannot run before one can walk. It is one role of university research to take the first faltering steps so that industry can learn to run."

• Luxton blamed "anti-intellectualism" now sweeping the UK, Australia and, to a lesser extent, the U. S. Cutbacks in teaching staffs will mean fewer mechanical and auto engineers in the long term, he said.

Talking of the changes at Cranfield, Guy Tidbury, director of the Impact Centre formed at the end of July, said support from the auto industry had been "sadly lacking."

The theme of the congress was energy and mobility.

Keynote addresses were given by David Simon, managing director of BP Oil International, UK; Umberto Agnelli, president, Committee of the Common Market Automobile Constructors and vice chairman of Fiat; Sir David Griffin, on behalf of Hans L. Merkle, chairman of Robert Bosch, and Gerald B. Mitchell, chairman of Dana Corp.

Luxton said vehicle design had been given two huge "shots in the arm" in the past dozen years:

1. The challenge of controlling emissions.

2. The double challenge of reducing fuel consumption while meeting ever-tighter emissions legislation.

These challenges produced a dramatic increase in the degree of sophistication in the science and the technology as well as the management methods and structures in industry, Luxton said.

While the probable future trends of science and technology can be broadly predicted with reasonable confidence, the same could not be said of management structures, he said, adding that these will depend on the state of financial institutions in different parts of the world.

• "We may find that big is not necessarily beautiful when referring to corporations, as several in Europe have recently found, and that there will emerge international trading cooperatives . . . controlled and regulated by interdependence rather than corporate domination," he said.

Referring to the "Jacobson Dictum"—a lighthearted suggestion by Marcus Jacobson, chief engineer of the British Automobile Assn., that "If you want to save fuel, stay at home" — Luxton added that it was perhaps a little extreme. People will travel by private cars, he predicted.

Uniroyal Tire promotes Schell

TROY, Mich.—Fred H. Schell has been appointed general sales manager, replacement sales for Uniroyal Tire Co.

Schell joined Uniroyal in 1966 and most recently was director, private brands.

IMPORT SALES BY MODEL

	October, 1982	October, 1981	10 mos., 1982	10 mos., 1981
Alfa Romeo	208	211	1,752	1,862
Audi	3,435	3,529	38,086	42,173
4000	892	1,124	11,218	16,356
4000d	189	—	2,517	—
5000	1,312	1,318	13,793	14,174
5000d	18	494	1,275	5,368
5000 Turbo	284	428	3,469	4,543
5000 TD	342	—	2,229	—
Coupe	372	165	3,398	1,732
Quatro	26	—	187	—
BMW	3,781	2,624	41,814	35,119
320	2,794	2,033	29,425	27,201
528	669	424	8,344	5,125
633	83	49	1,172	896
733	235	118	2,873	1,897
Chrysler/Mitsubishi	4,679	7,281	89,685	94,271
Colt	1,572	2,846	33,716	36,209
Sapporo	800	862	10,840	11,621
Challenger	712	802	12,357	10,797
Champ	1,595	2,771	32,772	35,644
DeLorean	251	720	2,830	1,715
Fiat	570	2,083	13,136	29,770
Strada	114	463	4,272	6,326
Brava	47	420	2,358	6,913
X-1/9	93	358	2,198	5,904
Spider	316	842	4,308	10,608
Honda	28,650	23,234	308,161	321,613
Civic	10,108	11,601	111,151	133,288
Accord	14,630	8,819	148,687	149,417
Prelude	3,912	2,814	33,693	38,908
Isuzu	1,631	1,759	12,405	15,170
Jaguar	866	394	7,746	3,673
Lancia	214	79	975	977
Mazda	13,673	12,758	135,153	143,815
GLC	4,777	4,455	44,741	54,645
626	4,944	4,568	49,153	52,305
RX-7	3,952	3,735	41,259	36,865
Mercedes-Benz	5,541	5,131	53,120	51,714
240D	751	968	11,262	11,998
300D	1,833	645	13,323	11,117
300CD	119	142	1,423	1,036
300TD	197	252	2,370	2,728
300SD	1,526	1,943	13,648	13,541
280E	—	86	28	1,146
280CE	—	17	1	567
380SEL	264	275	2,799	1,919
380SL	712	785	6,788	6,276
380SEC	136	—	1,454	1,284
Miscellaneous	3	18	24	100
Mitsubishi	1,175	—	1,175	—
Starion	361	—	361	—
Cordia	433	—	433	—
Tredia	381	—	381	—
Nissan	33,754	30,609	389,105	398,719
Sentra/210	13,748	10,183	157,891	138,200
310	2,313	4,834	41,094	70,729
Pulsar	175	—	175	—
Stanza/510	5,026	2,633	49,722	37,804
Maxima	4,497	3,180	42,850	28,624
200SX	3,239	5,201	43,101	67,375
280ZX	3,945	4,370	49,502	52,949
Hawaii	324	181	3,886	2,937
Miscellaneous	—	27	—	102
Peugeot	1,191	1,769	12,041	14,630
504	106	253	1,365	1,928
505	970	257	4,021	1,955
505D	—	240	660	2,195
505TD	—	924	5,105	7,973
604	91	79	648	407
Tourist	24	16	241	172
Porsche	1,237	752	10,976	9,006
924	6	198	1,673	2,600
924 Turbo	5	145	632	1,605
944	795	—	3,362	—
911SC	331	257	3,649	3,188
928	100	152	1,660	1,595
930 Turbo	—	—	—	18
Renault	3,116	2,618	32,112	25,947
Le Car	2,189	1,983	16,537	16,507
18i	204	635	9,233	9,440
Fuego	723	—	8,342	—
Saab	1,444	1,211	15,136	11,911
99	—	5	1	257
900	333	133	3,693	1,786
900S	263	456	3,327	898
Turbo	824	511	7,861	5,766
Tourist	24	6	254	104
Subaru	13,770	11,688	125,229	130,307
Toyota	40,532	38,835	441,307	498,622
Starlet	1,540	1,806	16,849	29,481
Corolla	14,501	14,372	149,360	216,175
Tercel	9,233	10,318	108,673	103,757
Celica	8,474	6,344	97,948	86,098
Supra	3,063	1,484	28,477	11,774
Corona	11	1,355	3,097	20,122
Cressida	3,083	2,538	30,483	24,905
Land Cruiser	280	197	2,496	1,590
Hawaii/Others	347	421	3,924	4,720
Volkswagen	4,370	5,237	54,712	72,606
Rabbit Convertible	594	736	7,399	10,852
Jetta	1,174	2,252	16,730	24,219
Vanagon	831	697	10,646	9,429
Quantum	816	42	8,902	1,768
Dasher	16	485	604	11,214
Scirocco	939	1,025	10,431	15,124
Volvo	4,290	4,028	64,262	56,978
DL	2,119	2,121	35,489	35,166
GL	778	1,006	9,944	8,904
GLT	—	263	197	3,645
GLT Turbo	665	335	8,852	2,705
GLE	190	200	2,391	3,702
DL Diesel	30	12	516	1,433
GL Diesel	457	18	6,058	20
Coupe	2	53	78	1,083
Tourist	49	20	737	329
TOTAL IMPORTS	168,379	156,550	1,850,917	1,960,607

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With addition of 10 outlets

Mitsubishi nears dealership goal

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America (MMSA) has appointed 10 more dealers, bringing the new company's dealer count to 65 in 22 markets.

About five more dealers will be named to reach the company's goal. The company began selling cars under its own name in the 1983 model year.

Three of the new dealers are in California, two in the Pacific Northwest, two in the Midwest, two in the East and one in Texas.

In Southern California, franchises have been awarded to William G. Trefel, in the San Diego suburb of El Cajon, and to David L. Ho Jr., in the Los Angeles suburb of Glendale. Trefel is part owner and general manager of his father's dealership, Toyota of El Cajon. Ho is president of Pacific BMW in Glendale.

Near San Francisco, MMSA has appointed Benjamin Kopf Jr. dealer for Redwood City. Kopf also is president of Town Ford Sales, Redwood City, and his new store will be called Town Mitsubishi.

Robert D. Lanphere and George R. (Randy) Francis were named to run the Beaverton (Ore.) Mitsubishi point. Lanphere started Beaverton Honda 12 years ago and Beaverton Saab five years ago. He added a Beaverton Chrysler-Plymouth store in 1980. Francis acquired Damerow Ford in 1955.

MMSA also named Dana R. Martin and Donald R. Doyle in Bellevue, Wash. Martin owns Martin Cadillac in Los Angeles. Doyle, who had worked for General Motors for 14 years, is Martin Cadillac's vice president and general manager.

Two dealers named in the Midwest are Hess Kline, in the Minneapolis area, and Elvin Silverman, in Independence, Mo.

Kline, who will operate White Bear Mitsubishi, has been in the auto business since 1946 when he became chairman of Kline Oldsmobile in Roseville, Minn.

He is also chairman of Royal Oldsmobile, in St. Paul, and Royal Datsun, Kline Volvo-Fiat-Lancia and Metro Mazda-BMW, all in the Minneapolis area. Silverman has owned Independence Volkswagen since 1971.

In the East, Ernest Boch was named to a Boston-area point and Francis I. McGowen and John P. Lane to a franchise in Ardmore, Pa.

Boch's new store will be in Norwood, Mass. He owns Boch Toyota, Boch Oldsmobile and Subaru of New England (distributor for Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont).

McGowen and Lane are co-owners of McGowen Ford, in Ardmore, where Lane is president and general manager. In addition, McGowen is general manager of Westtown Lincoln-Mercury, in West Chester, Pa.

In Texas, S. Finley Ewing Jr. and Ralph J. Gaden Jr. were named to a Dallas point. Ewing is president and principal owner of Ewing Buick Co., North Dallas, and majority owner of Autohaus, Inc., a North Dallas Mercedes-Benz and Volvo dealership. Gaden is general manager of Ewing Buick and part-owner and general manager of Autohaus, Inc.

9-month truck registrations increase 6.6 pct. over 1981

Continued from Page 14

The Group 5 total was off 18 percent, from 1,446 units in 1981 to 1,185 this year. There were 32,222 Group 6 tallies, down 20.4 percent from the year-earlier 40,465.

Through September, heavy-truck registrations totaled 97,829 units, a decline of 18.7 percent from last year's 120,276.

In Group 7, there were 43,118 tallies this year, down 15.1 percent from last year's 50,816. The Group 8 count hit 54,711 units, a drop of 21.2 percent below the year-earlier 69,460 vehicles.

• Light-truck registrations in September were down for the third consecutive month, and dropped slightly below the count for the same month a year ago.

During the month, there were 167,515 light-truck tallies, a decline of 5 percent from the year-earlier September's 176,340 units and 5.3 percent below the 176,872 vehicles registered in August.

In July, there were 182,326 light-truck registrations, while the June total hit 210,736 units.

A turnaround in light-truck tallies is anticipated in the final quarter of the year as a result of a number of new entries in the market and the resumption of incentives after spotty offerings during the summer months.

Going into the final three months, Chevrolet had a lead of almost 15,000 units over Ford, 554,094 versus 539,431, and the race for leadership is likely to continue close down to the wire.

Chevrolet was No. 1 in the 1982 model-year retail-sales race with 758,387 units, compared with Ford's 754,541.

Through September, only three nameplates — Chevrolet, Dodge and GMC — improved their share of total registrations over the previous year.

HD registrations for nine months down 18.7 percent

Continued from Page 14

greater than the 1982 total.

September registrations were down 27.8 percent from a year ago, 9,721 units versus 13,455. The count was the lowest since February's 9,371 vehicles. In September, 1980, heavy-truck tallies totaled 15,838 units, 63 percent higher than the 1982 total for the month.

Ford was No. 1 in registrations of big trucks through September with 23,220 units, almost 8 percent higher than second-place International's 21,540 and good for 23.73 percent of the nine-month industry total.

Ford's penetration was up 2.49 percentage points over last year, when it was No. 2 with 25,545 tallies accounting for 21.24 percent of the total.

International, first a year ago with 30,811 registrations, suffered a loss of 3.60 points in market share this year. International accounted for 22.02 percent of the total this year, compared with 25.62 percent in 1981.

International, however, was No. 1 in Group 8 tallies with 12,597 through September, 30.3 percent higher than second-place Mack's 9,666 units.

Ford had the highest Group 7 total with 16,134 units, which was 54.3 percent greater than No. 2 GMC's 10,613 units.

Miller appointed

PHOENIX.—Daniel R. Miller has been named government relations counsel for the Arizona Automobile Dealers Assn. For the last two years, he has served in a similar position with the Truck Trailer Manufacturers Assn. in Washington.

Two transmissions for Classes 6, 7 trucks introduced

Continued from Page 14

sive shift pattern minimizes driver confusion and makes shifting more natural.

A shorter side throw helps cut down driver fatigue, he continued, and the replacement of the "short" fourth with the Clark "soft" fourth results in easier, progressive shifting with two-speed axles.

"Finally, Clark's state-of-the-art testing procedures include laboratory, in-truck, intra-city, mountain, and desert road tests, as well as tests under actual use conditions in selected fleets," Clark said. "Quality-control procedures applied on a regular basis include verification of shot-peen intensity and coverage," he added, "and a lab technique to measure the compressive residual stress, plus X-ray diffraction, dynamometer evaluation, engineering audits, and vehicle testing, for one of the most stringent QC procedures in the industry today."

Autocar unveils tandem model

Continued from Page 14

discs, with 12 24.16 tires. Also included is Ross HFB 70 steering with Vickers Power Ram, and special design tandem-tandem dual fenders.

Although a 38,000-pound capacity rear axle is standard for the DC64F, Oliphant said, the 8x4 configuration is more commonly used with rear-axle capacities of 58,000, 65,000 or 70,000 pounds, all available for Autocar trucks.

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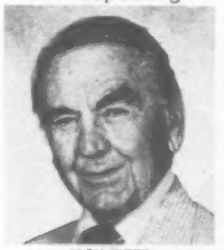

JACK REED

Contact: Continuing Education Department
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Appointment

L. H. HUGHES

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Model breakdown
Auction Averages

	November To Date	October	September
1982	$7,716	$7,962	$8,253
1981	6,220	6,457	6,564
1980	4,960	5,115	5,204
1979	4,562	4,511	4,907
1978	3,404	3,493	3,822
1977	2,852	2,812	3,010
1976	2,081	2,091	1,976
1975	1,226	1,355	1,271
OVERALL AVERAGE	$4,560	$4,513	$4,807

Ford Motor dealers doubled profits in early '82—Lataif

DALLAS. — Ford Motor Co. dealers doubled their profits in the first six months of 1982 compared with the same period last year, according to Ford Division General Manager Louis Lataif.

He also said his company's dealers "may be able to double their profits again in calendar 1983."

Lataif said he was aware some Ford dealers were having difficulty. But the difficulty was primarily due to dealers' bad business management, he said.

Lataif was in Dallas to launch his company's 1983 cars and trucks which, he said, will make 1983 "a major turning point in the company's 80-year history."

"Ford dealerships are substantially stronger and more profitable this year (calendar 1982) than last year, which was better than 1980," Lataif said. "I believe this is due to their better management of cost and revenue.

"In fact, if anything comes out of the ill winds of the economy, it will be that dealers will be better businessmen. We all will be better businessmen."

Lataif said Ford would like to see fewer rebates during the 1983 model year "because we'd like to see cars sell on their own merits."

Used car sales
Auction Averages

November to date	$4,580
Month ago	$4,484
Year ago	$4,371

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Director White sees possibility of a split

Canadian impact on UAW growing

Continued from Page 8

how far off are we when we make it?' "

White also criticized Chrysler for submitting the U. S. contract, which was rejected overwhelmingly by the U. S. workers, to the Canadians. He said the company had not even taken the time to put the contract into the Canadian framework. That, he said, was an insult, not only to the UAW, but to the company's Canadian labor relations team.

"Fisher (William Fisher, Chrysler Canada's chief negotiator) has to have a working relationship with the bargaining team here," White said, "and to have him come in and read that document which doesn't even fit the Canadian mosaic was unbecoming."

According to White, the U. S. contract was not even feasible in Canada. The contract called for a one-year agreement on economic issues and two years on non-economic issues, with renegotiation on economics scheduled at the end of the first year.

White said that is not possible in Canada because it would be considered a reopener, which is not legal in Canada. He said Canadian law prohibits workers from striking during the length of a contract. Consequently, he said, the union would have had no clout when the economic issues would have been negotiated in 1983.

According to a Chrysler insider, the union is interpreting the law to benefit its argument. He said the company believes the law would allow negotiations on economics in 1983.

Moving back down the road to parity with workers in Ford and GM is also a major demand in Canada, but White said he is not certain it can be obtained in one contract.

He said the bargaining team would bring back "the best possible settlement" to the membership and hopefully "that gets us back within striking distance of parity, but I don't have any magic number to tell us when we take it back or when we don't."

The Canadian UAW also wants increases in pensions and a resumption of quarterly COLA payments.

According to White, the union is asking Chrysler to base the COLA formula strictly on the Canadian Consumer Price Index. It is currently based on a combined U. S. and Canadian CPI, weighted toward the rate in the U. S. The Canadians say this limits their COLA payments and does not keep up with Canadian inflation, currently running at 10.4 percent.

• In addition, White said the UAW will try to change the current supplemental unemployment benefit program (SUB). Under the old contract, workers who are laid off because of a strike are not eligible for SUB payments. That means that Chrysler workers in the U. S. who are laid off because of the Canadian strike do not collect those benefits.

According to White, neither Ford or GM has this policy, and "there is no reason to continue it at Chrysler." He said an amendment to alter that provision is on the bargaining table at Chrysler Canada.

Some observers believe that U. S. workers will not be so supportive of a strike in Canada when they are laid off en masse and aren't getting SUB. But White disagrees, noting that had the U. S. workers voted to go on strike Nov. 1, rather than wait until January to negotiate, the Canadian workers would have been in the same boat.

"History has always been like that," he said. "We never went around and said, 'Oh, woe is us; the U. S. workers are making the fight for us.' This is one of the few times since I've been in the union that we are making the fight which is going to be beneficial to the U. S. workers."

In the past, most contracts have been negotiated in the U. S. and then tailored to the Canadian needs.

25 Pontiac years

Victor H. Scholfield, right, of Scholfield Bros. Pontiac, Inc., Wichita, receives a plaque citing his 25 years as a Pontiac dealer from William W. Lane, Pontiac general sales manager.

DOMESTIC SALES

	Nov. 1-10, 1982	Nov. 1-10, 1981
AMERICAN MOTORS	4,500†	2,700†
Chrysler	4,453	2,128
Imperial	59	88
Plymouth	5,981	6,851
Dodge	6,298	6,242
CHRYSLER CORP.	16,791	15,309
Ford	27,718	20,632
Mercury	9,192	7,795
Lincoln	3,605	1,857
FORD MOTOR CO.	40,515	30,280
Buick	23,655	22,678
Cadillac	9,450	5,805
Chevrolet	46,635	32,040
Oldsmobile	28,837	18,632
Pontiac	15,989	11,656
GENERAL MTRS.	124,566	90,811
VOLKSWAGEN	2,069	3,043
INDUSTRY TOTAL	188,441	142,143

† Estimate; includes Renault Alliance

November new-car sales enjoy best start since '78

Continued from Page 1

year-ago 2,700 (up 47.93 percent daily rate), and Volkswagen of America was off 32.01 percent, to 2,069 from 3,043 (down 37.20 percent daily rate).

GM's 66.10-percent share of the early-November domestic market was the corporation's second largest chunk of the calendar year. It was an increase of more than 2 percentage points, from 63.89 percent last year.

Ford earned 21.50 percent, up from 21.30 percent. Chrysler slipped back to 8.91 percent from 10.77 percent a year earlier (and from 13.93 percent the final October period); AMC earned 2.39 percent, up from 1.90 percent, and VWoA had 1.10 percent, down from 2.14 percent.

On a year-to-year basis, 11 of the 14 U. S. makes tallied sales increases in early November. Chrysler doubled its total, going to 4,453 from 2,128, and Lincoln was up 94.13 percent, to 3,605 from 1,857. AMC was up 66.37 percent, Cadillac was up 62.79 percent, Oldsmobile was up 54.77 percent and Chevrolet was up 45.55 percent.

Pontiac was up 37.17 percent, Ford was up 34.02 percent, Mercury was up 17.92 percent, Buick was up 4.31 percent and Dodge was up 0.90 percent.

On the other side of the fence, VW was down 32.01 percent, Imperial was down 32.95 percent and Plymouth was down 12.70 percent.

Year-to-date sales through Nov. 10 numbered 4,938,907, down 11.16 percent from 5,559,127 in 1981. Annualized sales based on the early-November rate would be 7,030,733.

IH notes positive signs; Chapter 11 still a threat

Continued from Page 2

able market share," he stressed, although he acknowledged that "in this kind of a market, market share is largely a function of how much you want to (price) discount."

Lennox said he anticipates the truck business will hold to about the same revenue levels as achieved in the last half of 1980, while the agricultural equipment business would hold to about two-thirds of the revenue level for that period.

"We will have a much heavier proportion of our revenues from truck than from ag than was the case in the past," he said.

In the past six months, International Harvester's new management team has made concerted efforts to streamline an overextended product line and pare back on non-essential production facilities.

Among the steps taken was the sale, long recommended by observers, of its unprofitable construction equipment business for $100 million to Dresser Industries, Inc., the recently proposed sale of its axle and transmission facility in Fort Wayne to Dana Corp., and the announced closing in approximately a year of its aging Fort Wayne truck plant.

Lennox said the trimming is not yet done. Two more plants are under study for the future with the company. One is the Melrose Park (Ill.) plant, where crawler tractors were formerly manufactured, and which is only 50 percent utilized now in the manufacture of engines.

Smokin' with the Bandit

Burt Reynolds, who drove the Pontiac Trans Am to glory in "Smokey and the Bandit," will autograph 200 "Bandit" conversions slated to be built by Trans Am Specialties, Cherry Hill, N. J. The conversion includes fiberglass hood, lower air dam, front-wheel flares, rear wing, aluminum wheels, Goodyear Eagle tires, a 150-MPH speedometer and minor suspension changes. Cars retail for about $19,000 through Pontiac dealers.

Bieber follows UAW ideals, but in his own quiet style

Continued from Page 3

most assured, Bieber must face the troubles of the union as its leader. The UAW is suffering from a shrinking membership and a tough economy and is still waging a fight for content legislation.

To improve the UAW's position in these areas, Bieber said he will continue to expand the union's organizing drives in white-collar ranks and its educational programs to train workers for the jobs of the future. And, as a "staunch Democrat," he will also continue to keep the union heavily involved in politics.

Many of those challenges will come to a head about 15 months after Bieber takes office. The UAW contracts with Ford and GM expire and a presidential election will take place.

"There will be no shortage of work or problems for the new president," he said.

• In addition, Bieber will continue to pursue the cooperative work ethic between the company and the union, improving communication between the two parties.

But Bieber has let it be known that quality of worklife (QWL) programs do not affect the collective bargaining process adversely. He said that representing the members at the bargaining table is still the union's most important job and that the company will always remain on the opposite side of the table during negotiations.

Warren, in a recent Automotive News interview, said he would like to help improve communications by explaining new contracts, or other situations directly to the union's GM Council. But Bieber said that scenario is highly unlikely, at least for now.

"I don't think it's Al Warren's place to explain the contract to the Council," he said. "It is a role of the union to explain the contract (to the Council), just like it's Roger Smith's (GM Chairman) role to explain the contract to the board of directors.

"I'm not planning it (Warren speaking to the Council) in 1984. But if you asked someone 15 years ago if Doug Fraser would be serving on the board (of Chrysler Corp.), you would have gotten a resounding NO. But it did come to pass."

Bieber said he will also pursue a union seat on the board of directors of Ford and GM and will remain active in merging other unions with the UAW.

Talks have taken place with the International Assn. of Machinists union and the United Rubber Workers. Bieber said there is no action on a merger with the URW currently, but the talks with the Machinists are continuing.

• While he was not a Bieber supporter, Vice President Robert White, director of the Canadian region, said he will be able to work with Bieber.

White said that some of the GM members in Canada have said they won't support Bieber, but "I'm going to talk to them. It's like any other decision you make. If you support a candidate and your candidate loses, you have the obligation to get behind the winning candidate."

According to White, internationalism will play a big role in the future of the UAW.

"Reuther, Woodcock and Fraser might have disagreed with me on certain things, but they had an international perspective," White said. "They looked at the world as much more than just the U. S. and that has to continue."

According to Bieber, there is a need for a close cooperation between the international unions and he will move to strengthen those ties.

obituaries

Jerry DeNooyer

KALAMAZOO, Mich. — Jerry DeNooyer, 80, retired owner of DeNooyer Chevrolet here, died Oct. 25. Mr. DeNooyer entered the auto business in 1919 and, with his brother Jacob, opened an Oldsmobile dealership in Battle Creek, Mich., in 1927. They switched to Chevrolet in 1932 and bought their Kalamazoo location in 1943.

Roy Christenson

HIGHLAND, Ind.—Roy W. Christenson, 64, president of Christenson Chevrolet here, died Oct. 19. He was one of the original owners of the dealership started by his father, Warner, in 1951.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

NINE MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**50**	**50**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	56	56
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**458**	**458**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	865	865
BROCKWAY	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Sept. '82**	**28,169**	**20,346**	**1,405**	.....	**28**	**568**	**514**	**66**	**51,096**
	Sept. '81	29,931	20,799	665	.....	53	704	677	119	52,948
	Year to Date '82	**298,163**	**231,701**	**13,992**	.....	**298**	**3,892**	**5,521**	**527**	**554,094**
	Year to Date '81	267,756	205,041	8,919	.....	620	6,544	7,186	877	496,943
(Memo Units) #	**Sept. '82**	**15,326**	**6,888**	.....	.....	.....	.....	.....	.....	**22,214**
	Sept. '81	10,903	7,196	.....	.....	.....	.....	.....	.....	18,099
	Year to Date '82	**177,147**	**79,453**	.....	.....	.....	.....	.....	.....	**256,600**
	Year to Date '81	102,577	63,407	.....	.....	.....	.....	.....	.....	165,984
DODGE	**Sept. '82**	**11,455**	**5,016**	.....	.....	.....	.....	.....	.....	**16,471**
	Sept. '81	8,149	5,056	41	.....	.....	.....	.....	.....	13,246
	Year to Date '82	**109,401**	**56,756**	**19**	.....	.....	.....	.....	.....	**166,176**
	Year to Date '81	71,835	52,903	378	3	.....	.....	.....	.....	125,119
(Memo Units) #	**Sept. '82**	**6,625**	**3,743**	.....	.....	.....	.....	.....	.....	**10,368**
	Sept. '81	4,109	3,003	1	.....	.....	.....	.....	.....	7,113
	Year to Date '82	**67,561**	**39,799**	.....	.....	.....	.....	.....	.....	**107,360**
	Year to Date '81	42,310	30,426	25	.....	.....	.....	.....	.....	72,761
FORD	**Sept. '82**	**21,107**	**29,877**	.....	.....	.....	**1,552**	**1,561**	**755**	**54,852**
	Sept. '81	24,628	40,322	.....	.....	.....	1,561	2,203	895	69,609
	Year to Date '82	**185,975**	**320,478**	.....	.....	.....	**9,758**	**16,386**	**6,834**	**539,431**
	Year to Date '81	183,426	322,083	.....	.....	.....	11,609	18,968	6,577	542,663
(Memo Units) #	**Sept. '82**	**13,122**	**11,476**	.....	.....	.....	.....	.....	.....	**24,598**
	Sept. '81	7,551	13,146	.....	.....	.....	.....	.....	.....	20,697
	Year to Date '82	**104,894**	**121,422**	.....	.....	.....	.....	.....	.....	**226,316**
	Year to Date '81	65,241	105,014	.....	.....	.....	.....	.....	.....	170,255
FREIGHTLINER	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**469**	**469**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	761	761
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**5,200**	**5,200**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	6,569	6,569
GMC	**Sept. '82**	**6,334**	**6,607**	**14**	.....	**61**	**635**	**683**	**598**	**14,932**
	Sept. '81	4,552	5,702	33	.....	95	629	923	967	12,901
	Year to Date '82	**63,720**	**71,398**	**739**	.....	**878**	**3,356**	**10,613**	**6,420**	**157,124**
	Year to Date '81	43,952	55,310	149	.....	815	4,488	8,221	8,159	121,094
(Memo Units) #	**Sept. '82**	**2,809**	**1,970**	.....	.....	.....	.....	.....	.....	**4,779**
	Sept. '81	528	2,006	.....	.....	.....	.....	.....	.....	2,534
	Year to Date '82	**31,275**	**21,316**	.....	.....	.....	.....	.....	.....	**52,591**
	Year to Date '81	6,652	16,074	.....	.....	.....	.....	.....	.....	22,726
INTERNATIONAL	**Sept. '82**	.....	.....	.....	.....	.....	**1,824**	**912**	**1,494**	**4,230**
	Sept. '81	.....	137	.....	.....	.....	2,643	1,345	1,984	6,109
	Year to Date '82	.....	.....	.....	.....	.....	**12,173**	**8,943**	**12,597**	**33,713**
	Year to Date '81	.....	2,010	.....	.....	.....	14,470	14,321	16,490	47,291
(Memo Units) #	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Sept. '82**	**3,327**	**1,952**	.....	.....	.....	.....	.....	.....	**5,279**
	Sept. '81	3,131	1,599	.....	.....	.....	.....	.....	.....	4,730
	Year to Date '82	**26,576**	**17,514**	.....	.....	.....	.....	.....	.....	**44,090**
	Year to Date '81	27,326	15,585	.....	.....	.....	.....	.....	.....	42,911
(Memo Units) #	**Sept. '82**	**3,327**	**1,628**	.....	.....	.....	.....	.....	.....	**4,955**
	Sept. '81	3,131	1,163	.....	.....	.....	.....	.....	.....	4,294
	Year to Date '82	**26,576**	**13,341**	.....	.....	.....	.....	.....	.....	**39,917**
	Year to Date '81	27,326	11,315	.....	.....	.....	.....	.....	.....	38,641
KENWORTH	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**534**	**534**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	810	810
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**5,404**	**5,404**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	7,897	7,897
MACK	**Sept. '82**	.....	.....	.....	.....	.....	**137**	**48**	**1,057**	**1,242**
	Sept. '81	.....	.....	.....	.....	.....	179	29	1,504	1,712
	Year to Date '82	.....	.....	.....	.....	.....	**1,539**	**458**	**9,666**	**11,663**
	Year to Date '81	.....	.....	.....	.....	.....	1,084	218	12,995	14,297
MERCEDES-BENZ	**Sept. '82**	.....	.....	.....	.....	.....	**139**	**96**	.....	**235**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	.....	303
	Year to Date '82	.....	.....	.....	.....	.....	**1,504**	**737**	.....	**2,241**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	2,697
PETERBILT	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**437**	**437**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	535	535
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,173**	**4,173**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	4,655	4,655
PLYMOUTH	**Sept. '82**	**473**	**253**	.....	.....	.....	.....	.....	.....	**726**
	Sept. '81	862	225	.....	.....	.....	.....	.....	.....	1,087
	Year to Date '82	**4,917**	**2,974**	.....	.....	.....	.....	.....	.....	**7,891**
	Year to Date '81	8,674	3,116	.....	.....	.....	.....	.....	.....	11,790
VOLVO	**Sept. '82**	.....	.....	.....	.....	.....	.....	**48**	**21**	**69**
	Sept. '81	.....	.....	.....	.....	.....	.....	106	49	155
	Year to Date '82	.....	.....	.....	.....	.....	.....	**338**	**144**	**482**
	Year to Date '81	.....	.....	.....	.....	2	13	679	569	1,263
WESTERN STAR	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**31**	**31**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	59	59
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**477**	**477**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	591	591
WHITE	**Sept. '82**	.....	.....	.....	.....	.....	.....	.....	**260**	**260**
	Sept. '81	.....	.....	.....	.....	.....	.....	.....	150	150
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**1,750**	**1,750**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,987	1,987
MISCELLANEOUS*	**Sept. '82**	**30,537**	**643**	.....	.....	.....	.....	**13**	**74**	**31,267**
	Sept. '81	30,231	280	.....	.....	3	241	133	141	31,029
	Year to Date '82	**235,418**	**4,931**	.....	**7**	**9**	.....	**122**	**1,051**	**241,548**
	Year to Date '81	231,616	3,397	2	8	9	2,257	1,223	1,154	239,666
TOTALS	**Sept. '82**	**101,402**	**84,694**	**1,419**	.....	**89**	**4,655**	**3,875**	**5,846**	**182,180**
	Sept. '81	101,484	74,120	739	.....	151	5,957	5,416	8,039	195,906
	Year to Date '82	**924,170**	**705,752**	**14,750**	**7**	**1,185**	**32,222**	**43,118**	**54,711**	**1,775,915**
	Year to Date '81	834,585	659,445	9,448	11	1,446	40,465	50,816	69,460	1,665,676

★—No registrations for Oklahoma, 1982 and 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, HendrickSon, etc.
—Compiled from R. L. Polk & Co. data.

Beijing headed for U. S.?

An Oregon importer is negotiating to bring in kits of the Chinese-made Beijing to the U. S. The two-door hard-top version, pictured here, is planned in several colors and two trim levels.

Importer eyes Chinese 4x4 for marketing in America

PORTLAND, Ore. — If West Coast import-export executive Paul Millius has his way, the next wave of foreign cars unloading at U. S. ports will be Chinese.

Millius, head of Portland's China Trade Associates, Inc., is working out details of a two-year effort to bring the rugged Beijing Jeep-like utility vehicle to this country.

The little rig has a minimum of frills, four-wheel drive, four-cylinder gas engine and three-speed transmission. Millius has been named exclusive U. S. importer.

"For the U. S. market, we're planning to bring the car and pickup models over in easily-assembled kit form," Millius said. "This is to keep cost below $6,000 per unit and to meet EPA requirements on emissions."

Beijing body styles include four-door and two-door canvas-top versions, a two-door hard-top and a two-door canvas-top pickup. Curb weight ranges from 3,234 to 3,498 pounds. All body styles come in a variety of colors.

• Standard powerplant is Beijing's 2.4-liter, 75-HP engine. The in-line four is water-cooled.

Millius said a diesel option is a "strong possibility" for the U. S.

"We are setting up a nationwide dealer network, with emphasis on establishing West Coast outlets," he said. Meanwhile, the firm is negotiating with EPA to meet its requirements.

The utility vehicle is the mainstay of the Chinese army.

"Our three major priorities for the coming year are heightening U. S. dealer interest, winning EPA approval and importing about 5,000 Beijings," Millius said.

Growth of parts exports tops import rise, ITC says

WASHINGTON. — Imports of certain motor-vehicle parts increased 28 percent from 1977 to 1981, but exports of those parts more than doubled, according to the International Trade Commission.

The import total climbed from $2.5 billion to $3.2 billion during that five-year period, and the import market share jumped from 14.5 percent to 16.5 percent.

The major sources of U. S. imports in 1981 were Canada, Japan and West Germany.

The ITC said that exports of these products increased each year during the period studied, growing from $3.4 billion in 1977 to $6.9 billion in 1981. Major U. S. export markets in 1981 were Canada, Mexico and Venezuela.

The ITC said the U. S. had a trade surplus in these products during each of the five years, rising from $827 million in 1977 to $3.7 billion in 1981.

Shipments by U. S. producers increased from an estimated $18.4 billion in 1977 to $23.1 billion in 1981.

Apparent U. S. consumption of the parts included in the report increased from an estimated $17.6 billion in 1977 to $19.4 billion in 1981, the ITC said.

The principal motor-vehicle parts included in the study are body stampings, wheels, radiators, exhaust systems, brakes, transmissions, and "miscellaneous" parts.

Body and mechanical parts used in the assembly of new motor vehicles accounted for the majority of the U. S. market during each year, the agency said.

The report noted that the U. S. is the second largest manufacturer of motor vehicles (Japan is first) and is the largest manufacturer of the type of parts covered in this summary.

Toresco adds Ford to dealership string

UNION, N. J.—Donald Toresco has purchased Bob Doran Ford here and renamed it Don Toresco's Fordland.

He also owns Dodgeland, U.S.A., Springfield, N. J.; Towne and Country Chevrolet and Towne and Country Imports, both in Toms River, N. J., and Dom's Import Car Center, North Plainfield, N. J.

Makers schedule 103,365 for week

Overtime, returns hike auto output

By Patricia Hoffman
Staff Writer

Domestic auto production fared substantially better last week than in the previous week as three assembly facilities scheduled overtime and operations resumed at four plants following downtime due to high inventories.

Last week's production was targeted at 103,365 units, a 15.19 percent gain from the previous week's 89,736, but down 8.22 percent from 112,628 built in the comparable 1981 period.

Year-to-date, the makers have finished 4,617,103 cars, 21.10 percent behind last year's 5,851,265.

General Motors' Leeds plant was down last week for inventory control. Operations are slated to resume today (Nov. 22).

Still down for inventory adjustment were GM's Van Nuys, Willow Run and Wilmington facilities, plus Chrysler Corp.'s Belvidere point. All five plants were idled Nov. 8. GM Willow Run and Chrysler Belvidere are slated to resume production today, while GM Van Nuys and Wilmington facilities are due back November 29.

The GM Bowling Green and Ford Lorain plants remained closed last week for model changeover. Bowling Green is scheduled to return Dec. 1. The Ford Lorain facility, originally scheduled to resume production in December, will remain idle until January.

Operations resumed last week at GM's Tarrytown and Lordstown facilities. Lordstown was idled Nov. 1 due to high inventories, and Tarrytown closed Nov. 8, also for inventory control.

Also back last week from inventory adjustment were Ford's Metuchen and Wayne plants. Both were idled Nov. 8.

Saturday overtime was scheduled last week at GM's Arlington and Baltimore points, plus Ford's Wixom plant.

Production of the 1983 Ford Crown Victoria is slated to begin Nov. 29 at the company's St. Louis facility. The plant already assembles the Mercury Grand Marquis. The 1983 full-size Ford will be built at a rate of 8.6 units per hour on two shifts.

All car facilities will be idle this Thursday and Friday in observance of the Thanksgiving Day holiday. Normal five-day operations are slated to resume at most plants Nov. 29.

Return of 4 plants hikes truck production 23 pct.

The return of two General Motors and two Ford Motor plants helped boost last week's domestic truck production 23.25 percent from the previous week's total, and output rose 19.99 percent from last year's figure.

The truck makers estimated last week's output at 31,399 units, up from 25,475 the previous week and also up from 26,169 trucks built in the comparable 1981 period.

Year-to-date, there have been 1,719,384 trucks assembled, a 15.26 percent gain from last year's 1,491,764.

High inventories idled two assembly points last week. They were GM's Flint light-duty Chevrolet and GMC truck line and Ford's Kansas City light-truck line. Both points are slated to return today (Nov. 22).

Still down for inventory control last week were GM's Janesville and Pontiac (medium duty) facilities and Chrysler's Belvidere point. The GM Pontiac and Chrysler Belvidere plants are slated to resume production today, while GM's Janesville point will remain closed until Nov. 29.

Operations resumed last week at GM's St. Louis plant and Moraine S-truck line. Both facilities were idled Nov. 8 due to high inventories.

Also back last week were Ford's Louisville and Twin Cities facilities. Both plants were closed Nov. 1 for inventory control.

All truck facilities will be idle Thursday and Friday this week in observance of the Thanksgiving Day holiday.

Thompson's silver

Milton B. Thompson, right, owner / operator of Thompson Sales Co., receives his silver anniversary award from Cadillac Midwest Regional Manager W. M. Donahoe at the dealership site in Springfield, Mo.

Cooks adds Porsche-Audi

FARMINGTON HILLS, Mich. —Bill Cook Porsche Audi has opened here. Owner Bill Cook also heads a Buick dealership in Farmington Hills.

GM, Ford reopen plants in Canada; output doubles

Canadian auto production last week almost doubled the previous week's total as operations resumed at one General Motors point and one Ford Motor facility. The return of those plants helped more than offset downtime at American Motors' Brampton plant, which was idle due to high inventories.

Last week, the auto makers targeted output at 12,645 units, a 97.79 percent gain from the previous week's 6,393, but an 18.03 percent decline from 15,427 units built the same week last year.

Year-to-date, the car manufacturers have completed 755,394 units, up 3.74 percent from last year's 728,190.

The return of GM's Oshawa truck facility helped boost last week's estimated truck output to 7,350 units, a 28.61 percent gain from the previous week's 5,715, but output fell 33.10 percent from 10,986 units assembled in the comparable 1981 period.

So far this year the makers have finished 439,155 trucks, down 4.08 percent from last year's 457,816.

High inventory idled AMC's Brampton car facility last week, the first of a four-week shutdown. The plant, which assembles Spirit, Concord, SX-4 and Eagle cars, is scheduled to resume operations Dec. 13.

The strike at Chrysler Corp. continued last week, idling the company's Windsor car and truck facilities. Production ended at the plant Nov. 5.

Ford's St. Thomas car point remained closed last week for inventory control. The facility, idled Nov. 8, is slated to return today (Nov. 22).

Also at Ford, the Oakville car plant returned last week following two weeks of downtime to control inventory.

GM's Oshawa car and truck plants resumed operations last week after being idle one week due to slow sales. The Oshawa car facility is scheduled to close again the week of Nov. 29, and both the car and truck points will be down the week of Dec. 6, also the result of sagging sales.

U. S. CAR PRODUCTION

	Week Ended Nov. 20, 1982	Week Ended Nov. 21, 1981	Week Ended Nov. 13, 1982	Nov. to Date	Jan. 1 to Nov. 21, 1981	Jan. 1 to Nov. 20, 1982
AMERICAN MOTORS	3,800	2,550*	4,425	12,157	109,672*	90,308
AMC Total	800*	.....	817	2,426	.....	47,754
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000	.....	3,608	9,731	.....	42,554
Alliance	3,000	.....	3,608	9,731	.....	42,554
CHRYSLER CORP.	10,550	10,600	10,087	35,856	697,987	534,993
Plymouth Total	3,750	3,700	3,317	12,732	343,823	214,588
Horizon	.....	1,700	.....	2,281	129,145	68,006
Reliant	3,700	2,000	3,270	10,281	205,091	145,359
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	47	170	.....	1,223
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,300	2,500	2,437	7,270	49,597	103,571
LeBaron	1,300	2,500	1,325	3,989	44,735	89,216
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,000	.....	1,112	3,281	.....	14,355
Dodge Total	4,500	4,400	4,333	15,854	304,567	216,834
Omni	.....	1,700	.....	2,241	115,913	63,641
Aries	3,300	1,800	3,242	10,109	161,485	115,611
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	550	900	532	1,633	10,843	28,226
Dodge 600	650	.....	559	1,871	.....	9,356
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	28,562	25,270	21,048	75,651	1,237,538	990,294
Ford Division	17,667	15,321	11,863	45,517	837,866	619,196
Escort	7,117	3,809	1,251	14,447	332,503	243,055
Fairmont	3,731	3,729	3,730	10,797	168,142	114,426
Mustang	1,841	3,807	1,733	5,466	140,754	112,422
LTD/Granada	4,793	2,775	4,988	14,461	94,741	113,799
Thunderbird	.....	1,201	.....	.....	59,638	29,326
Crown Victoria/Ford	.....	.....	.....	.....	40,886	.....
EXP	185	.....	161	346	1,202	6,168
L-M Division	10,895	9,949	9,185	30,134	399,672	371,098
Mercury Total	8,508	8,303	6,766	22,916	339,888	283,612
Lynx	2,056	1,471	448	3,928	111,861	75,245
Capri	390	1,500	339	1,056	46,451	30,474
Zephyr	1,089	902	1,120	3,238	48,240	36,402
Marquis	1,990	2,400	1,822	5,735	44,730	51,759
Cougar	.....	412	.....	.....	27,733	10,580
Grand Marquis	2,911	1,618	2,948	8,798	60,216	77,439
LN7	72	.....	89	161	657	1,713
Lincoln Total	2,387	1,646	2,419	7,218	59,784	87,486
Continental ('82)	478	823	483	1,443	10,175	18,025
Lincoln	1,427	499	1,452	4,326	25,224	42,393
Mark VI	482	324	484	1,449	24,385	27,068
GENERAL MOTORS	58,403	74,168	50,847	173,941	3,649,833	2,926,283
Buick Division	11,939	14,403	11,995	39,369	805,774	680,854
Skylark	240	3,184	.....	3,963	246,015	125,494
Skyhawk J	.....	.....	944	1,969	.....	59,752
Century	2,635	1,629	1,897	5,911	95,117	102,598
Regal	4,120	4,723	4,138	12,384	243,310	188,279
Buick	3,960	3,117	4,031	12,186	158,294	165,872
Riviera	984	1,750	985	2,956	63,038	38,859
Cadillac Division	5,994	5,021	6,991	19,901	237,850	218,588
Cimarron	540	134	485	1,438	21,819	8,109
Seville	589	310	593	1,772	22,108	20,335
Eldorado	1,265	1,176	1,268	3,805	53,082	51,250
Cadillac	3,600	3,401	4,645	12,886	140,841	138,894
Chevrolet Division	20,300	27,893	11,645	48,844	1,343,333	933,565
Chevette	.....	7,673	.....	5,107	322,974	189,987
Cavalier	3,115	5,674	1,723	6,620	129,692	84,755
Celebrity	1,220	3,056	1,176	2,396	9,051	60,873
Camaro	2,520	1,188	2,216	9,661	90,732	198,562
Citation	2,545	3,405	1,117	3,662	232,223	147,594
Malibu	5,200	3,600	2,882	10,710	210,727	115,538
Monte Carlo	5,200	2,809	2,025	9,181	127,042	75,416
Chevrolet	500	488	506	1,507	145,091	38,326
Corvette	.....	.....	.....	.....	25,801	22,514
Oldsmobile Division	14,970	13,971	17,192	51,990	773,518	700,655
Omega	.....	.....	.....	1,620	125,426	68,793
Firenza	.....	.....	997	2,119	.....	40,767
Cutlass	4,800	4,757	5,328	16,225	341,602	191,927
Cutlass/Ciera	2,745	2,457	3,462	9,655	11,978	112,756
Oldsmobile	6,540	5,513	6,513	19,710	253,452	255,336
Toronado	885	1,244	892	2,661	41,060	31,076
Pontiac Division	5,200	12,880	3,024	13,837	489,358	392,621
Acadian†	.....	343	.....	134	17,467	9,489
2000	1,465	4,860	.....	1,465	79,344	35,981
1000	.....	1,174	.....	488	83,114	32,760
Firebird	840	586	995	4,257	45,017	117,831
Phoenix	815	1,175	.....	1,617	90,650	43,142
G. Prix/B'ville ('83)	2,080	3,180	2,029	5,876	113,279	123,076
A6000	.....	1,562	.....	.....	8,396	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	100*	.....	75*	200*	.....	200*
VOLKSWAGEN	1,950	.....	3,254	5,204	154,226	72,862
CHECKER	.....	40*	.....	.....	2,009*	2,163*
Total Cars, U. S.	103,365	112,628	89,736	303,009	5,851,265	4,617,103

CANADIAN CAR PRODUCTION

	Week Ended Nov. 20, 1982	Week Ended Nov. 21, 1981	Week Ended Nov. 13, 1982	Nov. to Date	Jan. 1 to Nov. 21, 1981	Jan. 1 to Nov. 20, 1982
AMERICAN MOTORS	.....	976	1,218	2,437	31,582	28,252
CHRYSLER CORP.	.....	1,957	.....	6,368	57,540	144,488
FORD MOTOR	3,840	3,716	874	9,736	193,660	254,052
GENERAL MOTORS	8,580	8,553	4,076	21,121	436,073	319,370
VOLVO	225	225	225	630	9,335	9,232
Total Cars, Canada	12,645	15,427	6,393	40,292	728,190	755,394
N. American Cars	116,010	128,055	96,129	343,301	6,579,455	5,372,497
N. American Trucks	38,749	37,155	31,190	105,309	1,949,580	2,158,539
North American Cars and Trucks	154,759	165,210	127,319	448,610	8,529,035	7,531,036

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 20, 1982	Week Ended Nov. 21, 1981	Week Ended Nov. 13, 1982	Nov. to Date	Jan. 1 to Nov. 21, 1981	Jan. 1 to Nov. 20, 1982
CHEVROLET	7,956	8,005	6,706	26,757	425,892	592,970
DODGE	2,100	2,100	2,126	6,628	85,209	113,647
FORD	14,551	9,912	10,413	30,582	580,141	625,318
GMC	2,657	3,650	2,101	8,818	155,794	206,283
INTERNATIONAL	1,030	1,052	1,024	2,054	63,063	41,934
VOLKSWAGEN	.....	.....	.....	.....	35,771	8,103
JEEP	2,055	.....	2,055	5,610	81,188*	78,949
AM GENERAL	50*	50*	50*	150*	3,386*	2,180*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	61,320*	50,000*
Total Trucks, U. S.	31,399	26,169	25,475	83,599	1,491,764	1,719,384

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 20, 1982	Week Ended Nov. 21, 1981	Week Ended Nov. 13, 1982	Nov. to Date	Jan. 1 to Nov. 21, 1981	Jan. 1 to Nov. 20, 1982
CHRYSLER CORP.	.....	2,007	.....	4,191	76,129	92,404
FORD MOTOR	2,990	3,180	3,105	6,191	125,655	121,415
GENERAL MOTORS	4,100	5,561	2,349	10,545	245,656	215,345
INTERNATIONAL	260	238	261	783	10,376	9,991
Total Trucks, Canada	7,350	10,986	5,715	21,710	457,816	439,155
N. American Trucks	38,749	37,155	31,190	105,309	1,949,580	2,158,539

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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French mini mini

Tiny four-seater from Duport

A small factory near the French Alps produces one of the smallest four-seaters in the world, the Duport Parco, shorter than the British Mini. It has a plastic body—except for the doors, which are from the Renault 14, and the tailgate, which is from the Le Car—and is powered by a 600-cc air-cooled one-cylinder Lombardini diesel.

Used-car market still firm in face of many problems

By Jenny L. King
Staff Writer

Take one part economic recession, add a lot of red tape from loan institutions, subtract clean late-model cars, mix in state regulations for smog control and safety and boil out all the sales between individuals.

The result is today's used-car market, a still flavorsome porridge but not without lumps.

An Automotive News survey of the used-car market around the country resulted in a complicated recipe for success.

Whereas things are good in northeast Georgia, the Dallas area is really feeling the economic recession that has hammerlocked other parts of the country for up to three years. State regulations in California and residents' penchant for selling vehicles to each other without professional involvement have made it a difficult market for used-car operations.

"Exceptionally well off" were the words Jim Hardman used to describe the economy in his hometown of Gainesville, Ga. The 31-year-old president of the state's used-car dealer association was pleased to report that businesses are relocating and opening in that greater-Atlanta area and he is experiencing "good steady growth" in sales of new and used cars.

Hardman has what might be a perfect combination of vehicle services in a healthy area. He bought a Pontiac - Buick - GMC dealership a little more than a year ago and runs two used-car lots as well. He uses his service department to repair and recondition used cars.

Hardman has a used-car buyer working fulltime in Atlanta, buying for retail sale. He also has installed a toll-free 800 line in Gainesville so new-car dealers can talk directly with him about used cars they want to wholesale.

He said the local banks will make loans only on the purchase of cars five years old or newer, so he is building up a financing program of his own for customers.

In California, a recent court decision made financing on used-car purchases very difficult to obtain, adversely affecting the used-car dealer, according to Roy Wilhite, head of used-car sales at Auburn Volkswagen-Mazda, Auburn, Calif.

Wilhite recently gave up his independent outlet to join the new-car dealership. He said private sales of used cars have reached astronomical heights in the Golden State.

"I read that 74.5 percent of all vehicles transferred are between individuals; that leaves 25.5 percent for dealers," Wilhite said. "Of this, I think more than one-half are sold by new-car dealers. The projection is that used-car sales by dealers will be down to 20 percent soon."

State regulations require smog controls and safety measures on all cars sold by licensed dealers, which can cost the used-car dealer several hundred dollars if he is handling a car that isn't properly equipped. This is a major reason people deal with each other: They can ask more than wholesale and still underbid a dealer, since they are not subject to the emissions and

Continued on Page 60, Col. 3

No pickup in car market at least until spring, he says

Iacocca sees a delayed recovery

By Edward Lapham
Financial Editor

The real U. S. car market recovery has been delayed at least until the 1983 spring selling season, according to Chrysler Chairman Lee Iacocca.

"Next year looks fair," Iacocca told Automotive News in an exclusive interview. "I'd say that if (total U. S. new car sales) goes up 10 percent to 8.5 million, we're lucky."

He said the forecast assumes the U. S. government will be prudent in its monetary and fiscal policies and that the Japanese government will be "prudent also and roll over the voluntary (car-export) restraints on a year-to-year basis, starting next year."

The recovery will gain momentum slowly. "We have to boom in the last six months of '83 to make the 8.5 million, or let's say hopefully as high as nine," he said.

Iacocca said Chrysler is "poised" with the proper products to take advantage of the upturn when it comes, with more new product, the G-24 sports car and T-115 van set for introduction next autumn as '84 models.

In order to launch the new products, the company will have capital expenditures totaling about $1.2 billion next year, Iacocca said, compared with 1982 capital expenditures of about $700 million to $800 million.

"Next year, spending will exceed amortization and depreciation by about $600 million or so that will be a sucking out of about $600 million just for the capital program," Iacocca said. "That's why this celebrated billion dollars in cash doesn't go very far."

Spending for the T-115, which the company is careful to note is an all-new platform, not a K-car derivative, is $700 million.

In addition to the new-model programs, the company also is beginning to do some "modernization of total plant," which has been delayed so Chrysler could bring new product on stream on time.

"The roofs are starting to leak around here," Iacocca said.

• The Chrysler chairman conceded management "may have not done well" in explaining the $1 billion cash puddle and for what it is earmarked "to the troops out there."

He said, however, the company "will make sure we communicate it better" in the current round of contract talks.

Iacocca began the interview by saying he didn't want to discuss the Canadian strike situation, but its impact on the survival chances of the company assured that it did pop up several times.

He blamed the strike not only on the failure to explain the company's financial situation to workers but also on economic conditions in the U. S. and Canada.

He said, "I've got a strike in Canada. Why? They worked 107 percent of straight time last year for the whole year. Why? Building big vans and big New Yorkers, all gas guzzlers. Why? $1.25 gas."

Later, he said the economic uncertainties and fluctuations in interest rates have hurt businesses and individuals, preventing a solid recovery.

"That's what's happening in Canada," Iacocca said. "Mortgages are rolled over every year, and they're up to 22 percent. The interest rates are not deductible by Ottawa law and I said, 'What are you getting mad at me for?' They said, 'Well, we need money to cover it.'

"Well, go see your chaplain, what the hell are you talking to me for? Yet I've got the strike, not the chaplain."

Chrysler was to have discontinued the rear-drive New Yorker this year, but later decided to extend it. "We'll extend it two years," Iacocca said. He expects to sell 50,000 each of the new front-drive New Yorkers

Continued on Page 61, Col. 4

RV industry sees good '83

By Jack Walsh
Truck & RV Editor

Manufacturers and retailers of leisure vehicles, as well as their suppliers, have had a relatively good year in 1982, and they're looking for a better one in the next 12 months.

The recreation-vehicle indus-

RV Section follows Page 44.

try long has prided itself on being a leader in a recovery from a general economic slump, and experts in the field point to increased sales in 1982 as an indication that it's leading the way again.

Thomas H. Corson, chairman, Coachmen Industries, Inc., noted that the "recent declines in interest rates and improvement in certain other indicators, albeit slight, cause us to feel that prospects for 1983 look promising."

"The direction of the economy," he added, "finally seems to be pointing upward and there is every reason to believe that the beginning of the long-delayed recovery is at hand."

John F. Sillick, Chevrolet's special-vehicle sales manager, said the attitude of manufacturers and dealers "is very optimistic," based partly on the 1982 sales gains and the availability of new products in the 1983 model year.

• James T. Riley, GMC Truck general sales manager, anticipates continued strong RV demand in 1983, particularly in the travel-van segment, and he called RV applications a "significant factor in GMC's strong light-duty truck sales performance in the 1982 model year."

Shipments of recreational units from manufacturers to dealers

Continued on Page 60, Col. 1

breaking news

Warranty extended on Chrysler imports

DETROIT.—Chrysler Corp. has extended the limited warranty on the power train of its imported cars and trucks to 24 months or 24,000 miles, whichever comes first. The extended power train warranty provides no-charge repair and replacement of defective parts for major components of the drive trains of all 1983 Dodge Challenger, Plymouth Sapporo and Colt passenger cars and Ram 50 trucks.

GM, VW slate auction sales

TAYLOR, Mich.—General Motors has scheduled its second auction sale for dealers at Aptco Auto Auction on Dec. 2, with 400 vehicles to be offered. GM's first sale at Aptco, on Oct. 19, was highly successful. Volkswagen will hold its first sale at Aptco on Dec. 5, with 50 VWs offered to dealers.

Fisher named AWC president

LOS ANGELES.—William P. Fisher has been named president of American Warranty Corp., succeeding Ronald F. Glime, who resigned. Fisher is AWC's fourth president in two years. He is president of United Equitable Corp., AWC's parent company. AWC also announced a series of new service contracts for new and used cars and trucks. Beginning Dec. 1, AWC will offer dealers lower rates and new mileage programs on 268 new-vehicle models and 316 used models.

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Over import of non-compliant vehicles

CARB considers suit against EPA

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — California's Air Resources Board is considering suing EPA over the latter's policy of allowing on a one-time-only basis the importation of 1977 or older vehicles without modification to comply with U. S. emission standards.

According to CARB sources, the board has an informal opinion from the Attorney General's office suggesting the policy is illegal and contrary to the intent of Congress when it adopted amendments to the Clean Air Act in 1977.

When the board might act is uncertain, the sources said, but it would not be too soon for certain European auto makers who are disturbed by the notion that there will soon be in the U. S. a substantial number of their products they never intended to be here and which they must now be prepared to service.

Indeed, one of the makers, Ferrari, has petitioned EPA to rescind the policy or provide it with the legal basis for EPA's action.

Mercedes-Benz, BMW and Porsche-Audi share that view, but have been reluctant to act thus far because they are more interested in pushing legislation through Congress that would prevent so-called "gray-market customizers" — or for that matter, anyone — from bringing new Europe-only models into the country and modifying them to meet U. S. emissions and safety requirements.

• Such activity is more damaging to their dealers and the corporate good name, they reason, so why bother with the exemption for five-year-old cars. EPA adopted the five-year exemption largely to rid itself of a paperwork burden.

But what originally was thought would be a trickle of cars so exempted has turned into a bit of a flood, according to EPA sources, who illuminate the point by saying that "whole families, including babies and dogs, have begun applying for the one-time-only exemption."

"We're getting hundreds of requests," they said. And many of those requests are coming from car-crazy California, which is why the CARB is thinking of suing the EPA.

California sets its own emission standards under rights granted it by Congress. The state has been tough about them because it has some of the most difficult auto pollution problems in the country.

• California allows no vehicle to avoid the emission standards, including used cars coming from out of state, so it has a little problem when EPA adopts a policy that allows individuals to import, on a one-time-only basis, a five-year old or older vehicle that does not meet U. S. emission standards and operate it.

"There is an element of unfairness we don't like here, never mind the fact that we don't need the added pollution," a CARB source said.

California recently shut down the lucrative business of importing brand new exotics and modifying them to comply with the state's emission standards when it ruled that such vehicles could be sold in the state only if they are certified as being in compliance with emission standards by the actual manufacturer, not a modifier.

Used vehicles imported into the state must comply with federal emissions standards.

Converter in search of a new market

Coach Builders Ltd., High Springs, Fla., has modified its convertible conversion of the BMW 320i and is now marketing the conversion to car owners who are tired of a hard roof over their heads. Equipped with a padded, insulated manual top and plastic window, the conversion carries a $4,900 dealer price, which includes body reinforcement.

0.2 GPM particulate standard set back 2 years

EPA delays tougher diesel rules

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Confirming what had been in the wind for months, the EPA last week said it would postpone for two years tough new emission requirements for diesel cars and light trucks.

In moving the effective date of the 0.2-gram-per-mile diesel particulate standard from 1985 to 1987, the EPA agreed with the makers that technology will not be ready for compliance at the earlier date.

EPA currently enforces a 0.6-gpm diesel particulate standard which, by and large, is being met without resorting to the trap-oxidizer technology needed to meet the 0.2 gpm standard.

Diesel particulates are damaging to humans and air quality. They have shown mutagenic properties in the Ames Test, a measure of carcinogenic potential, but researchers have not found hard evidence of this.

EPA first moved to control diesel particulate emissions in February, 1979, largely in response to concern that diesel-powered vehicles might well have a 20-percent share of the auto market by the mid-1980s.

It proposed a 0.6-gpm particulate standard for 1981 and a 0.2-gpm particulate standard for 1983 models. Subsequently, it changed the effective dates to the 1982 model year and the 1985 model year, respectively, and modified the light-duty truck standard to 0.26 gpm in the 1985 model year.

The agency expected trap-oxidizer technology to be ready by then to meet the stricter standard, but development work has apparently not progressed at the pace the agency thought it would.

The problem lies not with the trapping device, the agency has found, but with integrating the regenerating systems needed to return the trapping device to maximum efficiency.

The two trapping systems the agency and manufacturers now have under serious consideration are a Cornign-built ceramic honeycomb, much like the catalyst used in gasoline-powered cars, and a wire-mesh system developed by Johnson-Matthey.

Both have proved capable of trapping with high efficiency through the requisite 50,000 miles when properly regenerated.

Regeneration is the problem, though. EPA and manufacturer studies have shown that to initiate regeneration, temperatures must range in the neighborhood of 500 to 650 degrees Centigrade for non-catalyzed traps, and oxygen levels must be at least 3 to 4 percent. These levels are required for 2 to 10 minutes.

Catalyzed traps require temperatures of only 310 to 350 degrees Centigrade to commence regeneration.

Unfortunately, temperatures do not reach that height for that long during normal driving; thus, an outside heat source is necessary.

• The makers are investigating such things as intake air throttling, exhaust stroke fuel injection and electrical heating to get that added heat. They are having some success at it, but a system that senses when to regenerate the trap and then accurately controls the regeneration (e.g. preventing a meltdown) still remains out of reach.

Feedback controls similar to those used in today's gasoline-powered cars will likely prove to be the solution. But the logic for these systems will be complex because the temperature and oxygen level of the exhaust varies quickly and dramatically with changes in driving conditions.

Furthermore, because particulate loading cannot be directly measured with available sensor technology, accumulated mileage or engine revolutions will have to be used as a surrogate to determine when to commence regeneration.

EPA now estimates a basic working system will be available for assurance testing by January, 1983. It also estimates confirmatory testing and analysis will take 20 to 24 months, and that another 18 to 24 months will be needed to get into mass

Continued on Page 62, Col. 3

FTC proposes wider franchise exemption

WASHINGTON.—Volkswagen of America and 11 independent Subaru and Toyota distributors would be exempted from the FTC's Franchise Rule under a proposal issued by the commission.

The Franchise Rule requires a franchisor to provide detailed information on the nature of the business and the terms of the proposed franchise relationship.

The auto companies had asked to be exempted, saying they already provide sufficient disclosure to prevent abuses. They also argued there is no financial incentive for them to unfairly lure dealers into associating with them.

The FTC has already granted the same exemption to the domestic auto companies.

They also argued the rule was not intended to cover the auto industry because that industry does not employ any of the practices the rule was designed to prevent, such as high-pressure tactics to sign up new dealers.

The FTC is asking the public to comment on whether the petitioners have engaged in unfair or deceptive practices and if they should be exempted.

It also asks if the Automobile Dealers Franchise Act (the Dealers' Day in Court Act) is sufficient to remedy the abuses the Franchise Rule is intended to prevent.

Pending its decision on those issues, the FTC said it will exempt VWoA, Gulf States Toyota, Southeast Toyota Distributors, Mid-Atlantic Toyota Distributors, Subaru of New England, Distributors, Inc., Subaru Distributors, Inc., Subaru Northwest, Subaru Mid-America, Subaru South, Penn Jersey Subaru and Southwest Subaru Star.

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58th year — No. 4943

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Marching to his own drummer

UAW's White sets separate course in Canada

By Marjorie Sorge
Labor Editor

TORONTO. — He stands 10 feet tall in the eyes of the Canadian auto workers and some management people—other company people are less enthusiastic.

But, regardless of the side of the bargaining table you have to go a long way to find someone who will say something bad about Robert White UAW vice president, and director of the Canadian region.

White, 47, really is about 5-feet-10. He's a quiet, unassuming man, but possesses a will of iron.

That will was tested recently when the UAW in the U. S. voted to return to the bargaining table early with Ford and General Motors and made concessionary contracts.

Standing alone against the other members of the union's International Executive Board, White voted not to make concessions. He took that conviction back to Canada and, at the Canadian UAW Collective Bargaining and Legislative Conference last May, the entire Canadian membership voted for the no-concessions package.

That was one of the few times that White has disagreed with the IEB on such a major issue. He said he usually agrees with UAW President Douglas Fraser on "90 percent of the issues."

Besides being members of the same union, Fraser and White are friends. White said their opposite stands on concessions "tore at our guts, but we both felt so strongly about it, we said friendship is friendship. We have a responsibility. I think the fact that we are friends helped keep it contained."

That stand has raised a few eyebrows both at Solidarity House and at the auto companies from people who were used to the Canadian following more or less in lockstep with the U. S. decisions.

But lately, White has maintained that things are too different in Canada and the U. S. to negotiate almost exact agreements and has begun to carve out a separate Canadian strategy.

So far that strategy has won

Continued on Page 59, Col. 1

As springboard to goal of 13-pct. penetration

Buick turns to Calif. market first

By Matt DeLorenzo
Los Angeles Reporter

RIVERSIDE, Calif. — With a goal of taking 13 percent of the new-car market by the end of the decade, Buick is using California as a springboard to expand its appeal to younger buyers, said Jim Perkins, the division's general sales manager, during a press conference here.

Taking a line from the song, "New York, New York," Perkins said, "We feel if we can make it here (California), we can make it anywhere."

Buick's new T-type models, performance versions of the Riviera, Regal, Century, Skylark and Skyhawk, were developed with an eye on California in hopes of making inroads to import buyers, he said.

"We're serving the West Coast market first," Perkins said of the division's sales and marketing efforts. He noted that the division showed the new '83 T-types to dealers here last May and launched the cars first in California during September.

Buick also used the state to test its new ad tagline (which calls the T-types "proof of intelligent life at Buick") and television commercials showing the cars in action.

Perkins said the television commercials showing the cars in motion will break nationally in February. That change in philosophy, going from static to moving display of vehicles, is part of "our drive and motivation to appeal to a wider spectrum of the market."

The pilot program, Perkins said, is beginning to work in California where the division has been able to increase its penetration from 5.0 to 6.2 percent. Nationally, Perkins said, the division finished the '82 model year with 9 percent of the market. The division has set sights on 9.7 percent penetration by the close of the '83 model year and 10 percent in '84. By 1990, Perkins expects Buick to account for 12.5 to 13 percent of total sales.

The new T-types figure prominently in the strategy to increase Buick's penetration.

"The T-types are not a one-year patch job," Perkins said, explaining that it will be an ongoing effort with more technologically sophisticated cars being introduced in future model years.

As GM's lead division in turbocharging and electronics, Perkins said, Buick will place an emphasis on developing a high-tech image.

"We want to appeal to the upscale import buyer," he said. However, Perkins noted that in order to crack the 10 percent level, "we must retain the customer that has been good to us in the past with traditional cars."

• As a result, Buick has not locked in a set percentage for T-types, but rather will let the market determine how many of the performance models will be built. Perkins reported that T-type sales since introduction have accounted for about 10 to 12 percent of the model mix.

For the first time, he added, Buick is seeing imports being taken as trades and Perkins called that "a promising trend." Although he declined to go into specifics on the data, he said that the vehicles are primarily Japanese subcompacts and that the people trading the vehicles are looking to move up to a larger car.

Beyond the T-types, Buick is looking at another California event to promote its product. As the official car of the 1984 Olympics in Los Angeles, Perkins said the division is already making extensive use of that commitment in its advertising and hopes to tie in dealer incentive programs with trips to the 23rd Olympiad.

Toyota goes to high school

Students at Sunny Hills High School, Sunny Hills, Calif., jump for joy at receiving a Celica Supra from Toyota U.S.A. for use in auto shop classes. Since the program began several years ago, Toyota has donated nearly 500 vehicles to high schools and technical/vocational schools across the country. Schools must demonstrate an outstanding need for a vehicle and have a well defined auto shop program.

Canada's dealership total down 179 for nine months

WILLOWDALE, Ont. — Canada's auto dealer population declined 4.7 percent during the first nine months of this year, according to the Federation of Automobile Dealer Assns. of Canada.

The total was 3,628 on Sept. 30, down 179 from 3,807 at the beginning of 1982, the FADAC said. The figures include dealerships handling both North American-built cars and imported models, and they include an adjustment for intercorporate duals.

Nearly three-quarters of Canada's dealers handle cars built in North America. The number is 2,661 of the 3,628, or 73.35 percent.

General Motors has the largest dealer organization with 982, followed by Ford Motor Co., 654; Chrysler Corp., 509, and American Motors (including Renault), 221.

Totals for the other North American-built makes are Volkswagen, 206, and Volvo, 89. Volvo is produced in Canada. Volkswagen Rabbits sold in Canada are built in the U. S.

Biggest dealer totals among the imports are Toyota, 210; Nissan, 203, Honda, 185, and Mazda, 143.

Two nameplates that are not retailed in the U. S. are found on the Canadian list—Japan's Suzuki and the Soviet Union's Lada. The FADAC survey shows 104 Suzuki dealers and 74 Lada dealers.

The biggest losses in the first nine months were suffered by the Canadian dealer organizations of the four manufacturers headquartered in the U. S. GM showed a decline of 87 outlets, and there were dips of 58 for Ford Motor, 33 for AMC and 13 for Chrysler Corp.

Among the imports, Fiat was up eight outlets for the period, and Lada was up five. Mazda was down four, and all other imports showed changes of three or less for the first nine months.

Canadian Dealer totals

	Sept. 30, 1982	Jan. 1, 1982
General Motors	982	1,069
Ford Motor Co.	654	712
Chrysler Corp.	509	522
American Motors	221	254
Toyota	210	208
Volkswagen	206	204
Nissan	203	200
Honda	185	183
Mazda	143	147
Suzuki	104	101
Subaru	101	101
Volvo	89	92
Jaguar-Rover-Triumph	78	79
Lada	74	69
Mercedes-Benz	52	54
Saab	49	50
BMW	42	42
Fiat	39	31
Peugeot	37	39
TOTALS	3,978	4,157
Minus duals	350	350
NET OUTLETS	3,628	3,807

Source: Federation of Automobile Dealer Assns. of Canada.

Commerce Dept. to sponsor 1983 auto exhibitions

The U. S. Department of Commerce will sponsor several automotive exhibitions during 1983.

The U. S. Automotive Maintenance and Service Equipment exhibit is scheduled for Jan. 10-23 in the Dominican Republic, Ecuador, Panama and Guatemala. For more information, call Carolyn Swope, Department of Commerce, (202) 377-3973.

AUTOVAK '83, a garage equipment and tools show, will be held Mar. 24-30 in Amsterdam, Holland. For information, contact Richard Cohen, Export Development Office, 123 Charles de Gaulle 92200, Neuilly, France.

EQUIP-AUTO, an automobile parts and accessories show, will be held Sept. 30 to Oct. 5 in France.

A Trade Mission to Nigeria (Lagos, Kaduna and Port Harcourt) is scheduled for May. For more information, contact Loretta Allison, Department of Commerce, Room 2107, Washington, 20230. Phone: (202) 377-4706.

National Autofinders appoints Lederer

WICHITA. — Jules Lederer, founder and former chairman of Budget Rent-A-Car Corp., has joined National Autofinders as vice chairman.

Dennis J. Brough is co-founder, chairman and president of National Autofinders. The firm franchises new-car dealerships to sell cars for consumers on consignment.

200,000 qualify for trips in Chevy 'buy-fly' promotion

Chevrolet's "Buy and Fly" promotion ended Nov. 15, with an estimated 200,000 persons qualified to fly on Eastern Airlines.

Although the "buy" phase of the promotion ended, the exact number of those entitled to Eastern round-trip tickets won't be known for several months because 71,814 purchasers of Chevrolets during the promotion may not apply for their tickets until they take delivery of their vehicles.

Some 60,000 applications for travel certificates have been received by Chevrolet to date. They continue coming in at a rate of several thousand a day, Chevrolet said.

Each certificate is worth two round-trip tickets almost anywhere Eastern flies almost anytime through Nov. 15, 1983.

Chevrolet dealers either sold outright or took retail orders for more than 229,700 cars and trucks during the promotion period, according to Thomas A. Staudt, general marketing manager.

"While not every purchase involved a designated 'Buy Now and Fly' vehicle, we know the program was instrumental in bringing customers into Chevrolet dealerships," Staudt said.

• For the six-week promotional period through Nov. 15, Chevrolet's model year combined car and truck sales were up 26.3 percent over like 1982.

Retail sold order receipts — the dealer's signal to the factory to build a specific vehicle for a specific customer—were up 86.5 percent, according to Staudt.

Campbell-Ewald handles both Chevrolet and Eastern as clients and was instrumental in putting together the cooperative venture.

Meanwhile, Chevrolet expanded its media plan to include exclusive sponsorship of CBN Cable Network's "Saturday at the Westerns."

Beginning in November, the spots rotate for eight Saturdays in CBN Cable's highest-rated program slot. The series includes the best of old-time western series and classics.

Chevrolet is using them to promote its 10.9 percent financing offer, among other things.

Giving more than before

Metropolitan Detroit-area American Motors/Jeep/Renault dealers have won this year's United Foundation Big Eye award for having the largest percentage gain in contributions to the local 1982 UF campaign. Larry Burns, right, UF Commercial Unit director, presents the Big Eye to, from left: Dean Greb, AMC regional sales manager; Ron Hogue, Detroit zone manager, and Naiff Kelel, Greenfield AMC president and president of the local AMC/Jeep/Renault dealers association.

Export market shrinks for U.S.

WASHINGTON. — The U. S. exported fewer passenger cars in the 12 months ended Aug. 31 than it did in the corresponding period a year earlier, according to figures published by the International Trade Commission.

The ITC said the total exports numbered 405,237, compared with 610,319 a year earlier, for a setback of 33.6 percent.

Countries receiving most U.S.-exported passenger cars were: Canada, 351,782; Saudi Arabia, 13,536; Kuwait, 6,475; Venezuela, 4,145; Japan, 3,284; West Germany, 2,416; Switzerland, 666; Belgium, 605, and all others, 22,328.

Auto historians honor MVMA

The Society of Automotive Historians has awarded its first James J. Bradley Distinguished Service Award—a memorial to the curator of the National Automotive History Collection at the Detroit Public Library—to the MVMA. The association was cited for its support of the collection. From left, David Lewis, professor of business history at the University of Michigan and SAH president, presents the award to MVMA President V. J. Adduci and James A. Wren, MVMA patent department manager and auto historian.

Chrysler offering 10.9 pct. on some 1982-83 models

By Joseph Bohn
Marketing Editor

Chrysler jumped into the low-interest finance subsidy wars with a new 10.9 percent program to compete with General Motors' 10.9 percent and Ford Motor Co.'s 10.75 percent.

The Chrysler program runs from Nov. 20 to Dec. 31 and covers both '82 and selected '83 models. It is in addition to rebates offered on '82s.

On the '82 models, Chrysler's plan is very attractive. But for '83s, it amounts to little more than a token, since dealer contributions eliminate a large portion of what buyers might save.

The program offers 10.9 percent financing on '82 and '83 Plymouth Horizon, TC3, Turismo and Turismo 2.2 and Dodge Omni, 024, Charger and Charger 2.2 models; '82 Dodge Aries, Plymouth Reliant, Dodge 400, Chrysler LeBaron and Town and Country; '83 Dodge 600 and Chrysler E Class; '82/'83 domestic pickups, including Rampage and Scamp; '82 Plymouth Champ, Sapporo, Dodge Colt and Challenger.

As indicated, Chrysler is offering 10.9 percent financing on '82s (dealers have to give up their finance reserve), in addition to rebates of $600 on '82 Omni-Horizon, TC3/024/Turismo/Charger and Dodge 400; $500 on Reliant/Aries, LeBaron and Rampage; $300 on import cars, Cordoba, Mirada, Gran Fury, Diplomat, New Yorker, Imperial, light duty trucks, vans and wagons.

With its 10.9 percent financing on '83s, Chrysler is indirectly taking back a lot of what it is giving.

Dealers are required to contribute $300 toward the financing cost on '83 L-body Omni/Horizon and Turismo/Charger; $400 on the Dodge 600 and Chrysler E-Class and $300 on the pickups, including Scamp and Rampage.

Also, on '83s, they are required to forfeit their entire finance reserve.

Chrysler is paying banks the difference between 10.9 percent and the institutions' normal lending rate of 16.5 percent — whichever is less.

Payments are discounted, with Chrysler paying 90 percent of the difference on 1-12-month loans, 85 percent of the difference on 13-24-month loans and 75 percent of the difference on 25-to-48-month loans.

Nissan increases output in Mexico despite recession

MEXICO CITY. — Despite a stagnant automobile market, Nissan has reaffirmed its commitment to Mexico by announcing a 4,000-unit production increase for 1983, according to a spokesman.

Gustavo Baz, Nissan Mexicana S.A., said the increase should push total production of Datsun automobiles in Mexico to more than 75,000 units next year.

The spokesman said that, contrary to recent reports, Nissan officials in Tokyo have "complete optimism and confidence" that Mexico's current troubles will be short lived.

Baz said Nissan will continue its expansion program in Mexico, including the $300 million assembly plant in Aguascalientes and an engine assembly plant and foundry.

The Aguascalientes assembly plant will build some vehicles for the export market.

Pennsylvania rules on sales closing costs

HARRISBURG, Pa. — The Pennsylvania Department of Revenue has ruled that the state's 6 percent sales tax does not apply to automobile sales closing costs or documentary fees if the charge is stated separately and identified as such on dealer invoices to customers.

The Pennsylvania Automotive Assn. said "this should settle once and for all a problem area," but added in a notice to dealers: "We wish to caution you that your closing costs or documentary fees should be reasonable to avoid any repercussions."

NEW-CAR MARKET SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1982	Percent Share of Market	Regis., Sept., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 9 months, 1982	Percent Share of Market	Regis., 9 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	95,433	15.28	133,796	17.54	− 2.26	897,348	15.87	1,130,515	17.22	− 1.35
Ford	67,403	10.79	84,566	11.09	− 0.30	659,392	11.66	763,679	11.63	+ 0.03
Oldsmobile	59,968	9.60	73,412	9.62	− 0.02	553,363	9.78	642,102	9.78	.....
Buick	58,316	9.34	66,571	8.73	+ 0.61	508,264	8.99	548,168	8.35	+ 0.64
Pontiac	35,723	5.72	55,753	7.31	− 1.59	336,713	5.95	431,215	6.57	− 0.62
Mercury	25,106	4.02	29,231	3.83	+ 0.19	233,590	4.13	307,357	4.00	+ 0.13
Cadillac	18,073	2.89	20,407	2.68	+ 0.21	164,775	2.91	159,290	2.43	+ 0.48
Dodge	17,160	2.74	30,129	3.95	− .21	178,707	3.16	243,313	3.71	− 0.55
Plymouth	16,507	2.64	32,715	4.29	− 1.65	181,242	3.20	266,506	4.06	− 0.86
Chrysler	14,916	2.39	5,074	0.66	+ 1.73	120,743	2.14	69,011	1.05	+ 1.09
AMC	11,594	1.86	16,137	2.12	− 0.26	67,812	1.20	104,921	1.60	− 0.40
Lincoln	6,747	1.08	5,043	0.66	+ 0.42	57,654	1.02	44,771	0.68	+ 0.34
GENERAL MOTORS	267,513	42.83	349,939	45.88	− 3.05	2,460,463	43.50	2,911,290	44.35	− 0.85
FORD MOTOR CO.	99,256	15.89	118,840	15.58	+ 0.31	950,636	16.81	1,071,036	16.31	+ 0.50
CHRYSLER CORP.	48,583	7.77	67,918	8.90	− 1.13	480,692	8.50	578,830	8.82	− 0.32
AMC	11,594	1.86	16,137	2.12	− 0.26	67,812	1.20	104,921	1.60	− 0.40
IMPORTS	197,508	31.62	209,430	27.45	+ 4.17	1,694,830	29.96	1,895,761	28.88	+ 1.08
MISCELLANEOUS	186	0.03	528	0.07	− 0.04	2,011	0.03	2,491	0.04	− 0.01
TOTAL	624,640		762,792			5,656,444		6,564,329		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

September totals trail last year for domestics, imports

Month's registrations decline 18 pct.

By Jenny L. King
Staff Writer

Total new-car registrations in September were at their lowest level since February and were worst for September since 1970, according to figures compiled by R. L. Polk & Co.

During the month, 624,640 new passenger cars were registered, with 31.62 percent of them (197,508) imported models. The total was down 0.44 percent from 627,374 in August and down 18.11 percent from 762,792 for September of 1981.

Table on Page 51.

It was the smallest number this year since 545,746 units were reported in February.

The total of 427,132 domestic units was an increase of 3.40 percent over 413,084 in August but a plunge of 22.81 percent from 553,362 in September of 1981.

Imports slipped 5.69 percent, to 197,508 from 209,430 last year. However, their share of the month's market catapulted to 31.62 percent from 27.45 percent, setting a record for the month.

Ford Motor Co. was the only other entity to gain in its share of the month's market, up 0.31 percentage points to 15.89 from 15.58 percent last year. General Motors dropped 3.05 percentage points, to 42.83 percent from 45.88 percent.

Chrysler Corp. was down to 7.77 percent from 8.90 percent; American Motors dropped to 1.86 percent from 2.12 percent and miscellaneous domestics slipped to 0.03 percent from 0.07 percent of the total September market.

• Of the domestics only, GM passenger cars accounted for 62.63 percent, down from 63.24 percent. Ford earned 23.24 percent, up from 21.48 percent a year earlier. Chrysler slipped to 11.38 percent from 12.27 percent; AMC was down to 2.71 percent from 2.92 percent and miscellaneous domestics dropped to 0.04 percent from 0.09 percent.

The import segment easily overshadowed rival market class categories in September. Imports had 31.62 percent of the total, followed by intermediates at 19.96 percent, subcompacts at 16.42 percent, compacts at 16.37 percent, standards at 10.62 percent and luxury models at 5.01 percent.

A year earlier the market class spectrum included: Imports at 27.45 percent, compacts at 21.78 percent, intermediates at 19.80 percent, subcompacts at 16.38 percent, standards at 9.84 percent and luxury models at 4.75 percent.

Of the domestics only in September, the market-class breakout was: Intermediates at 29.18 percent, subcompacts at 24.92 percent, compacts at 23.94 percent, standards at 15.53 percent and luxury models at 7.33 percent.

The September, 1981, domestics by market class were: Compacts at 30.02 percent, intermediates at 27.29 percent, subcompacts at 22.58 percent, standards at 13.56 percent and luxury models at 6.55 percent.

• New-car registrations for the first nine months of 1982 were down 13.83 percent, to 5,656,444 from 6,564,329 last year. Domestic models through September numbered 3,961,614, down 15.14 percent from 4,668,568. Imports added to 1,694,830, down 10.60 percent from 1,895,761.

The imports' share of the nine-month market amounted to 29.96 percent, up 1.08 percentage points from 28.88 percent. General Motors was off 0.85 percentage points, to 43.50 percent from 44.35 percent. Ford gained 0.50 percentage points, climbing to 16.81 percent from 16.31 percent.

Chrysler was down to 8.50 percent from 8.82 percent, AMC dropped to 1.20 percent from 1.60 percent and miscellaneous domestics slipped to 0.03 percent from 0.04 percent.

Of the domestic market only GM earned 62.11 percent of the nine-month registrations market, down from 62.36 percent; Ford was up to 24.00 percent from 22.94 percent; Chrysler had 12.13 percent compared with 12.40 percent in 1981; AMC had 1.71 percent, down from 2.25 percent, and miscellaneous domestics accounted for 0.05 percent, the same share as in 1981.

Fleet executives cool to propane

ROCHESTER, Wis.—The limited availability of propane fuel is the main reason 80 percent of surveyed fleet managers say they would not purchase one of Ford's new propane cars, according to Runzheimer Reports on Automotive Alternative.

In a mini-survey of 65 fleet administrators in the U. S. and Canada, representing 38,846 vehicles and averaging 598 per fleet, only 6 percent said they would be interested in purchasing Ford's propane car. Half of these fleet administrators said the vehicles would be used for limited, "messenger-type" service.

In 1982, Ford had two propane models—the Granada and the Cougar. In 1983, Ford offers propane vehicles in the LTD model and the Mercury Marquis.

50 years for Audy Baggett

Audy M. Baggett, right, owner of Wilson Chevrolet, Inc., Smithfield, N. C., is presented with a plaque honoring Baggett's half century as a Chevrolet dealer by Larry K. Mayfield, Chevrolet Charlotte zone manager.

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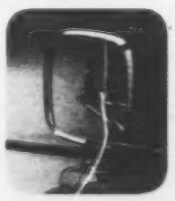

Analyst Keller predicts end to red ink there

GM seen turning corner in Europe

NEW YORK. — General Motors is beginning to show signs that it has turned the economic corner in Europe, says Paine Webber Mitchell Hutchins, Inc., in a status report on the auto maker.

Prepared by Analyst Maryann N. Keller, the report says that the overseas losses incurred by GM since 1980 will be smaller in 1982 and may disappear altogether in 1983.

"The turnaround in Europe could lift GM's earnings in that area above the $376 million reported in 1978 sometime during the next four years," Keller says.

It is difficult to predict when the earnings surge may come and how large it might be, Keller says, but "it is clear that after many years of appearing to be the step-child of the corporation, the European operations are on the threshold of contributing significant income and cash flow to the parent."

Keller notes that between 1976 and 1981, GM's share of the European auto market fell from 10.3 percent to 8.4 percent and its share of the truck market went from 6.3 percent in 1975 to 5.0 percent in 1981 and 4.0 percent through July, 1982.

• Ford, meanwhile, saw its share of the auto market rise from 9.8 percent in 1975 to 12.3 percent in 1981. Its share of the truck market, while declining from 13.6 percent in 1975 to 11.1 percent in 1981, was still more than double GM's share in 1981.

Keller noted that Ford merged its German and British subsidiaries into one organization in 1967, Ford of Europe, while GM retained two identities, a strong Opel operation in Germany and a weak Vauxhall operation in the UK.

GM has moved toward streamlining its European operations, giving Opel overall responsibility, although Vauxhall retains its name and local management. About 40 percent of the GM cars sold in the UK are from Germany.

Keller said GM hopes to increase its market share in Europe, particularly in France, Italy and Spain, with its new subcompact, the Corsa.

• The Corsa is the smallest car GM has ever produced but, she says, was the most expensive to develop.

GM estimates 40,000 Corsa models will be sold in Germany next year and, if Britain's Transport and General Workers Union does not go ahead with its threat to ban the vehicle, 20,000 in the UK, rising to 30,000 in 1984.

In all, GM hopes to sell 197,000 Corsas throughout Europe next year, Keller says.

Noting that GM's European operations lost $559 million in 1980 and $427 million in 1981, Keller says the loss will narrow this year.

It would be naive, she says, to characterize Europe as a growth market.

But GM, she says, is poised to gain market share and to enhance its earnings by "sourcing vehicles and components in lower-cost countries, taking advantage of high British prices with more exports to that country and improving overall efficiency through personnel cutbacks and investment in manufacturing processes."

Thornton adds Pontiac

Lee Thornton, center, has added a Pontiac franchise to his Honda and GMC dealership in St. Louis. With Thornton at the signing were D. D. Snyder, left, Pontiac assistant zone manager, and H. T. Ridsdale, Pontiac St. Louis zone manager.

Two Ford truck recalls involve almost 80,000 units

DEARBORN. — Ford Motor Co. is notifying owners of 79,362 1982- and 1983-model E- and F-Series light trucks with heavy-duty rear axles to return them to Ford dealerships for inspection and, if necessary, repair of the axle.

"Ford has found that a rear axle bearing-adjustment nut may loosen as the result of a lock wedge coming out of position. This may permit outward displacement of the left-side axle shaft," said Robert H. Transou, Ford Parts and Service Division service engineering manager.

"Substantial displacement could result in loss of rear-wheel braking or, in the extreme, separation of the left rear wheel assembly. However, we have had no reports of any such separation, nor of any accidents or injuries."

He said that front-wheel braking of the vehicle would not be affected, and that outward displacement of the shaft should be evidenced by abnormal noise and possible loss of power transfer to the rear wheel.

Ford also is recalling 667 1983-model F-Series trucks equipped with diesel engines for replacement of hood hinge lift assemblies. "Ford has learned that a spring may come off the lift assembly, creating the possibility of an open hood closing unexpectedly," Transou said.

He added that spring separation could occur forcefully, posing a hazard to passersby if the hood were open at the time. However, Ford has had no field reports of any such incidents. The hood hinge lift assemblies will be replaced with revised-design assemblies.

Vehicles involved in the two recalls include approximately 75,000 in the U. S., 3,200 in Canada and 1,700 in export locations.

Market share, country comparisons

Through July, 1982

	Ford	General Motors
Western Europe	11.8%	9.8%
Britain	30.3	12.0
Germany	11.0	19.3
France	6.0	2.4
Italy	5.1	2.9
Spain	17.1	2.2
Austria	8.2	15.0
Belgium	8.6	10.6
Denmark	16.4	14.8
Finland	9.7	8.7
Ireland	20.3	11.7
Netherlands	10.6	17.0
Norway	15.8	13.8
Portugal	7.5	6.6
Sweden	10.6	10.2
Switzerland	8.0	14.4

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Enthusiasm

Continued from Page E-1

package that requires no alternatives.

"The Class C vehicle is easier to service because it is familiar to truck dealership service personnel. The Class C unit often can be manufactured at lower cost than a Class A vehicle. Class C minis have more doors and a lower step height, so they're easier to enter and exit."

In view of the market potential, Sportscraft of America is planning to expand its distribution in the next year, according to Davis.

"We have been covering the Midwest primarily, but we now expect to move into Eastern and Southern markets," he said. "We'll hire some more sales people, and participate in major trade shows in these new territories."

Richard E. Klingler, president, Holiday Rambler Corp., said his firm's sales are "running about 30 percent ahead of a year ago, and we see no letdown.

• "We see nothing to change the trend in 1983," he continued. "Our biggest problem is getting chassis from the manufacturers. They tell us that due to design changes, they've had a difficult time getting their plants going full bore.

"They also tell us they can't start to run their plants just to serve our operations," he added. "It's a problem that seems to be plaguing the entire RV industry."

Currently, Klingler said, Holiday Rambler's biggest sellers on a percentage basis are the motorized units, followed by fifth-wheel trailers.

Jim McDonald, general manager, Good Times Vans, said the company's van-conversion sales in the 1982 model year were up 12 percent over 1981 to about 2,350 units.

"We're looking conservatively at another 50 to 60 percent increase in 1983," he said. "Buyers have become more affluent. About 90 percent of Good Times van buyers are in the 40-to-50 age bracket with families. Vans are coming into their own again."

Fred L. Lands, president, Lands Design, Inc., said 1982 model-year van-conversion sales "were very strong and 1983 looks to be even better, if the manufacturers of the raw chassis can meet the demand."

• He said sales in 1982 would have been higher had the van converters been able to get an adequate supply of chassis, "especially during the peak season between February and October.

"The retail demand is definitely there," Lands said. "Our products are directed toward the highly sophisticated, discriminating buyer and those people who are always in the market for luxury transportation."

"This year was a fruitful one for recreational vehicles, and 1983 promises to be even better," says James Zampetti, vice president and general manager, National Coach Corp., Gardena, Calif. "With the upsurge in more practical and convenient ways to travel, vans are playing an important role in offering individuals and families a more desirable way to get around."

Zampetti says his firm's 1983 Landmark van models have "started off with a bang, and we look forward to a very successful year."

"With a decrease in interest rates, hopes for a slow but sure upturn in sales, not only for the motor home industry, but the entire manufacturing community, may well indicate that our country is on its way to an economic recovery," says Barry Essenfeld, vice president-finance, Apollo Motor Homes, Inc., Carson, Calif.

Apollo's hopes also are pinned to the Sceptre, a 35-foot motor home with a rear-engine diesel pusher and an Allison four-speed automatic transmission.

The Oshkosh chassis includes an air-suspension system. The body, framed around the company's "ring of steel," is of sandwich construction, using the interior paneling and insulation as structural components.

Norman Jacobson, vice president, Contempo Enterprises, also is looking for a strong year in 1983 for van conversions.

"Dealers who sell vans all year long are stocking more units, and there are more dealers today who are stocking them on a casual basis," he said. "Factories have initiated more van-conversion chassis pools in areas where van sales are low or there are no significant conversion firms."

He added that the "outlook is very bright for van conversions, especially with fuel economy of 16-17 MPG on gas vehicles and 21 on diesel-powered units."

On the relationship between the manufacturer and RV dealers, Chevrolet's Sillick noted:

"It's probably at the highest level in recent times. Those manufacturers and dealers in the market today are good businessmen. They are the survivors.

• "They have a profitable working philosophy and they work hard to sell the correct product," Sillick said. "Manufacturers know they need dealers, and dealers obviously need manufacturers. It's similar to the truck industry.

"Manufacturers need to work closely with their dealers. Possible areas of improvement are customer orientation and dealer education in the product. Again, it's similar to how it works in the auto industry.

"I think it is time the RV manufacturers look at the strong dealer network out there and develop this relationship," Sillick said.

Leisure Motor Vehicles

Formerly called the RVIA issue, Automotive News' new Leisure Motor Vehicles Extra reflects the newly rejuvenated recreation vehicle industry and its relationship with car and truck dealers. By definition, Leisure Motor Vehicles are self-propelled motor vehicles designed primarily for recreational use and travel. These include various types of motor homes and van conversions, as follows:

MOTOR HOME. This is a recreational camping and travel vehicle built on, or as an integral part of, a self-propelled motor vehicle chassis. It may provide kitchen, sleeping and bathroom facilities and is equipped with the ability to store and carry fresh water and sewage. A motor home can be one of the following types:

Conventional Motor Home (Type A)

The living unit is entirely constructed on a bare, specially designed motor vehicle chassis.

Van Camper (Type B)

A panel-type truck to which the RV manufacturer adds any two of the following conveniences: sleeping, kitchen and toilet facilities, also 110 volt hook-up, fresh water storage, city water hook-up and a top extension to provide more head room.

Chopped Van (Mini)

This unit is built on an automotive-manufactured van frame with an attached cab section of a GVWR of 6,500 pounds or more, and with an overall height of more than eight feet. The RV manufacturer completes the body section containing the living area and attaches it to the cab section.

Chopped Van (Low Profile)

This unit is built on an automotive-manufactured van frame with an attached cab section having a GVWR of 6,500 pounds or more, and with an overall height of less than eight feet. The RV manufacturer completes the body section containing the living area and attaches it to the cab section.

Chopped Van (Compact)

This unit is built on an automotive-manufactured cab and chassis having a GVWR of less than 6,500 pounds. It may provide any or all of the conveniences of the larger units.

Multi-Use Vehicle

This is a motor vehicle designed for the transportation of people and/or property and altered by the RV manufacturer for esthetic or decorative purposes. These changes may include windows, carpeting, paneling, seats, sofas and accessories. They include the:

Multi-Use Van Conversion

A completed van chassis modified in appearance for transportation and recreational purposes.

Shipments up 6.8 pct. for first 9 months

Recreational-vehicle manufacturers shipped fewer units in September to their dealers than a year ago, but deliveries for the first nine months were higher than those in the like period in 1981.

During the month, according to the Recreational Vehicle Industry Assn., manufacturer members delivered approximately 18,600 units of all types to retail outlets, down 4.1 percent from last year's 19,400.

Through September, however, shipments increased 6.8 percent to 199,300 units, compared with 186,700 in 1981. Deliveries were higher in two of the three market segments.

The Index of Consumer Sentiment for September was up 3.9 points from August to 69.3 points, an RVIA spokesman said.

"Sharply declining interest rates have generally improved the outlook on personal as well as business prospects for the future," he said.

"However, unemployment remained the dominant concern of consumers in September, and has led them to adopt cautious spending plans," he added.

"Continued postponement of consumers' use of savings and reductions in new consumer-debt incurements are likely outcomes of the concern for the future of the economy."

For the first nine months, towable recreational vehicles of all types were the only market segment to show a decline in shipments from a year ago. Currently, these units account for about 45 percent of the shipments reported by RVIA manufacturer members.

Shipments of the towables through September totaled approximately 83,400 units, a decline of 0.6 percent from the 83,900 units delivered in the like period a year ago.

But folding camping trailers — generally the lowest-priced units and considered the ideal buy for the first-time RV buyer—with limited disposable income — were the only units in the three towable categories to show a drop from a year ago.

The January-September total for these vehicles was approximately 26,900 units, off 5.9 percent from last year's 28,600. The fold-down group also was the only one of the seven to have fewer deliveries for the nine-month period than a year ago.

Shipments of conventional and fifth-wheel travel trailers through September totaled about 51,900 units, an increase of 1.6 percent over the 51,100 delivered in the corresponding period a year ago.

Truck trailers moved 9.5 percent higher than the previous year, from 4,200 units in 1981 to 4,600 this year.

• Motor - home manufacturers delivered approximately 32,200 units of all types to dealers in the first nine months, a gain of 14.2 percent over the year-earlier 28,200 vehicles.

Shipments through September were up in all three motor-home categories.

The conventional (Type A) total was 14,600 units, an increase of 31.5 percent from the year-earlier 11,100.

Manufacturers shipped approximately 3,300 van campers (Type B) in the first nine months, up 6.5 percent over last year's 3,100 units.

The number of chopped vans —mini, low-profile and compact motor homes—shipped through September hit 14,300 units, a gain of 7.1 percent over the year-ago 14,000 vehicles.

Nine-month shipments of multi-use vehicles totaled approximately 83,700 vehicles, a gain of 12.2 percent over last year's 12.2 percent.

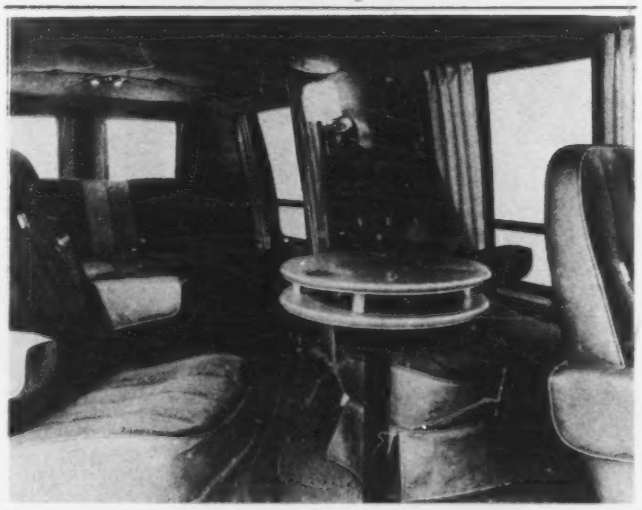
The RVIA defines a multi-use vehicle as one designed for the transportation of people and/or property and altered by the RV manufacturer for aesthetic or decorative purposes.

These changes may include windows, carpeting, paneling, seats, sofas and accessories.

In September deliveries were off in two of the three major markets.

Total towable shipments were down 2.5 percent for the month, 7,700 versus 7,900, and multi-use vehicles were off 8.1 percent to 7,900 units, compared with 8,600 in 1981. Motor homes were up 3.5 percent, 3,000 units versus 2,900.

See Table on Page E-26.



Increased popularity of family style transportation, kindled by van conversions such as this by Leisure Vans Inc., Elkhart, Ind., is helping to boost 1982 leisure motor vehicle shipments over 1981.

Shaping up America's roads will be costly

WASHINGTON, D. C.—Roads, streets and bridges—over which leisure motor vehicles run—are basic parts of America's public works infrastructure.

The following data, compiled by the Highway Users Federation, shows the extent of highway and bridge deterioration, and the estimated costs to reverse it.

• **Roads and streets.** Of the total 3,955,387 miles of roads and streets in the U. S., 21 percent are on federal-aid systems which carry 80 percent of all travel. Less than a third of those major roads are in good shape. A 1981 report from the Federal Highway Administration documents the declining quality of pavement conditions, showing more miles slipping into disrepair every year.

Data from state and federal studies indicates that capital requirements for the federal-aid highway system will be $200-$225 billion between now and 1995 just to retain present levels of service. The costs break down into three major components: Almost half for non-Interstate resurfacing or reconstruction; about one-fourth for bridge replacement and rehabilitation; about one-fourth for Interstate completion and Interstate resurfacing, restoration, rehabilitation, and reconstruction (known as the "4R Program").

• **Interstate highway system.** The Federal Highway Administration reports that 1,786 miles of the 42,500-mile Interstate System were not yet open to traffic as of June 30, 1982. Pavement quality of the existing Interstate is steadily declining as 2,000 miles a year reach the end of their design life (20 years is the average age at which major reconstruction work is normally required for an average road).

In 1981 the cost of completing and upgrading the Interstate was estimated to be $53.8 billion. In late 1981 Congress redefined Interstate completion and limited the expenditure of funds, reducing the estimated cost to complete to $38.9 billion.

In addition to the cost to complete, about $20.8 billion is required for resurfacing, restoration, and rehabilitation of older sections. An additional $26.4 billion is needed for upgrading projects along existing completed Interstate routes.

• **Bridges.** The average life of a bridge is about 50 years. Some 206,000 (37 percent) of the nation's bridges are more than 40-years old, including 1,145 Interstate bridges.

The Third Annual Report on the Highway Bridge Replacement and Rehabilitation Program, submitted by the U. S. Secretary of Transportation to Congress in March 1982, reveals that as of Dec. 31, 1981, 248,527 of the nation's 557,516 bridges (45 percent) were classified as structurally deficient or functionally obsolete. Of those deficient and obsolete bridges, 67,696 are on the federal-aid system, and 180,831 are on the less important roads and streets off the federal-aid system.

The cost to replace or rehabilitate all deficient or obsolete bridges is an estimated $47.6 billion—$23.6 billion for those on the federal-aid system and $24 billion for the off-system bridges.

Closer liaison between RV and auto industries

The Recreation Vehicle Industry (RVIA) has reestablished an Automotive Liaison Committee to provide a formal communications channel between the industry and auto manufacturers, according to RVIA Chairman of the Board Elden Smith of Fleetwood Enterprises.

Smith appointed 16 industry officials, representing RV manufacturers in all five major product categories (motor homes, vans, travel trailers, folding camping trailers and truck campers) to serve on the committee, which has been inactive the past several years.

David J. Humphreys, RVIA president and general counsel, was appointed chairman of the committee.

Smith said the scope of the Automotive Liaison Committee will be much broader than it had been in previous years, when the major focus was on the needs and interests of Type A and Type C motor home manufacturers. He said the committee will now also address issues such as auto towing capabilities and pickup truck carrying capacities which are important to RV manufacturers who build towable units.

• The 16 industry officials who will serve on the committee are, in alphabetical order: Mel Adams, The Coleman Co.; Gerald E. Boman, Winnebago Industries; Keith Boswell, Pilgrim Mfg. Co.; Manuel Caravia, Komfort Industries; Jack Cole, Lance Camper Mfg. Corp.; Bud Coons, Coons Mfg.; Don Cuzzocrea, Starcraft RV; David J. Humphreys, RVIA; Norman Jacobson, Contempo Enterprises; Richard Klingler, Holiday Rambler Corp.; David Miller, Travel Equipment Corp.; Elden Smith, Fleetwood Enterprises; Gene Stout, Coachmen Industries Inc.; Harley Wingard, Ger-Win Vans Inc.; Al Yoder, Jayco Inc.; and John Zimmerman, Sunline Coach Co.

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Inquires invited.

BL Ltd.'s Freight Rover subsidiary is now in production in England with a four-wheel-drive version of the Sherpa panel van/crew bus/pickup. The combination, rare from a European manufacturer, results from Land Rover's links with the light commercial-vehicle business of the former Austin-Morris Division.

Avon, a coachbuilding firm based at Warwick, England, is making wagon-style conversions to Jaguar sedans. They cost the equivalent of $12,750 on top of the car's regular price. Another Avon development recently is a turbocharged version of the Triumph Acclaim. The cars were exhibited at the recent international auto show, Birmingham, England.

Volkswagen bus started market rolling in 1949

Volkswagen began building vans in Germany in 1949. Eight were produced that year, but the first ones were not officially exported to the U. S. until 1952, when 10 were sold.

In the three decades since then, the VW Bus, as it was popularly known, started the van craze in America while attracting its own fierce brand of loyalists. During that time, the vehicle has been through two body changes, numerous other progressive refinements and a name switch to Vanagon.

The 1983 Volkswagen Vanagon is available in seven- and nine-seat configurations. The "wide-body" VW has a standard equipment list that reads more like specifications for a sports car than a van: Four-wheel independent suspension, disc front brakes, steel-belted radial tires, rack-and-pinion steering, four-speed manual transmission and VW's air-cooled, fuel injection flat-four engine.

Optional power is available in the form of a water-cooled diesel engine which for the second year in a row (it was only introduced with the '82 models) makes the Vanagon the most economical van available in the U. S. In Federal Environmental Protection Agency tests, the Vanagon diesel, which now features a five-speed gearbox as standard, was rated at 30 MPG city and 32 MPG highway. The standard gasoline version turned in 16 MPG city and 22 MPG highway.

For '83 the Vanagon's engine mounting was relocated and modified on diesel versions to reduce engine noise.

New gear ratios for 1983 are: First, 4.11; second, 2.33; third, 1.48; fourth, 1.02; fifth, 0.77; final drive, 5.43.

The front track has been increased from 61.8 inches to 62.3 inches to improve cornering and tire life.

The GL version of the Vanagon features patterned velour upholstery; large fold-down armrests for all seats including the two in the front; special "see-through" head restraints; color-coordinated headliner, additional sound insulation and an extra reading light for rear seat passengers. All Vanagons feature cut-pile carpeting throughout, two-speed windshield wipers with an intermittent mode, rear window defogger, tinted glass and a quartz clock.

One version which has been popular with American tourists taking delivery in Europe is the Vanagon Camper. Equipped with a "pop-up top," it has two full-size beds, screens and curtains for the windows, running water, a gas stove and a refrigerator that operates on 12 volts, 120 volts or gas. Hanging lockers and cupboards provide plenty of storage for food, clothing and vacation necessities and a luggage rack for bulky items, located over the driving compartment, can be reached through the screen window in the pop top.

Options for the Vanagon include air conditioning, a sunroof and an auxiliary heater as well as automatic transmission for gasoline versions.

Leisure Motor Vehicles—Deliveries to Retailers

Sales of leisure motor vehicles in the first nine months of 1982 fared better than the recreational vehicle market as a whole. LMV sales were up 12.1 percent for the January-September 1982 period compared to a year earlier, while total RV deliveries were up 6.8 percent. See story Page E-2.

	9 Mos. 1982	9 Mos. 1981	% Change
Motor Homes — Conventional (Type A)	14,600	11,100	+31.5
Motor Homes — Van Campers (Type B)	3,300	3,100	+ 6.5
Motor Homes — Chopped Vans (Mini)	12,000	11,100	+ 8.1
Motor Homes — Chopped Vans (Mini) (Low Profile)	12,000	11,100	+ 8.1
	1,000	1,600	−37.5
Motor Homes — Chopped Vans (Compact)	1,300	1,300	.....
Van Conversions — Multi-Use	83,700	74,600	+12.2

Canadian firm buys interiors from Tra-Tech

FORT WORTH, Texas.—Tra-Tech Midwest (Pontiac, Mich.), a van conversion company, has signed a contract to sell its vacuum-formed plastic interior kits to Canadian Custom Conversions Ltd. (Guelph, Ontario) for building and marketing of Tra-Tech's luxury vans throughout Canada.

The announcement was made jointly here by Robert O. Isham, president and chief operating officer of Tra-Tech Corp., (Fort Worth), Bill Keller, president of Tra-Tech Midwest and Jerry Elmquist, president of the Canadian firm.

Each kit includes vacuum-formed walls, console, door panels and window moldings made from Cycolac ABS plastic manufactured by Borg-Warner Chemicals.

Tra-Tech vans offer custom-made sofas and chairs, a pedestal table, TV shelf, clothes closet and tinted Lexan windows.

The 10,000-square-foot Canadian facility, located 60 miles southwest of Toronto, employs 20 people.

Tra-Tech Corp., a three-year-old van conversion company based here, is owned by Robert O. Isham and reported sales of $19.5 million in 1982. Tra-Tech co-owns plants in Pontiac and Marietta, Georgia. In addition, VanCamp Industries in Sacramento, Calif., is licensed to build Tra-Tech vans for the West Coast market.

King Juan Carlos drives first Corsa off the line

GM dedicates new plant in Spain

ZARAGOZA, Spain.—General Motors' newest automobile plant has been officially dedicated here by King Juan Carlos of Spain, who drove a new Opel Corsa off its assembly line.

GM Chairman Roger B. Smith also drove a new Opel Corsa off the line and declared that this new GM Espana plant — which is one of the larger and more technologically advanced in the world—"is evidence of General Motors' continuing confidence in Spain and the future of the automobile industry in Europe."

Four ministers of the national government, along with about 500 Spanish officials and business and civic leaders, toured the 4.5-million-square-foot facility.

Richard C. Nerod, managing director of General Motors Espana, declared that the extensive and highly automated car manufacturing and assembly complex has been completed exactly on schedule, in 899 days from groundbreaking to the first start of production.

The plant builds the all-new Corsa designed by Adam Opel AG, smallest car built by any of GM's worldwide operations.

It will go on sale this month in Spain, France and Italy, and later throughout Europe, competing in the small-car segment which, in 1981, accounted for 24.9 percent of all passenger cars sold in Europe.

• The new GM Espana factory, situated in the community of Figueruelas in the Aragon region of northern Spain, will employ about 9,500 workers and produce 75 cars an hour, or 270,000 a year, when operating at its full capacity.

King Juan Carlos I arrived at the plant site by helicopter. After being greeted by Spanish government officials and GM executives, he spoke to the invited guests, toured the plant, drove a Corsa off the line and greeted guests at an informal reception.

The Opel Corsa driven by the king will be donated to a national charitable organization designated by him.

The Corsa driven by Smith was donated to a GM Espana employe selected by lot, in recognition of the success of the work force of this new GM company in completing the complex construction project, starting production on time and achieving high product - quality standards.

Smith reported that General Motors has invested 200 billion pesetas ($1.8 billion) in four new Spanish plants and he emphasized that GM is optimistic for their future.

"We are confident about the future of this plant, the Opel Corsa and the excellent Spanish work force that builds it," he said. "Likewise, we are confident about this great country, its economy and its future."

Despite current economic problems throughout Europe and the U. S., GM foresees continuing and growing long-term demand for new cars, reaching 13 million units annually by the end of this decade.

• Three other components-manufacturing plants have been built in Spain as part of GM's European expansion program and are making parts for the Opel Corsa.

In Puerto Real, in the province of Cádiz in southern Spain, two adjoining plants of GM Components, S.A., are producing steering and suspension components.

Near Logrono, in the La Rioja province of northern Spain, another plant of GM Espana, S.A., is making interior trim and injection-molded plastic parts. Each of these three plants will employ about 500 at full production.

Another major new manufacturing facility in GM's European expansion is an engine and transmission plant in Vienna, Austria.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. statistical report

SEPTEMBER '82 VERSUS SEPTEMBER '81

	1982		1981	
	September	Year	September	Year
AMC Alliance	2,710	2,710		
Spirit	1,105	14,059	3,590	28,404
Concord	4,394	18,613	7,488	34,466
Concord SW	778	6,555	2,023	11,689
Eagle 4WD	455	4,478	457	4,963
Eagle 4WD SW	1,426	13,073	1,154	11,583
Eagle SX4 4WD	726	8,324	1,425	13,806
TOTAL AMC	11,594	67,812	16,137	104,921
Chrysler LeBaron '81			2,521	29,929
LeBaron '81 SW			204	4,986
LeBaron FWD	6,273	58,882		
LeBaron SW FWD	910	5,712		
E Class/NY FWD	438	438		
Cordoba	1,452	11,183	1,499	20,385
Newport			110	3,998
New Yorker '81			147	5,412
NY/NY Fifth Ave.	5,712	42,530	244	244
Imperial	131	1,998	349	4,057
Total	14,916	120,743	5,074	69,011
Plymouth Horizon FWD	4,985	56,686	10,174	105,929
Turismo FWD	607	4,398		
Reliant FWD	7,475	76,836	17,282	111,401
Reliant SW FWD	2,435	30,282	5,036	42,626
Gran Fury '81			145	6,472
Gran Fury	1,005	13,040	78	78
Total	16,507	181,242	32,715	266,506
Dodge Omni FWD	4,540	48,434	9,810	86,056
Charger FWD	900	8,265		
Aries FWD	4,853	54,275	13,984	86,136
Aries SW FWD	2,126	24,582	3,580	32,193
Dodge 400 FWD	2,462	19,314		
Diplomat	1,621	18,334	1,533	19,907
Diplomat SW	2	69	90	2,484
Mirada	531	5,309	915	11,840
Dodge 600 FWD	125	125		
St. Regis			217	4,697
Total	17,160	178,707	30,129	243,313
TOTAL CHRYSLER CORP.	48,583	480,692	67,918	578,830
Ford Escort FWD	18,705	190,086	11,882	131,328
Escort SW FWD	5,649	59,643	7,518	90,635
EXP FWD	2,251	29,236	6,635	36,734
Pinto			166	9,184
Pinto SW			46	2,718
Fairmont	11,622	92,730	16,698	113,124
Fairmont SW	12	2,009	3,[illegible]	40,567
Tempo FWD	1	1		
Granada	3,709	52,159	9,627	76,697
Granada SW	2,551	29,353	252	252
LTD	11	11		
LTD SW	5	5		
LTD '82	4,542	39,509	4,039	41,200
LTD Crn. Victoria	3,857	32,469	3,414	29,234
LTD Crn. Vict. SW	1,472	15,359	1,204	14,913
Mustang	8,160	83,590	11,966	121,313
Thunderbird	4,856	33,232	6,956	55,780
Total	67,403	659,392	84,566	763,679
Lincoln Town Car	3,454	24,953	2,558	21,709
Mark VI	2,028	17,753	2,411	22,928
Continental	1,265	14,948	74	74
Total	6,747	57,654	5,043	44,711
Mercury Lynx FWD	6,528	57,066	4,017	45,947
Lynx SW FWD	1,910	15,338	1,936	26,167
LN7 FWD	637	10,023	2,476	12,450
Capri	2,176	21,116	4,157	38,529
Bobcat			30	2,086
Bobcat SW			7	481
Zephyr	3,794	29,455	3,611	34,218
Zephyr SW	12	797	959	10,051
Cougar	1,948	24,407	3,716	32,537
Cougar SW	807	11,761	115	115
Marquis	4	4		
Marquis '82	610	6,470	741	5,919
Marquis Brougham '82	1,307	13,113	1,279	9,175
Grand Marquis	2,808	24,813	2,231	16,916
Marquis '82 SW/G Mrq. SW	595	7,002	479	5,100
XR7	1,970	12,225	3,477	22,955
Total	25,106	233,590	29,231	262,646
Lincoln-Mercury Div. Total	31,853	291,244	34,274	307,357
TOTAL FORD MOTOR CO.	99,256	950,636	118,840	1,071,036
Buick Skylark FWD	10,363	108,703	17,844	153,573
Skyhawk FWD	5,504	29,107		
Skyhawk SW FWD	7	7		
Century FWD	9,118	62,822	6	6
Regal/Century	16,199	151,445	30,478	248,837
Regal/Century SW	953	10,718	995	12,248
LeSabre	2,429	21,593	2,276	16,726
LeSabre Limited	5,248	43,806	4,705	34,212
Electra	4,771	39,693	5,138	39,852
Buick SW	979	10,680	804	7,961
Riviera FWD	2,745	29,690	4,325	34,753
Total	58,316	508,264	66,571	548,168
Cadillac deVille	8,531	75,764	9,022	72,774
Cimarron FWD	991	9,064	2,460	6,384
Fleetwood & Chas.	2,754	26,261	2,559	25,411
Eldorado FWD	3,964	38,538	4,788	37,800
Seville FWD	1,833	15,148	1,578	16,921
Total	18,073	164,775	20,407	159,290
Chevrolet Chevette	22,339	173,764	33,210	290,284
Camaro	13,190	129,060	8,719	82,559
Monza			243	15,913
Cavalier FWD	8,288	64,862	11,313	26,862
Cavalier SW FWD	2,283	18,726	3,511	9,251
Citation FWD	12,443	139,973	24,030	235,405
Malibu	3,789	50,679	12,104	123,787
Malibu SW	2,679	30,058	4,341	44,836
Celebrity FWD	8,783	60,760		
Monte Carlo	5,949	70,618	15,204	124,435
Impala	3,150	39,395	5,347	47,221
Caprice	7,859	71,092	9,156	71,229
Chevrolet SW	3,222	32,071	3,936	34,526
Corvette	1,459	16,290	2,682	24,207
Total	95,433	897,348	133,796	1,130,515
Oldsmobile Omega FWD	5,671	54,251	10,841	84,723
Firenza FWD	3,247	17,462		
Firenza SW FWD	10	10		
Cutlass Ciera FWD	10,109	71,014	15	15
Cutlass Salon '81			11,120	123,023
Cutlass Sup./Calais '81			25,102	206,125
Cutlass Sup./Calais	17,350	188,005		
Cutlass SW	1,060	14,980	2,175	24,701
Delta 88	409	6,515	1,132	9,198
Delta Royale	11,694	106,302	11,744	97,165
98	6,926	57,954	6,481	56,192
Oldsmobile SW	1,344	14,251	1,386	13,190
Toronado FWD	2,153	22,619	3,416	27,770
Total	59,968	553,363	73,412	642,102
Pontiac 1000	4,364	37,135	8,639	38,439
Firebird	7,012	70,968	4,531	45,263
Sunbird			206	27,971
2000 FWD	5,088	34,379	8,077	23,499
2000 SW FWD	952	5,869	1,479	4,197
Phoenix FWD	3,109	36,436	6,379	65,484
LeMans/Bonneville	4,052	43,515	3,873	37,819
LeMans/Bonneville SW	1,032	10,755	2,163	18,383
6000 FWD	5,046	32,279	2	2
Grand Prix	5,004	61,386	12,020	99,323
Catalina	8	441	506	5,259
Bonneville '81	30	1,661	4,003	33,161
Bonneville Brougham '81	21	1,433	3,168	25,528
Pontiac SW	5	456	707	6,887
Total	35,723	336,713	55,753	431,215
TOTAL GM CORP.	267,513	2,460,463	349,939	2,911,290
(Checker)	151	1,762	477	2,036
Misc. Domestic	186	2,011	528	2,491
Domestic Station Wagon Total	35,216	370,121	50,053	472,750
Domestic Grand Total	427,132	3,958,904	553,362	4,668,568
Import Total	197,508	1,697,540	209,430	1,895,761
Grand Total All Registrations	624,640	5,656,444	762,792	6,564,329

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Chrysler retiree awarded $50,000 in Arrow crash

DURHAM, N. C.—A jury in Durham County Superior Court awarded David H. Howard $50,000 damages in a lawsuit Howard had filed against Chrysler Corp. and Mitsubishi Motors Corp.

In Detroit, a Chrysler spokesman said the corporation may file an appeal.

The lawsuit grew out of an auto accident in which Howard was injured on March 5, 1978. Howard, 64, of Chapel Hill, N. C., retired in 1975 as a Chrysler financial consultant. He was driving a Plymouth Arrow which he had leased from Chrysler under a program for retirees.

Howard said he was injured when the transmission and driveshaft of the car locked and sent the auto skidding into a bridge abutment.

He contended that the transmission locked because of a bearing failure, and he charged that the bearing failed because of inadequacy in the manufacture and assembly of the car. The Arrow was made by Mitsubishi.

Volvo for M&E

MERIDEN, Conn.—The M&E interests have expanded with the opening of M&E Volvo on the M&E Ford property.

Aerodynamic devices, new Cummins diesel get major credit

New IH tractor sets MPG record

Continued from Page 24

New York, the radiator operated a total of less than 30 minutes, a tremendous accomplishment by any standards," Springer said.

The test-run 2375 had a 148-inch wheelbase, an IH 12,000-pound front axle and 12,000-pound taper-leaf front springs, a Rockwell 40,000-pound tandem axle with a 3.70 ratio, a Fuller nine-speed transmission, dual 85-gallon fuel tanks and Goodyear HT 285/75R low-profile radial tires.

The 2375 hauled a Fruehauf F-Plus 45-foot trailer with fiberglass-smooth sides, 10-inch corner radius, and a top-edge aerodynamic aid. Concrete blocks bolted down in a trailer brought the unit's GVW to 65,000 pounds.

The test run was independently sanctioned by Lew Kibbee, consultant to the American Trucking Assns. and the S.A.E.

"We set this new industry standard using 'real-world' truck drivers, not professional fuel-efficiency experts," said Tom Dougherty, Truck Group marketing vice president.

"And we did it with a truck that any IH customer could drive off one of our dealer's lots. No fancy gimmicks and no non-production 'hang-on' componentry."

He added that "we think the 2375 can readily show a 2½-MPG fuel-improvement over the average Class 8 heavy highway tractor on the road today."

Dougherty noted that based on a cost of $1.30 for a gallon of diesel fuel, one 2375 could save an independent owner/operator up to $6,180 each year in fuel costs.

"For a small fleet of five trucks, that means up to $31,000 in savings annually," he added. "Multiply that by a fleet of 100 tractors, and it slashes a staggering $618,000 off their operating expenses."

These numbers, Dougherty said, take on added significance when traditional fleet costs are analyzed.

"Our studies indicated that common carriers, contract carriers, private carriers and leasing companies spend as much as 50 cents out of every dollar on fuel," he explained. "No other area offers as much opportunity as fuel savings for lowering their cost of (truck) ownership."

factories list auction dates

American Motors

Nov. 23—Aptco Auto Auction, Taylor, Mich.

Nov. 24—Kansas City Auto Auction, Kansas City, Mo.; Metropolitan Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and Minneapolis North Star Auto Auction, Shakopee, Minn.

Nov. 26—Concord Auto Auction, Acton, Mass.

Nov. 30—D-A Auto Auction, New Stanton, Pa.

Ford Motor Co.

Nov. 30—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Dec. 1—Northway Exchange, Clifton Park, N. Y.; Lakeland Auto Auction, Lakeland, Fla., and Southern California Auto Auction, Fontana, Calif.

Chrysler Corp.

Nov. 23—Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; D-A Auto Auction, Hatfield, Pa.

Nov. 24—Evansville Auto Auction, Evansville, Ind.

Model breakdown
Auction Averages

	November To Date	October	September
1982	$7,730	$7,962	$8,253
1981	6,204	6,457	6,564
1980	4,930	5,115	5,204
1979	4,496	4,511	4,907
1978	3,440	3,493	3,822
1977	2,836	2,812	3,010
1976	2,064	2,091	1,976
1975	1,218	1,355	1,271
OVERALL AVERAGE	$4,524	$4,513	$4,807

Used car sales
Auction Averages

November to date	$4,524
Month ago	$4,513
Year ago	$4,315

Rikess honored for 25

A 25-year dealer award plaque is presented to E. R. Rikess, right, president, Southview Chevrolet, Inver Grove Heights, Minn., by R. W. Kruse, Minneapolis zone manager.

Lightfoot joins MVMA as legislative analyst

DETROIT. — Jane Lightfoot has been appointed to the newly created position of legislative information associate in the State Relations Department of MVMA.

She will be responsible for monitoring and analyzing state legislation and proposed regulations concerning manufacturer/dealer franchises. She will also monitor, review and analyze state legislation dealing with the manufacture, sale and use of motor vehicles.

Bendix names Larounis V-P and group executive

SOUTHFIELD, Mich. — George P. Larounis has been elected a corporate vice president of Bendix Corp.

As vice president and group executive for Europe, he will have overall responsibility for Bendix European automotive operations and Bendix Mintex in Australia.

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

MICHIGAN

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Tuesday, December 6, 1982

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(Chrysler Plymouth Dodge Dealers Only)

11 A.M.
AMC FACTORY SALE
200 CENTRAL OFFICE UNITS

11 A.M.
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Oakland Auto Auction, 10121 E. 14 Oakland 3, NE 6-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

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Northeast Auto Auction, Bayshore, N.Y. Sale every Fri., 12 noon. Buyers galore. Sellers needed. 516-968-8844.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

SOUTH CAROLINA

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TEXAS

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Car assemblies total 68,345

Holiday trims week's auto output

By Patricia Hoffman
Staff Writer

With only three days of production last week due to the Thanksgiving holiday, domestic auto output fell 28.58 percent short of the previous week's five-day total.

The auto makers targeted 68,345 units last week, down from the previous week's 95,669, and down 12.14 percent from 77,785 units in the comparable 1981 week, also shortened due to the holiday.

So far this year, the manufacturers have finished 4,677,782 cars, a 20.99 percent decline from last year's 5,920,581.

Two General Motors points were closed last week for inventory control. The GM Van Nuys and Wilmington facilities, idled Nov. 8, are slated to resume today (Nov. 29).

GM's Bowling Green (Corvette) plant and Ford Motor's Loraine (Thunderbird and Cougar) facility remained idle last week for model changeover. Production of the 1983 Corvette is slated to begin at Bowling Green in December. The Ford Loraine plant will remain closed until January.

Operations resumed last week at GM's Leeds and Willow Run facilities, plus Chrysler Corp.'s Belvidere point. All three points had been idle for inventory adjustment.

GM's Detroit plant worked 48 minutes of overtime on each of two shifts last Monday and Tuesday. Normal eight-hour operations resumed on Wednesday.

Job-One production of the Ford Crown Victoria will begin today at the company's St. Louis plant. Production will start at a rate of 8.6 units per hour on two shifts.

All U. S. car facilities were idle last Thursday and Friday in observance of the Thanksgiving holiday.

Truck production drops as holiday cuts work week

The holiday week pulled domestic truck production down 33.52 percent from the previous week's five-day total. All U. S. truck assembly points were idle last Thursday and Friday in observance of Thanksgiving.

Last week, the makers slated 21,963 units, down from the previous week's 33,035, but up 13.78 percent from 19,303 units built in the comparable 1981 period, also shortened due to the holiday.

So far this year, the manufacturers have assembled 1,742,983 units, a 15.46 percent gain from last year's 1,509,540.

General Motors' Janesville plant was idle for the last of a three-week shutdown last week due to high inventories. Operations are scheduled to resume today (Nov. 29).

The coach line at GM's Pontiac point remains closed due to lack of orders. Production of coaches, idled last August, is slated to resume in January.

Four assembly points returned last week following downtime for inventory control. They were: GM Flint (Line-One) and Pontiac (medium-duty), plus Ford Kansas City light-truck line and Chrysler Corp. Belvidere.

Volkswagen of America's Westmoreland plant, idled June 28, remained closed last week. Operations are slated to resume in December.

Canadian car production rises 40 pct. to 17,713

Canadian auto production jumped 39.92 percent last week from the previous week's total as operations resumed at Ford Motor's St. Thomas facility following downtime due to high inventories.

The auto makers slated 17,713 units last week, up from the previous week's 12,659, and up 16.63 percent from 15,187 units built in the comparable 1981 period.

Truck output last week was targeted at 7,274 units, down 1.73 percent from the previous week's 7,402, and down 38.51 percent from 11,829 trucks built in the comparable 1981 period.

So far this year, the truck makers have finished 446,481 units, a 4.70 percent decline from last year's 468,499.

Chrysler Corp.'s Windsor car and truck facilities remained closed last week due to a strike. Operations at the points were halted Nov. 5

American Motors' Brampton car facility was idle for the second week last week due to high inventories. Operations are slated to resume Dec. 13.

Back last week from inventory-control downtime was Ford's St. Thomas car facility. The plant was idled Nov. 8.

General Motors' Oshawa car point will close today (Nov. 29) for two weeks due to poor sales. The point is slated to return Dec. 13.

The GM Oshawa truck plant will be idle for one week starting Dec. 6, also the result of poor sales.

Quality changes average $128 on '83s, BLS says

WASHINGTON. — The value of quality changes for 1983 domestic cars included in the government's wholesale price index averaged $107.66 at the manufacturing level and $128.04 at retail, according to the Bureau of Labor Statistics.

The annual assessment made by the BLS said the estimates represent about 49.9 percent of the average increase of $215.55 wholesale and about 48.5 percent of the average rise of $263.92 retail.

The $128.04 estimated retail quality change breaks down into $64.65 for changes to improve fuel economy and reduce emissions to meet current and expected federal standards, and $63.39 for other changes such as improved warranties and better rust protection.

EPA delays tougher diesel particulate rule

Continued from Page 3

production. Hence, it set the 1987 effective date.

EPA will hold a public hearing Jan. 18 at its Ann Arbor (Mich.) testing facilities.

Emission-control manufacturers and environmentalists are not expected to object to the two-year delay.

A GM spokesman applauded the EPA move, saying, "This will give us time to work on the technology required to meet the standard."

In the meantime, air quality will not be significantly affected, he said.

Phil Hutchinson, vice president for governmental affairs for Volkswagen of America, said he thought it was "a good idea, since none of us can meet the 0.2 gpm standard."

It will give makers time to work on the technology and to investigate whether the standard is necessary at that level, he said.

A Washington spokesman for Ford Motor Co. said: "We think EPA's decision makes common sense. As we have testified on several occasions, the technology does not exist to meet the standard by 1985. Ford is continuing to work on its own research laboratories and with our suppliers on particulate traps for diesel engines."

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 27, 1982	Week Ended Nov. 28, 1981	Week Ended Nov. 20, 1982	Nov. to Date	Jan. 1 to Nov. 28, 1981	Jan. 1 to Nov. 27, 1982
CHEVROLET	7,211	4,878	9,422	35,434	430,542	601,647
DODGE	1,400	1,468	2,136	8,064	86,469	115,083
FORD	9,000*	7,491	14,665	39,696	586,088	634,432
GMC	2,171	2,141	2,625	10,957	158,171	208,422
INTERNATIONAL	618*	675	1,030*	2,672	63,655	42,552
VOLKSWAGEN	.....	.....	.....	.....	35,771	8,103
JEEP	513	1,200*	2,107	6,175	82,688*	79,514
AM GENERAL	50*	50*	50*	200*	3,436*	2,230*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	62,720*	51,000*
Total Trucks, U. S.	21,963	19,303	33,035	107,198	1,509,540	1,742,983

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 27, 1982	Week Ended Nov. 28, 1981	Week Ended Nov. 20, 1982	Nov. to Date	Jan. 1 to Nov. 28, 1981	Jan. 1 to Nov. 27, 1982
CHRYSLER CORP.	.....	1,957	.....	4,191	78,136	92,404
FORD MOTOR	2,914	3,201	3,111	9,226	128,700	124,450
GENERAL MOTORS	4,100	6,434	4,028	14,573	251,049	219,373
INTERNATIONAL	260	237	263	1,046	10,614	10,254
Total Trucks, Canada	7,274	11,829	7,402	29,036	468,499	446,481
N. American Trucks	29,237	31,132	40,437	136,234	1,978,039	2,189,464

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 27, 1982	Week Ended Nov. 28, 1981	Week Ended Nov. 20, 1982	Nov. to Date	Jan. 1 to Nov. 28, 1981	Jan. 1 to Nov. 27, 1982
AMERICAN MOTORS	2,280	.....	3,708	14,345	109,672*	92,496
AMC Total	480	.....	808	2,914	.....	48,242
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	1,800	.....	2,900	11,431	.....	44,254
Alliance	1,800	.....	2,900	11,431	.....	44,254
CHRYSLER CORP.	8,650	9,804	10,724	44,680	706,447	543,817
Plymouth Total	3,650	4,067	3,842	16,474	347,243	218,330
Horizon	1,300	1,445	.....	3,581	130,165	69,306
Reliant	2,300	2,622	3,772	12,653	207,491	147,731
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	70	240	.....	1,293
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	1,400	1,756	2,358	8,728	51,097	105,029
LeBaron	700	1,756	1,313	4,702	46,235	89,929
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	700	.....	1,045	4,026	.....	15,100
Dodge Total	3,600	3,981	4,524	19,478	308,107	220,458
Omni	1,100	1,315	.....	3,341	116,933	64,741
Aries	1,700	2,058	3,330	11,839	163,465	117,341
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	350	608	533	1,966	11,383	28,559
Dodge 600	450	.....	661	2,332	.....	9,817
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	17,137	19,499	28,715	92,941	1,255,663	1,007,584
Ford Division	10,600	13,003	17,714	56,164	849,393	629,843
Escort	4,270	5,319	7,000	18,600	337,003	247,208
Fairmont	2,238	2,122	3,718	13,022	170,379	116,651
Mustang	1,105	2,240	1,853	6,583	143,038	113,539
LTD/Granada	2,876	1,672	4,957	17,501	96,406	116,839
Thunderbird	.....	1,488	.....	.....	60,359	29,326
Crown Victoria/Ford	.....	.....	.....	.....	40,886	.....
EXP	111	162	186	458	1,322	6,280
L-M Division	6,537	6,496	11,001	36,777	406,270	377,741
Mercury Total	5,105	5,499	8,580	28,093	345,499	288,789
Lynx	1,234	1,262	2,169	5,275	113,301	76,592
Capri	234	742	424	1,324	47,351	30,742
Zephyr	653	665	1,122	3,924	48,781	37,088
Marquis/Cougar	1,194	1,489	1,866	6,805	46,170	52,829
Cougar/XR-7	.....	435	.....	.....	27,980	10,580
Gr. Marquis/Marquis	1,747	785	2,953	10,587	61,187	79,228
LN7	43	121	46	178	729	1,730
Lincoln Total	1,432	997	2,421	8,684	60,771	88,952
Continental ('82)	287	498	485	1,737	10,669	18,319
Lincoln	856	303	1,450	5,205	25,523	43,272
Mark VI	289	196	486	1,742	24,579	27,361
GENERAL MOTORS	38,278	48,485	49,155	202,971	3,692,564	2,955,313
Buick Division	9,668	9,040	11,825	48,923	814,244	690,408
Skylark	2,172	1,941	321	6,216	247,903	127,747
Skyhawk J	537	.....	.....	2,506	.....	60,289
Century	1,581	1,091	2,628	7,485	95,934	104,172
Regal	2,420	2,935	3,993	14,677	246,094	190,572
Buick	2,376	2,022	3,889	14,491	160,225	168,177
Riviera	582	1,051	994	3,548	64,088	39,451
Cadillac Division	3,729	3,241	5,907	23,543	240,696	222,230
Cimarron	324	194	476	1,698	21,812	8,369
Seville	352	190	588	2,123	22,290	20,686
Eldorado	749	699	1,263	4,552	53,792	51,997
Cadillac	2,304	2,158	3,580	15,170	142,802	141,178
Chevrolet Division	11,144	18,635	12,207	51,895	1,358,575	936,616
Chevette	.....	4,597	.....	5,107	327,447	189,987
Cavalier	1,869	4,972	2,622	7,996	131,981	86,131
Celebrity	732	1,916	878	2,786	10,957	61,263
Camaro	1,512	937	2,011	10,664	91,464	199,565
Citation	1,611	1,854	1,972	4,700	284,298	148,632
Malibu	2,560	2,127	2,470	10,540	212,837	115,368
Monte Carlo	2,560	1,637	1,847	8,388	128,651	74,623
Chevrolet	300	280	407	1,714	145,379	38,533
Corvette	.....	315	.....	.....	25,561	22,514
Oldsmobile Division	10,965	8,515	14,346	62,331	781,670	710,996
Omega	984	.....	.....	2,604	125,426	69,777
Firenza	765	.....	.....	2,884	.....	41,532
Cutlass	3,120	2,890	4,832	19,377	344,439	195,079
Cutlass/Ciera	1,647	1,620	2,775	11,332	13,238	114,433
Oldsmobile	3,924	3,260	5,851	22,945	256,761	258,571
Toronado	525	745	888	3,189	41,806	31,604
Pontiac Division	2,772	9,054	4,870	16,279	497,379	395,063
Acadian†	.....	111	.....	134	17,905	9,489
2000	879	3,632	1,216	2,095	82,427	36,611
1000	.....	1,080	.....	488	83,682	32,760
Firebird	504	576	775	4,696	45,364	118,270
Phoenix	429	663	781	2,012	91,333	43,537
G. Prix/B'ville ('83)	960	1,992	2,098	6,854	115,147	124,054
A6000	.....	1,000	.....	.....	9,430	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	50*	.....	100*	250*	.....	250*
VOLKSWAGEN	1,950	.....	3,297	8,501	154,226	76,159
CHECKER	.....	.....	.....	.....	2,009*	2,163*
Total Cars, U. S.	68,345	77,785	95,699	363,688	5,920,581	4,677,782

CANADIAN CAR PRODUCTION

	Week Ended Nov. 27, 1982	Week Ended Nov. 28, 1981	Week Ended Nov. 20, 1982	Nov. to Date	Jan. 1 to Nov. 28, 1981	Jan. 1 to Nov. 27, 1982
AMERICAN MOTORS	.....	980	.....	2,437	32,558	28,252
CHRYSLER CORP.	.....	2,112	.....	5,368	59,497	144,488
FORD MOTOR	8,448	427	3,905	18,249	194,060	262,565
GENERAL MOTORS	9,040	11,443	8,529	30,110	445,708	328,359
VOLVO	225	225	225	855	9,560	9,457
Total Cars, Canada	17,713	15,187	12,659	58,019	741,383	773,121
N. American Cars	86,058	92,975	108,358	421,707	6,661,964	5,450,903
N. American Trucks	29,237	31,132	40,437	136,234	1,978,039	2,189,464
North American Cars and Trucks	115,295	124,107	148,795	557,941	8,640,003	7,640,367

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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The mini-mum?

Japanese propose a car for commuting

The Japan Small Vehicle Assn., which includes makers of 550-cc midget cars, is proposing an even smaller class for Japan—cars with 250-cc engines. The class prototype shown here is 79 inches long, 39.4 inches wide and 55 inches high. Projected weight is 550 pounds. The car's second seat, for the passenger, is a lowback, staggered to the rear.

IRS proposal would peril 'open-end' lease business

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The economic well being of the auto leasing business, one of the few bright spots in what have otherwise been a dismal few years in the car business, could be in for a devastating blow under changes being proposed by the Internal Revenue Service.

In a rulemaking proposal issued last week, the IRS said that in the future it will not consider an "open end" auto lease for business purposes to be a lease but rather the equivalent of a "conditional sale."

The lessor thus would not be entitled to the investment tax credit and depreciation allowances normally granted under leasing arrangements.

About 80 percent of all leasing companies use open-end leases, wherein the lessee usually agrees to pay a certain monthly fee in addition to all insurance and repair and maintenance costs.

The lessee also pays the difference between the wholesale value of the car and the estimated depreciated value at the end of the lease period if the former is less. This is the so-called terminal rental adjustment clause or TRAC.

Open-end leases generally are less costly to the lessee than "closed end" leases because of the tax credits and the adjustment agreement governing the end of the lease period.

• They have been common for nearly 30 years. But for nearly that long, the IRS has looked somewhat askance at them, and over the years it has brought selective actions against lessors using them on the grounds that such leases are not really leases but conditional sales contracts.

The leasing industry, though, thought it had successfully fought off this threat last year when Congress passed Section 210 of the Tax Equity and Fiscal Responsibility Act.

It prohibits the IRS from taking into account the existence of a Terminal Rental Adjustment Clause (TRAC) in determining whether an agreement is a lease. But somewhere between the drafting and passage of the Section, what was to have been a bar to retroactive activity by the IRS regarding open-end leases, turned into an opportunity for the IRS to finally have its way on the issue. This was made possible by the qualifying phrase: "In the absence of a regulation or law to the contrary."

IRS's current proposal would do just what the leasing companies had hoped to prevent. It would consider the existence of a TRAC in determining whether an agreement is a lease or a conditional sale, at least for those agreements entered into after Nov. 23, 1982 (e.g. a "law to the contrary").

• According to experts in the leasing business, the result of the IRS's move will be to force lease companies back to using

Continued on Page 41, Col. 4

Can Americans learn to love the minicar?

LAFAYETTE, Ind.—A three-year study that could change the way America uses the automobile has been launched by the Purdue University Automotive Transportation Center.

Termed the Purdue Automobile Productivity Project, the study seeks to demonstrate more efficient ways to make use of the private car—specifically the micro-mini, or urban commuter.

The $750,000 project, funded by the Eli Lilly Foundation, is using 27 imported minicars as "hardware."

These vehicles, in the 500-cc-to-1-liter class, are split into two fleets. Twenty cars are in the consumer fleet and seven are in the engineering fleet.

Involved are Daihatsu Cuore, Suzuki Alto, Subaru Rex, Volkswagen Polo, BL Metro and Citroen Enterprise.

The consumer fleet is made up of Suzuki Alto and Daihatsu Cuore models. Upgraded Altos (Suzuki M-cars) are the cars GM will buy from the Japanese maker for resale in the U. S.

Dr. Tom Sparrow, director of the project, points out that 80 percent of all passenger-car trips are made with just one person in the car.

With this statistic in mind, the Purdue project aims to demonstrate that a two-car family would be much more efficient with one micro-mini and one big car rather than with two mediums. In other words, the project seeks to make the private car more productive.

The Purdue project also is testing the so-called "shared-fleet" concept. The scenario has individual families owning minicars and sharing ownership in a small fleet of other types—big cars, vans, pickups, etc. Each minicar owner would have the right to use a vehicle from the shared fleet a limited number of days per month. An alternative would be for the shared fleet to be made up of rental cars.

Sparrow said the consumer fleet will be tested by "selected university families." They will pay a modest fee for the use of the micro, and will use the car under a set of stringent restrictions.

• These involve avoidance of high-speed driving, limitation of range to urban surroundings and use in a pure commuter sense.

The Purdue study will attempt to determine whether Americans can follow the re-

Continued on Page 8, Col. 1

Furious Claybrook lashes Peck for approach to data gathering

NHTSA called 'subsidiary' of Detroit

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Charges that NHTSA has become the "wholly owned subsidiary" of the auto industry made by Joan Claybrook (former NHTSA head) were called "absolutely unfounded" at a House hearing by Michael Finkelstein, in the absence of Raymond Peck (current NHTSA head).

At issue was whether NHTSA's new program of coordinating and possibly "cooperative" research work between the government and industry is really a "secret conspiracy" to abandon rulemaking in favor of protracted research, to concentrate only on what the auto makers might not oppose, and to abandon the Research Safety Vehicle program and the new-car assessment program, sometimes referred to as high-speed crash testing.

Claybrook, NHTSA head in the Carter Administration, has accused the agency under Peck of ignoring the law, scientific facts, nonpartisan traditions and its own staff recommendations.

The former official, now head of Public Citizen, a Ralph Nader organization, said NHTSA's research section (headed by Finkelstein, who had been Claybrook's chief standard writer) had abandoned its own independent role, started a secret "cooperative" research project with the industry, had discontinued all fuel economy research and dropped the RSV program.

• Throughout hours of fiery testimony and accusations, the real target—Ray Peck—was at a meeting of the Presidential Drunk Driving Commission but by week's end, he was expected

Continued on Page 42, Col. 1

breaking news

German prices set for BMW 3-series cars

MUNICH.—BMW has set preliminary prices for its new 3-series automobiles. The home market prices are the equivalent of $7,893 for the 316, $8,835 for the 318, $10,066 for the 320 and $11,234 for the 323i. The 320i replacement will go on sale in the U. S. in May. No price has been established yet for the U. S. market.

Low-priced Mercedes 190 introduced

STUTTGART. — The new Mercedes-Benz 190 and 190E models have gone on sale in West Germany without benefit of any special advertising campaign. Prices translated into U. S. dollars are $10,235 for the 190 and $11,100 for the 190E. The 190 series is expected to be available in the U. S. in the fall of 1983.

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Attempt to delay safety standards comes out in trial evidence

Tape tells of Ford pitch to Nixon

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Last week, a fascinating bit of history surfaced—a White House transcript of a tape made by President Richard M. Nixon of a meeting in the Oval Office with Henry Ford II; Lee A. Iacocca, then Ford Motor Co. president (now Chrysler Corp. chairman); John D. Ehrlichman, head of the Domestic Council in the Watergate years, and an "unknown" person referred to only as Paul.

The date: April 27, 1971.

The transcript was admitted as evidence in lieu of a deposition from President Nixon in a product liability suit in a Georgia State court in Atlanta. The case involves a fire in a 1975 Mustang II and subsequent fatality.

Also admitted as evidence was a confidential Ford in-house memo, allegedly about not using a safety feature for gas tanks until it would be required four years in the future.

Ford now says the safety feature was being developed at the time the memo was written; therefore, it was unavailable for installation. According to Ford, the memo said the safety device was one of several on which action would be deferred because the government was frequently changing safety requirements at that time.

The content of the White House tape does not bear directly on the issues in the case (Stubblefield vs. Ford), which seeks medical and funeral costs plus punitive damages.

• But the tape itself has considerable historic interest. To Washington old-timers, the meeting itself was never doubted. There were repeated assertions from former California Congressman John Moss, who claimed Henry Ford II had appealed to the President to delay the passive-restraint standard and substitute Ford's better idea —the ignition interlock.

It was later approved by then-NHTSA head Douglas Toms. The ill-fated ignition interlock bombed with the public, was promptly overruled by Congress and even made the unseen air bag look simple and almost acceptable by comparison.

While meetings between Detroit VIPs and Presidents are neither uncommon nor necessarily sinister, this particular meeting assumed importance because it was never admitted by Ford until the court deposition.

Furthermore, the relationship between Ford's well known opposition to the air bag and the subsequent delay and radical change in the established standard by a so-called independent agency raised—and still raises—questions of the propriety of bringing personal, political and economic pressure on the legal process through the White House.

As Ehrlichman suggested during the meeting, there existed legal, ethical and appropriate ways for Ford to object — some ways that had already been used by Ford and other ways being considered by Ford.

The passive-restraint standard at that point had already survived a legal challenge in the Sixth Circuit Court of Appeals (by all auto companies except General Motors and Daimler-Benz). A further court challenge was not only possible and appropriate at that time, but actually planned within a few days by Ford.

• The standard—11 years later and now considerably different —is still in the court, this time in the U. S. Supreme Court.

"The conversation with the President 11 years ago was nothing more than what we were saying publicly at the time and have said ever since," a Ford Motor Co. spokesman said after the transcript was made public.

"In speeches and press interviews, Ford executives were calling for a rational approach to automotive regulations on a

Continued on Page 41, Col. 1

Ford spots jeopardize Stewart's ABC job

NEW YORK. — ABC Sports has still not decided whether to sever its relationship with Jackie Stewart due to his role as on-air spokesman for Ford — although the probability looms high.

Irv Brodsky, spokesman for ABC sports, said the network had not reached a decision at press time.

He had previously said network executives believed Stewart—an analyst of ABC's coverage for all major auto racing, including the Indy 500 — may have lost his credibility and compromised his position as an objective commentator by appearing in Ford spots, starting last September.

Brodsky held out as a "good possibility" Stewart's not doing any auto racing coverage because of his participation in Ford commercials.

Stewart is not scheduled to appear in any of ABC's upcoming racing telecasts.

ABC's spokesman noted that, despite a clause in his contract requiring him to notify ABC of any endorsement agreements, Stewart failed to contact the network before signing up with Ford.

Stewart's business manager and agent, Bud Stanner, senior corporate vice president at Cleveland-based International Management Group, declined comment: "Neither Jackie nor I have anything to say regarding the issue ABC is talking about."

Similarly, Ford declined comment, noting that "what Jackie does for us is a logical extension of a relationship he's had (with Ford) since the 1960s."

Added the spokesman, "He has noncompetitive contracts with a number of firms, including a big watch company and a champagne company," and Ford did not deem it proper to comment on any of his dealings, including those with ABC.

Jaguar lets the sun in

Coach Builders, Ltd., High Springs, Fla., unveiled its new convertible conversion of the Jaguar XJS at the South Florida Auto Show. Dealer conversion price is $8,900.

Pennsylvania in U. S., Defense Dept. told

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — There is an "America" in "Volkswagen of America," but the maker of the front-wheel-drive Rabbit is having a little trouble convincing the Defense Department of that.

That inability, sad to say for VWoA, is costing it about 3,000 Rabbit sales each year, the company estimates. The Defense Department won't let VWoA sell its U.S.-made Rabbits in its PXs because, by its definition, VWoA is not an American company, but a German one.

According to the Defense Department, it may offer for sale only "American automobiles," built by American auto companies, in its PXs under a Buy America directive issued by the House Armed Services Committee in 1965.

Never mind that VWoA has a plant in Westmoreland, Pa., and is building another in Sterling Heights, Mich., has a stamping plant in South Charleston, W. Va., and a parts plant in Ft. Worth and that its Rabbits are considered domestic vehicles by the EPA and NHTSA—VWoA is not an American company, the Defense Department says.

VWoA now has taken its case to the House Armed Services Committee. At a hearing last week, it appeared to have made its point that U. S.-built Rabbits should be eligible for sale in U. S. Armed Services exchange stores.

VWoA Vice President for Industry-Government Relations Philip Hutchinson said this would be only fair, given the company's substantial investment in the U. S. and the fact that the Renault Alliance (built by American Motors with less domestic content than the Rabbit) is cleared for sale through the PX system.

All vehicles built in the U. S. by American workers should be entitled to compete for military exchange sales, he said.

The committee seemed inclined to let VWoA compete. A decision is due soon.

Consolidated adds warranty, pushes DeLorean sales

COLUMBUS, Ohio. — Consolidated International Inc. is proceeding with the sale of DeLorean sports cars, and has secured a 12-month/12,000 mile warranty to sweeten the package.

Chuck Shenk, Consolidated executive vice president, told Automotive News the warranty deal was made with Columbus-based National Auto Care and will be offered at no additional cost. "It's included in the price of the car," Shenk said.

The warranty will be offered on the cars Consolidated acquired in the U. S. and the cars it acquired in the U.K., he said.

"I don't know how many cars we've sold so far, but we've sold a lot of them," Shenk said. "We're selling cars every day to DeLorean dealers."

The official confirmed that former DeLorean Motor Co. vice president Jack Rakes has joined Consolidated in a sales/marketing capacity. Rakes is a veteran auto official. He has worked for several companies, including American Motors (Canada) Ltd., BMW and Saab.

Automotive News sources last week said at least one more ex-DMC official may join Consolidated. Shenk said he "didn't know" if that is true.

He also said there has been no decision yet on whether Consolidated will exercise its option to resume production at the former DeLorean sports car plant in Dunmurry, Northern Ireland. The option is due to expire Dec. 20.

Mid-November deliveries of 210,917, up 12 percent from 1981

U. S. car sales climb for third straight period

By Jenny L. King
Staff Writer

Mid-November domestic new-car sales increase made it only the second time this year sales have been up for three consecutive periods.

All three May sales periods wore plus signs compared to their year-ago comparison figures. The current upswing started Oct. 21-31.

November 11-20 sales blasted off to a 41.51-percent improvement over the period in 1981, with sales of 210,917 compared with 149,046. The daily selling rate averaged 23,435 compared with 16,561 a year ago. There were nine selling days both years.

The annualized sales figure based on the current rate was 7.3 million domestic units, a dramatic improvement over last summer's trough of about 4.2 million projected sales.

General Motors enjoyed its best 10-day total since mid-May with sales of 140,457 new cars, up 56.57 percent from 89,707. Ford Motor Co. sales were up 17.99 percent, to 43,658 from 37,001. Chrysler Corp. sales of 19,696 units were up 15.26 percent from 17,089.

Volkswagen of America reported sales of 2,106 new Rabbits, down 10.34 percent from 2,349 a year earlier, and estimated sales of American Motors passenger cars was 5,000 units, up 72.41 percent from 2,900.

GM earned a whopping 66.59 percent of the domestic market in mid-November, up more than six percentage points from 60.19 percent a year ago. Ford sales accounted for 20.70 percent, down from 24.82 percent. Chrysler slipped to 9.34 percent from 11.46 percent. VWoA earned an even 1 percent, down from 1.58 percent, and AMC had 2.37 percent, up from 1.95 percent.

All but three of the 14 U. S. makes came out ahead of their 1981 sales levels during the period. Chrysler was up 71.93 percent, Dodge was up 14.39 percent, Ford was up 14.38 percent, Mercury was up 14.08 percent and Lincoln was up 78.84 percent.

Buick sales jumped 86.73 percent, Cadillac was up 36.36 percent, Chevrolet was up 48.08 percent, Oldsmobile was up 60.02 percent, Pontiac was up 50.67 percent and AMC was up an estimated 72.41 percent.

Missing their year-ago sales levels were Plymouth, down 8.76 percent, Imperial, down 30.17 percent, and VWoA, down 10.34 percent.

Domestic sales from Jan. 1 through Nov. 20 totaled 5,149,824, down 9.78 percent from 5,708,173.

In year-to-date comparisons through Nov. 20, three domestic makes have improved over 1981 levels: Chrysler, Lincoln and Cadillac. Nameplates up from year-ago standings include: Ford Escort and Crown Victoria; Mercury Lynx and Grand Marquis; standard Lincoln; Buick LeSabre and Electra; Cadillac Seville, Eldorado and standard Cadillac; Oldsmobile 88 and 98; Pontiac Bonneville / LeMans and Firebird, and Chevrolet Camaro.

DOMESTIC SALES

	Nov. 11-20, 1982	Nov. 11-20, 1981
AMERICAN MTRS.	5,000†	2,900†
Chrysler	5,469	3,181
Imperial	81	116
Plymouth	6,428	7,045
Dodge	7,718	6,747
CHRYSLER CORP.	19,696	17,089
Ford	29,405	25,709
Mercury	10,467	9,175
Lincoln	3,786	2,117
FORD MOTOR CO.	43,658	37,001
Buick	27,070	14,497
Cadillac	9,447	6,928
Chevrolet	52,783	35,644
Oldsmobile	33,357	20,824
Pontiac	17,800	11,814
GENERAL MTRS.	140,457	89,707
VOLKSWAGEN	2,106	2,349
INDUSTRY TOTAL	210,917	149,046

† Estimate; includes Renault Alliance

Gasoline boost only part of it

Trucking industry calls excise tax plan unfair

By Miles Moore
Washington Staff Writer

WASHINGTON. — The heavy-truck industry is protesting the Reagan Administration's proposal for financing a federal highway trust fund which the American Trucking Assns. (ATA) estimates could cost the industry an extra $1.3 billion a year.

The new bill, proposed by DOT and endorsed by President Reagan, would raise an estimated $5.5 billion annually for highway, bridge and mass-transit programs, mainly through increases in federal excise taxes.

The most publicized feature of the DOT proposal has been the five-cent-per-gallon increase in the gasoline tax. Most of the provisions of the bill, however, apply to owners of heavy trucks and manufacturers of heavy-truck parts.

"Trucks are simply not paying their fair share of highway maintenance costs," said DOT Secretary Drew Lewis at a hearing before the House Ways and Means Committee. "This proposal is a more equitable way of dividing the costs."

Among other things, the bill would:

1. Impose an excise tax of 12 percent on new trucks and truck parts, as opposed to the current 10 percent on trucks and 8 percent on truck parts.

2. Increase the excise tax on truck tires weighing more than 100 pounds from 9.75 to 25 cents per pound.

3. Quintuple the excise tax on tread rubber — widely used in the trucking industry to retread tires — from 5 to 25 cents per pound.

At the same time, excise taxes on inner tubes, lubricating oils and tires weighing less than 100 pounds would be eliminated.

Such changes in the highway user fee structure would "shift the relative burden from the lighter trucks to the heavier trucks," according to Lewis.

Representatives of the trucking industry scarcely agree with Lewis that the new tax proposal is equitable.

The equitability of user fees has been a bone of contention between the trucking industry and federal and state governments for at least 20 years, ever since a study by the American Assn. of State Highway and Transportation Officials stated that a five-axle tractor - trailer causes at least as much damage to a highway as 9,600 autos.

Ross C. Gaussoin, chairman of the ATA, placed much of the blame for the current proposal on one of two highway cost allocation studies performed by DOT in 1978.

"One was based on the incremental approach which has been the measurement accepted by highway engineers for many years," Gaussoin said at a hearing before the Senate Finance Committee.

• This study — which DOT has attempted to bury, Gaussoin claimed — "conclusively finds that trucks in all weight categories are paying their fair share of the current federal highway taxes."

The second study was done according to what Gaussoin said was a new methodology — the consumption or damage approach.

"Unfortunately, this latter study has received all the publicity—primarily because it calls for outrageous increases in truck taxes," he said. "The trucking industry seriously questions and disputes the methodology in this study because it attributes all highway damage to truck weight and gives no significant recognition to age, weather and environment."

The added tax on gasoline alone would cost the trucking industry nearly $1.05 billion, and that would be bad enough, according to Gaussoin.

But the additional, heavy-truck-related taxes would cost the industry an extra $1.04 billion in users' fees, $208 million in excise taxes on new trucks, $51 million in taxes on parts and accessories and $12.5 million in taxes on tires and tread rubber.

Only in lubricating oils—with a tax reduction of $12.5 million —would there be any gain, he said.

In conclusion, Gaussoin urged the committee "to defer any action on special truck taxes and adopt only the five-cent fuel-tax increase."

Agreeing in every particular with Gaussoin was Arthur T. Irwin, chairman of NADA's American Truck Dealers Division, who told House Ways and Means Committee that the "tremendous increases" in trucking companies' tax liabilities "will be a severe burden to an industry that is already in its worst condition in many years."

Irwin also objected to the collection of federal excise taxes in advance from the dealer, a practice he called "frustrating and unfair."

"At the same time our government is providing low-interest loans for disaster victims, the truck dealers—who are victims of an economic disaster

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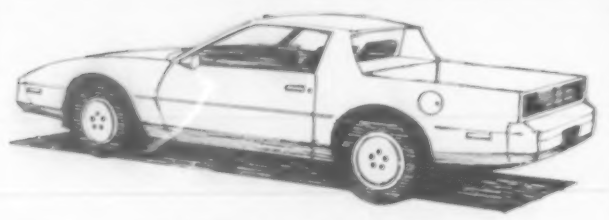

Secret Pontiac job —a Firebird pickup

By Al Fleming
Industry Editor

Hidden deep in the recesses of Pontiac Division's advanced engineering facility is — ahem — a Firetruck.

What else would you call a Firebird with a truck bed on the back?

The cobbled up version at Pontiac engineering is crude, to say the least, nothing as refined looking as the sketch above, which visualizes a possible finished product. In fact, the real thing, at the moment, is at this stage not much more than a Firebird with the upper rear section carved off and a plastic box nestled in its place.

It is apparent that the sporty looking personal pickup by no means represents a formal development project, but it does indicate the General Motors division is leaving no stone unturned in its quest for a new, contemporary ("We Build Excitement") image.

What's more, there is precedence for a Firetruck. In 1959 Pontiac built a personal truck, or "pickup car," along the lines of the Chevrolet El Camino. Reportedly, only one was built. The Catalina-based pickup was created as a possible production prototype, an idea which later was dropped.

When last heard of, the one-of-a-kind Catalina truck was owned by a collector in the Midwest.

As UAW takes tough stance on struck work

Deadline speeds up Chrysler talks

By Marjorie Sorge
Labor Editor

DETROIT. — Amid signs at presstime that UAW and Chrysler Corp. could be near an agreement, a high-ranking company official told AUTOMOTIVE NEWS an agreement must be reached by this week or Chrysler may cut off talks until after the first of the year.

"At some point in time, we have to look and see if it is better to cut off (talks) until next year," he said. "Next week is still OK, but by the following week, we will have to take a look."

Meanwhile, Chrysler has shifted some die casting work from Canada to its Kokomo (Ind.) plant, company insiders said. While they said that is currently the only facility doing struck Canadian work, the company is also looking at placing some trim work and some seat work with outside unionized suppliers. The work would be returned to Canada when the strike against Chrysler ends.

In a joint statement, UAW President Douglas A. Fraser and Vice President Marc Stepp, who also is director of the union's Chrysler Department, said, "Should we find that work which has been performed in Canada is being done in the U.S. for installation in Chrysler vehicles, we shall take appropriate steps to stop it."

Stepp has said shifting the Canadian work could hurt negotiations. Chrysler workers in Canada have been on strike since Nov. 5.

While progress was still slow on both sides of the border at presstime, it was expected to pick up substantially at the end of last week.

In Canada, UAW Vice President Robert White, director of the Canadian region, threatened to cut off negotiations until after the first of the year unless some substantial progress was made by yesterday (Dec. 5).

Agreements for both the U. S. and Canada must be reached simultaneously. The union and company spent most of last week discussing non-economic issues. Money issues were expected to be put on the table late last week.

In order to reach a settlement, the union has said there must be significant upfront money.

According to a high-ranking Chrysler official, the company is willing to "rearrange the pennies" from the contract the workers rejected in October, but it is not willing to raise its labor costs. He said the only way to put in substantially more money would be to negotiate a longer agreement. The rejected pact was for one year on economics.

Both Stepp and White have said a longer agreement could be acceptable to the union, depending on the economic offer of the company.

New plant to raise BMW capacity 40 pct.

By Richard Feast
European Editor

MUNICH. — The supervisory board of BMW has approved the group's plan to build an additional car factory in the southern German state of Bavaria.

The decision, made Nov. 25, comes 2½ years after BMW postponed a plan to build additional capacity for its luxury and sporty sedans. It will mean that by the 1990s BMW will be capable of manufacturing up to 40 percent more cars.

Initial investments in the factory, which will be located at Regensburg, some 70 miles north of Munich, will amount to $275 million. Work on the site will begin in 1984, and production — at a low level — will flow in 1986.

Production will slowly be increased to around 600 a day by the early '90s, by which time BMW will have invested some 1.5 billion deutschmarks (nearly $600 million).

• According to Eberhard von Kuenheim, the company's chief executive, the most likely model to be made at Regensburg will be the 3-series, the latest generation of which BMW unveiled in West Germany Nov. 27.

Von Kuenheim said that if BMW believed in the future it needed a new factory. It will, he pointed out, give BMW a better production structure.

At present, the company has two auto making plants, at Mu-

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58th year — No. 4944

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Chrysler names head of marketing operation

By Joseph Bohn
Marketing Editor

Arthur C. Kestleloot is the new head of Chrysler-Plymouth national advertising.

Edward Fleming reportedly will become merchandising manager for Chrysler-Plymouth, and John Damoose, merchandising manager for Dodge.

Raymond Schneider, a 24-year Chrysler veteran who was in charge of media and budget analysis, left the company to join BBD&O, the new Dodge agency.

William Oswald, management supervisor on Dodge car at Kenyon & Eckhardt, is going over to BBD&O in that position.

A number of K&E people simply got pink-slipped, such as Roy McKechnie, head of creative on Dodge truck; Paul Stevens, head of C-P dealer account and David Abodaher, senior writer on C-P dealer associations, who has a book out on Chairman Lee Iacocca.

(BBD&O is taking some of the field supervisors on dealer associations from K&E, but many field people are simply being turned loose.)

Kestleloot was formerly management supervisor on J. Walter Thompson's Ford account. He replaces Michael Howe.

Chrysler reportedly will expand its marketing organization, so that Kestleloot, for example, will have two ad managers under him, and Joseph Cronin, the Dodge advertising head, will also have two managers.

Chrysler has not made any official announcement of its planned reorganization, partly because it hasn't decided how big its staffs will be.

Reportedly, some 52 people were originally intended to become part of the new marketing organizations, being aligned along a brand concept.

However, officials have had second thoughts about the size of the budgets that would be required, with the additional number of people that would have to be brought in.

Currently, Chrysler's marketing organization is budgeted through the end of December, so that additional money for the newly contemplated organizations will not become available until January.

IMPORT REGISTRATION SHARES IN U. S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1982	Percent Share of Market	Regis., Sept., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 9 Mos., 1982	Percent Share of Market	Regis., 9 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	46,117	23.35	46,870	22.38	+ 0.97	401,589	23.69	454,817	23.99	— 0.30
Nissan	40,230	20.37	39,054	18.65	+ 1.72	341,283	20.14	346,356	18.27	+ 1.87
Honda	29,789	15.08	32,424	15.48	— 0.40	276,569	16.32	289,784	15.29	+ 1.03
Mazda	14,250	7.21	13,277	6.34	+ 0.87	116,255	6.86	133,765	7.06	— 0.20
VW	12,780	6.47	21,489	10.26	— 3.79	111,551	6.58	178,771	9.43	— 2.85
Subaru	12,468	6.31	13,496	6.44	— 0.13	102,703	6.06	107,838	5.69	+ 0.37
Volvo	5,535	2.80	5,320	2.54	+ 0.26	57,412	3.39	49,336	2.60	+ 0.79
Mercedes	5,031	2.55	.....	.....	.....	47,432	2.80	44,217	2.33	+ 0.47
Champ	4,891	2.48	4,626	2.21	+ 0.27	.....	.....	.....	.....	.....
BMW	4,777	2.42	.....	.....	.....	37,061	2.19	.....	.....	.....
Colt	.....	.....	4,696	2.24	.....	.....	.....	32,464	1.71	.....
Audi	.....	.....	4,500	2.15	.....	33,287	1.96	36,111	1.90	+ 0.06
Others	21,640	10.96	23,678	11.31	— 0.35	169,688	10.01	222,302	11.73	— 1.72
TOTAL	197,508		209,430			1,694,830		1,895,761		
Share of U. S. total		31.62		27.45			29.96		28.88	

Registrations for Oklahoma not available.

Sol Davis marks 50th anniversary

Celebrating 50 years as a Chrysler Corp. dealer, Sol Davis, center, S&W Sales Co., Ridgewood, N. Y., receives an award complete with replica of 1932-model Chrysler to mark the year he started. Myke Jacobs, left, New York zone manager, hands him the plaque as his son, Mal Davis, dealership president and a 25-year veteran, observes.

Registrations total 197,508, down from 1981

Imports take record share in Sept.

By Jenny L. King
Staff Writer

Registrations of new imported cars accounted for a record share of the September total in the U. S., although the actual number was down 8,000 units from the 1981 level.

Imports snatched 31.62 percent of the September market this year, according to figures compiled by R. L. Polk & Co. It was their best September penetration, based on 197,508 cars, down 5.69 percent from 209,430 a year earlier when penetration was 27.45 percent. September's import market segment was down from the all-time record of 34.16 percent notched in August, 1982.

Of the month's top 10 importers, five increased their shares of the market compared with 1981 levels. Nissan gained the most ground, climbing 1.72 percentage points, to 20.37 percent from 18.65 percent. Toyota was up 0.97 of a point to 23.35 percent from 22.38 percent and Mazda was up 0.87 of a point to 7.21 percent from 6.34 percent. Volvo was up 0.26 of a point and Champ/Colt was up 0.27 of a point.

Honda slipped back to 15.08 percent from 15.48 percent; Volkswagen plunged 3.79 percentage points to 6.47 percent from 10.26 percent, and Subaru dipped to 6.31 percent from 6.44 percent. Mercedes and BMW joined the top 10 this September replacing Colt and Audi from 1981.

• For the nine-months period, six importers gained in shares of the market. Nissan was up 1.87 percentage points; Honda was up 1.03 percentage points; Subaru was up 0.37 of a point; Volvo was up 0.79 of a point; Mercedes was up 0.47 of a point, and Audi was up 0.06 of a point.

From January through September, Toyota was down 0.30 of a point, Mazda was down 0.20 of a point and Volkswagen was down 2.85 points. BMW joined the top 10 and Colt dropped into the "other" category.

The top 10 companies captured 89.04 percent of the import total in September, up from 88.69 percent a year earlier. Ten auto makers accounted for 89.99 percent of the nine-months import market, up from 88.27 in 1981.

Japanese-built passenger cars were 79.11 percent of the September import total, up from 75.89 percent a year ago, and slightly short of the 79.13 percent they claimed in August.

For the first nine months of 1982, Japanese cars earned 78.18 percent of the import market, up from 75.32 percent.

Registrations by country of origin in September were:

	Sept., 1982	Sept., 1981
Japan	156,256	158,941
West Germany	27,511	35,552
Sweden	7,155	6,542
France	4,338	3,856
Italy	1,140	2,965
United Kingdom	876	1,170
Ireland	232	404

Registrations by country of origin for the first nine months were:

	9 mos., 1982	9 mos., 1981
Japan	1,324,965	1,427,934
West Germany	239,328	328,829
Sweden	71,095	59,633
France	37,536	33,371
Italy	12,299	30,246
United Kingdom	7,097	15,062
Ireland	2,510	686

Registrations of imported trucks in September tumbled 16.29 percent, to 37,700 from 45,036. Totals by major manufacturer were:

	Sept., 1982	Sept., 1981
Toyota	14,870	13,493
Nissan	8,702	10,185
Mazda	3,298	.....
Dodge Ram 50	2,750	.....
Chevrolet LUV	.....	5,708
Ford Courier	.....	5,537
Others	8,080	10,113
TOTAL	37,700	45,036

Registrations of imported trucks for the first nine months were down 15.59 percent compared with year-ago levels. The breakout was as follows:

	9 mos., 1982	9 mos., 1981
Toyota	105,981	97,255
Nissan	69,008	83,984
Mazda	27,058	.....
Dodge Ram 50	23,237	.....
Chevrolet LUV	.....	52,683
Ford Courier	.....	48,631
Others	87,205	87,661
TOTAL	312,489	370,214

Mobil recalls faulty oil; could damage car engine

By Roger Rowand
Engineering Editor

CHICAGO. — Mobil Oil Corp. is recalling in six upper-Midwest states a large quantity of motor oil containing a faulty additive. Use of the lubricant at low temperatures might lead to engine damage, the company said.

Some 175,000 gallons of Mobil Super 10W-40, much of it in quart cans, are in the bad batch. The company is trying to reach buyers through advertising and press statements.

It is advising those who bought, or think they may have bought the oil, to return it for a no-charge replacement.

Mobil said it did not know what damage might occur, but an engine with the bad oil will be noticeably sluggish, will refuse to perform and the car's oil warning light will turn on.

Mobil said this type of incident never had happened to it before. Internal steps have been taken to prevent a recurrence, the company said.

Only one shipment of oil is involved. It was sold in Illinois, Wisconsin, Michigan, Ohio, Indiana and the eastern half of Iowa.

Des Moines dealer sets LeCar sales record

DES MOINES. — Bud Mulcahy's Des Moines AMC/Jeep/Renault set a national sales record for Renault LeCar: 121 sold in October as a result of its "Best New Car Buy in the State of Iowa" promotion.

The dealership took delivery of 80 LeCars in a single day and recorded the event for TV and newspaper advertising. Bud Mulcahy is president of the dealership.

TOP CARS

U. S. registrations for the first nine months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1—	897,348	Chevrolet	1,130,515—	1
2—	659,392	Ford	763,679—	2
3—	553,363	Oldsmobile	642,102—	3
4—	508,264	Buick	548,168—	4
5—	401,589	Toyota	454,817—	5
6—	341,283	Nissan	346,356—	7
7—	336,713	Pontiac	431,215—	6
8—	276,569	Honda	289,784—	9
9—	233,590	Mercury	307,357—	8
10—	181,242	Plymouth	266,506—10	
11—	178,707	Dodge	243,313—11	
12—	164,775	Cadillac	159,290—13	
13—	120,743	Chrysler	69,011—17	
14—	116,255	Mazda	133,765—14	
15—	111,551	VW	178,771—12	
16—	102,703	Subaru	107,838—15	
17—	67,812	AMC	104,921—16	
18—	57,654	Lincoln	44,711—19	
19—	57,412	Volvo	49,336—18	
20—	47,432	Mercedes	44,217—20	
21—	37,061	BMW	.....	
22—	33,287	Audi	36,111—21	
.....		Colt/Champ	32,464—22	
	169,688	Other Imports	222,302	
	2,011	Misc. Dom.	2,491	
	5,656,444	TOTAL	6,564,329	

Toyoda cagey on GM talks at dedication of Toyota HQ

TORRANCE, Calif. — Saying only that negotiations with General Motors on joint U. S. production are progressing, Eiji Toyoda, chairman of Toyota Motor Corp. was here to dedicate a new headquarters building for Toyota's U. S. sales subsidiary and to mark the company's 25th year in this market.

Toyoda said the demand for efficient automobiles has triggered a major revolution throughout the world auto industry.

"We are now witnessing a great variety of attempts to establish tie-ups between auto makers," he said. "This trend in itself is ample evidence of the struggle to efficiently manufacture at the earliest possible time, fuel-stingy vehicles with first-rate performance to compete effectively on world markets."

Although Toyoda refused to discuss the contents of the talks with GM, he admitted that the company does not have plans to build vehicles in the U. S. on its own but rather is looking to successful completion of the GM talks on a joint project.

When asked if the substance of GM Chairman Roger Smith's remarks on the type of vehicle and plant site were accurate, Toyoda replied that he has not heard anything official from Smith and that "I cannot make comment on what has been quoted in the newspapers."

He added, however, "I can say negotiations have been making progress."

Toyoda said his company is not in favor of import restrictions and added that it is too early to comment on the prospect of a third year of quotas imposed by the Japanese government.

In his prepared remarks, Toyoda said the world economy faces danger from protectionism.

"There are real fears that the free world, which is led by the U. S., faces a future of disunity and hindered development," he said.

"If we choose to avoid fair and healthy competition for fear of trade frictions and resort to protectionism not only will the end-user—the man on the street—be a big loser, but this also will have a negative influence on the American auto industry."

• Toyoda expects the U. S. car companies to regain their former strength when the American economy recovers.

Shochiro Toyoda, president of TMC, said he expects "many severe challenges from here on, not the least of which is the worsening global business environment."

He noted that this year Toyota expects to produce 3.2 million vehicles, of which 1.52 million are destined for the Japanese home market. This represents an increase in domestic sales, and a decrease in exports.

Both Toyodas dedicated the new five-building headquarters complex that includes corporate headquarters, data processing center, master parts depot, emissions lab and employe dining facility, situated on 41 acres.

The $100-million site is across the street from Toyota's old headquarters and employs 800 persons. The corporate headquarters building is four stories tall and has more than 290,000 square feet of floor space.

Koerner achievement

For his 25 years of selling and servicing Ford Division cars, Jack Koerner, right, of Koerner Ford, Rochester, N. Y., is awarded a commemorative plaque by Bernard L. Crumpton, division general sales manager.

GM dual adds Peugeot

CONCORD, N. H.—Banks Chevrolet-Cadillac, Inc., has been awarded a Peugeot franchise.

12-month plan covers used cars sold at retail

No mileage limit in Hertz warranty

By Francis J. Gawronski

Hertz Corp. has eliminated the mileage cap from the limited warranties it provides on its used cars sold at retail.

Previously the warranty coverage was for 12 months or 12,000 miles, whichever came first. The coverage is now for 12 months with no mileage.

Hertz also announced that extended limited warranty coverage is being offered through several options which buyers may select.

The basic no-cost limited warranty, which backs every car sold at retail, covers the powertrain, including engine, drive shaft, transmission and differential for 12 months.

The major extended warranty coverage Hertz is now offering is for 24 months with unlimited mileage. Priced at $299, this warranty covers powertrain plus air conditioning, brakes, power steering and electrical systems.

Another option, priced at $149, covers the powertrain for 24 months with no mileage limit.

A third option, which can be added to the basic limited warranty, provides coverage for air conditioning, brakes, power steering and electrical systems for the 12-month period of the basic warranty. It is priced at $99.

Elsewhere, William B. Tuttle has been named national account executive for Commercial Credit/McCullagh Leasing, Inc., an operating company of Commercial Credit Co., Baltimore.

Tuttle will be headquartered in Burlington, Calif. Prior to joining Commercial Credit/McCullagh, he was a district manager for Avis Car Leasing, San Mateo, Calif.

Southwest Leasing Corp., Los Angeles, reported income of $246,000 for the second quarter, ending September, 1982, compared with $405,000 for the same period a year ago.

According to Southwest Leasing, revenues were $10,217,000 for the second quarter, compared with $10,095,000 for the same period a year earlier.

Kayser Leasing Corp., Madison, Wis., has opened a new district sales office in Chicago's Sperry Univac complex, Suite 200 North, 8600 West Bryn Mawr.

Dave Mueller, formerly account manager - operations, has been promoted to accounting manager for National Car Rental System, Inc., Minneapolis, while Samuel Allison, formerly city manager in Fort Myers, Fla., has been named fleet manager of the Miami pool.

In other changes announced by National, Bill Ballou, formerly fleet manager for the Miami pool, has been named city manager in Fort Lauderdale, and Keith Schwenk, formerly city manager in Fort Lauderdale, has been named city manager in Fort Myers.

Also, Raul Cosio has joined the sales department as regional sales manager in Miami for Latin America, Mexico and the Caribbean, while Sheila Rafferty, who has been account executive in Chicago, has been promoted to national accounts manager in Chicago.

Also, James Steadman, formerly national accounts manager in Chicago, has been named account executive in Chicago, and Cathy Vanasco, who was distribution manager for the San Francisco pool in the Car Rental Division, has been named sales representative in San Francisco.

Toyota-Dodge dual

SALEM, N. H.—Walton Toyota-Dodge, owned by Owen Walton, has opened here.

ENGINE OPTIONS ON 1982 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	55,926	78.88	N.A.	—	14,972	21.12	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	10,892	53.96	N.A.	—	9,290	46.04	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	31,655	93.96	N.A.	—	2,038	6.04	N.A.	—
Eagle/SX4	N.A.	—	N.A.	—	N.A.	—	13,379	78.60	N.A.	—	3,644	21.40	N.A.	—
CHRYSLER CORP.	108,225	14.94	N.A.	—	N.A.	—	23,718	3.27	N.A.	—	592,605	81.79	N.A.	—
C-P Total	84,671	18.88	N.A.	—	N.A.	—	12,502	2.79	N.A.	—	351,246	78.33	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	85,356	100.00	N.A.	—
Reliant	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	162,580	100.00	N.A.	—
Gran Fury	12,672	67.60	N.A.	—	N.A.	—	6,074	32.40	N.A.	—	N.A.	—	N.A.	—
Imperial	2,717	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cordoba	14,303	74.70	N.A.	—	N.A.	—	4,844	25.30	N.A.	—	N.A.	—	N.A.	—
LeBaron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	103,310	100.00	N.A.	—
New Yorker	54,979	97.20	N.A.	—	N.A.	—	1,584	2.80	N.A.	—	N.A.	—	N.A.	—
Dodge Total	23,554	8.53	N.A.	—	N.A.	—	11,216	4.06	N.A.	—	241,359	87.41	N.A.	—
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	82,003	100.00	N.A.	—
Aries	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	125,016	100.00	N.A.	—
Diplomat	17,672	67.30	N.A.	—	N.A.	—	8,586	32.70	N.A.	—	N.A.	—	N.A.	—
Dodge 400	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	34,340	100.00	N.A.	—
Mirada	5,882	69.10	N.A.	—	N.A.	—	2,630	30.90	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	364,578	27.87	N.A.	—	108,799	8.31	266,317	20.35	N.A.	—	568,822	43.47	N.A.	—
Ford Division	184,447	20.83	N.A.	—	71,480	8.07	195,963	22.14	N.A.	—	433,460	48.96	N.A.	—
Escort	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	318,418	100.00	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	22,650	100.00	N.A.	—
Must./Must II	33,387	25.60	N.A.	—	N.A.	—	37,560	28.80	N.A.	—	59,471	45.60	N.A.	—
Granada	N.A.	—	N.A.	—	56,675	47.10	61,003	50.70	N.A.	—	2,647	2.20	N.A.	—
T-Bird	27,717	61.40	N.A.	—	14,807	32.80	2,618	5.80	N.A.	—	N.A.	—	N.A.	—
Ford	120,660	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Fairmont	2,683	2.10	N.A.	—	N.A.	—	94,782	74.20	N.A.	—	30,274	23.70	N.A.	—
L-M Division	180,131	42.57	N.A.	—	37,319	8.82	70,354	16.62	N.A.	—	135,362	31.99	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	11,540	100.00	N.A.	—
Lynx	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	100,113	100.00	N.A.	—
Capri	8,817	24.40	N.A.	—	N.A.	—	10,840	30.00	N.A.	—	16,477	45.60	N.A.	—
Zephyr	78	0.20	N.A.	—	N.A.	—	31,782	81.30	N.A.	—	7,232	18.50	N.A.	—
Cougar	N.A.	—	N.A.	—	30,297	53.20	26,653	46.80	N.A.	—	N.A.	—	N.A.	—
XR-7	9,244	54.80	N.A.	—	6,544	38.80	1,079	6.40	N.A.	—	N.A.	—	N.A.	—
Mercury	77,157	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Continental	23,430	98.00	N.A.	—	478	2.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln	35,069	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Mark VI	26,336	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	971,869	27.72	156,261	4.46	1,202,710	34.31	N.A.	—	24,214	0.69	1,132,688	32.31	17,929	0.51
Buick Division	145,067	19.00	27,575	3.73	403,962	54.59	N.A.	—	7,628	1.03	155,751	21.05	N.A.	—
Skylark	N.A.	—	N.A.	—	68,955	47.70	N.A.	—	N.A.	—	75,605	52.30	N.A.	—
Skyhawk	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	47,918	100.00	N.A.	—
Century	N.A.	—	N.A.	—	65,589	63.70	N.A.	—	5,148	5.00	32,228	31.30	N.A.	—
Regal	4,283	1.90	5,410	2.40	213,245	94.60	N.A.	—	2,480	1.10	N.A.	—	N.A.	—
Buick	108,392	61.92	17,803	10.17	48,857	27.91	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Riviera	32,392	73.50	4,363	9.90	7,316	16.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	171,784	72.92	20,169	8.56	17,663	7.50	N.A.	—	N.A.	—	25,968	11.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	25,968	100.00	N.A.	—
Seville	16,598	83.00	2,380	11.90	1,020	5.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eldorado	43,799	84.20	4,736	9.20	3,433	6.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac	111,387	80.95	13,003	9.45	13,210	9.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	315,794	24.34	29,971	2.31	350,440	27.01	N.A.	—	1,990	0.16	581,633	44.83	17,529	1.35
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	225,934	92.80	17,529	7.20
Cavalier	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	195,024	100.00	N.A.	—
Celebrity	N.A.	—	N.A.	—	53,081	57.50	N.A.	—	N.A.	—	39,233	42.50	N.A.	—
Camaro	92,444	51.70	N.A.	—	65,801	36.80	N.A.	—	N.A.	—	20,563	11.50	N.A.	—
Citation	N.A.	—	N.A.	—	64,768	39.10	N.A.	—	N.A.	—	100,879	60.90	N.A.	—
Malibu	25,896	22.30	4,761	4.10	84,771	73.00	N.A.	—	697	0.60	N.A.	—	N.A.	—
Monte Carlo	32,984	35.70	5,451	5.90	52,663	57.00	N.A.	—	1,293	1.40	N.A.	—	N.A.	—
Chevrolet	139,063	73.90	19,759	10.50	29,356	15.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Corvette	25,407	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile Division	268,421	38.22	70,575	10.05	221,049	31.48	N.A.	—	12,897	1.84	129,398	18.41	N.A.	—
Omega	N.A.	—	N.A.	—	26,022	33.59	N.A.	—	N.A.	—	51,447	66.41	N.A.	—
Firenza	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	30,108	100.00	N.A.	—
Cutlass/Supreme	36,127	18.59	14,012	7.21	140,136	72.11	N.A.	—	4,062	2.09	N.A.	—	N.A.	—
Cutlass/Ciera	N.A.	—	N.A.	—	44,642	44.06	N.A.	—	8,835	8.72	47,843	47.22	N.A.	—
Oldsmobile	205,857	77.63	49,509	18.67	9,812	3.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Toronado	26,437	77.92	7,054	20.79	437	1.24	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	70,803	13.34	7,970	1.51	209,596	39.50	N.A.	—	1,699	0.33	239,938	45.24	400	0.08
J-2000	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	118,859	100.00	N.A.	—
T1000	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	44,069	99.10	400	0.90
Firebird	64,116	55.10	N.A.	—	34,444	29.60	N.A.	—	N.A.	—	17,804	15.30	N.A.	—
Phoenix	N.A.	—	N.A.	—	12,980	26.40	N.A.	—	N.A.	—	36,185	73.60	N.A.	—
Grand Prix	3,468	4.30	2,581	3.20	74,601	92.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Bonneville/LeMans	3,219	4.00	5,389	6.70	71,832	89.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
6000	N.A.	—	N.A.	—	15,739	38.90	N.A.	—	1,699	4.20	23,021	56.90	N.A.	—
VOLKSWAGEN	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	53,283	51.90	49,381	48.10
Total Cars, U. S.*	1,444,672	25.29	156,261	2.73	1,311,509	22.96	345,961	6.06	24,214	0.42	2,362,370	41.36	67,310	1.18

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's New Yorker, Gran Fury, Cordoba, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U. S. models during the 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

Wegners still selling GM products—and Datsun—in Pierre, S. D.

75-year-old deal stays in family

By Dolores Harrington
Staff Correspondent

PIERRE, S. D.—When former foundry worker and mill owner Henry John Wegner opened his auto dealership in 1907, he had at least 100 makes to choose from.

Today, his grandsons and great grandson are still keeping the store open, and they've been faithful to his early choice — General Motors.

They sell Oldsmobiles and Buicks. But they also sell Datsuns. H. J. would never have dreamed a foreign country's automobile would sell here. And he certainly never fathomed the computer that makes his place of business part of the GM galaxy of dealers.

H. J. first selected the Reo, made by R. E. Olds, because of its ability to climb hills. Pierre, the booming capital city of a new state, had steep hills.

Family stories claim that when Wegner started his dealership, "There weren't but about 12 cars in the entire city . . . and there was much talk . . . that the automobile was just a toy."

Trucks powered by motors were unheard of.

In the beginning, Wegner Auto Co., Inc., was housed in a basement from which cars were sold and repaired. One year later, a first floor was added, for storing cars.

• In order to supplement car sales and repair service revenue, Wegner provided two livery cars to transport customers about Pierre and its surrounding area, just as did the city's five livery stables.

As well as being one of the early car dealers and taxi services, Wegner was also a pioneer in the "filling station" business. Gasoline was kept in a hollow near his building. When a customer wanted some, he drained it into a can and then put it through a chamois skin into the car's tank.

Soon, Wegner added other lines, including Chalmers and Huppmobile. In 1910, he added Buick. In 1917, he added Dodge automobiles and "made-over" trucks. Two years later, his Buick franchise required taking on a one-ton truck for every five new cars ordered. This line is today's GMC.

In 1923, Henry John's two sons, Lester and Varro, abandoned college careers and entered the auto business full time.

In 1925, the dealership turned its full energies to selling Buicks.

Some sales stats: In 1926, Wegner Auto Co. sold 45 new Buicks, dropping to 18 in depression-torn 1931 and five in 1932. The following year, new-car sales totaled 2 Buicks and 6 new Oldsmobiles. The latter line was added because it offered 6-cylinder models. Buick had only 8-cylinder cars.

• Expansions in 1919, 1927 and 1954 added only office and garage space because until the late 1950s no one ever bought a car off the lot at Wegner's Each auto was ordered and built to the customer's specifications. In 1954, an adjacent parcel of land was purchased.

In 1958, the company became the Pierre area's first import dealer when it added Opel.

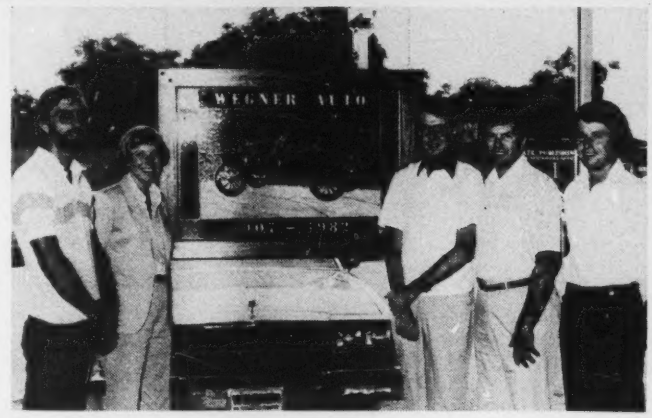
Varro Wegner died in 1959. His two sons, Henry John (Hank) and Tony, joined their uncle Lester in business in the mid-1960s. This third generation assumed ownership in 1966.

Six years later, they moved the company to a new building and a much-expanded lot several blocks from the old site. They expanded their body shop and new and used-car prep space in 1977.

The dealership now occupies 20,000 square feet and a full city block. Computer communication with GM's corporate offices and computer diagnostic equipment are also part of the operation. Present lines are Buick, Olds, GMC Trucks and Datsun.

A member of the fourth generation of Wegners—Jim, who is Hank's son—is now a member of the sales staff.

"With all the dealers closing their doors all over America, I feel our 75th year in business will make others perk up," said Hank. "We're doing well and making money."



Family stays with the GM family

Seventy-five years in the auto business is reason enough to have a stained glass window commissioned, believes Helen Wegner, who presented the artwork to her brothers for the diamond anniversary of Wegner Auto Co., founded by grandfather Henry John Wegner who sold the Reo and later, Buick and Olds. From left, artist Steve Stoneback; Helen Wegner; her brothers Tony and Hank, and Jim, the fourth generation of the family selling GM cars and trucks in Pierre, S. D.

Used car sales
Auction Averages

November	$4,569
Month ago	$4,513
Year ago	$3,964

Model breakdown
Auction Averages

	November Final	October	September
1982	$6,961	$7,962	$8,253
1981	6,141	6,457	6,564
1980	4,904	5,115	5,204
1979	4,479	4,511	4,907
1978	3,424	3,493	3,822
1977	2,822	2,812	3,010
1976	2,001	2,091	1,976
1975	1,288	1,355	1,271
OVERALL AVERAGE	$4,569	$4,513	$4,801

factories list auction dates

Chrysler Corporation

Dec. 7—Baltimore Washington Auto Exchange, Baltimore, Md.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Hatfield Auto Auction, Hatfield, Pa., and Portland Auto Auction, Portland, Ore.

Dec. 8 — South Seattle Auto Auction, Kent, Wash.

Dec. 9 — Northway Exchange, Clifton Park, N. Y.

Dec. 10 — Denver Auto Auction, Englewood, Colo.

Police patrol cars tested before purchase in Georgia

ATLANTA. — So many of today's high-performance cars are making sissies of state patrol cars around the South that the heads of patrols in several states are considering the purchase of some of the speedier models.

Patrolmen from 10 states gathered in Atlanta to see Dodge, Ford and Chevrolet cars go through acceleration, braking and handling tests.

It was the first time such tests have been conducted in Atlanta. They were held at The Atlanta International Raceway in nearby Hampton and at the Atlanta race track near Gainesville.

The Georgia patrol has three Mustangs and three Pontiac Trans Ams in its fleet as test models. Within the next six months, the state may buy 50 performance cars to be used as pursuit cars and another 140 standard police vehicles.

Lt. Bill Grant, who organized the tryouts, said testing the cars in Georgia is part of a new policy.

"In order to make bids to sell cars to the Georgia State Patrol, the manufacturers must bring the cars to Georgia, and the cars have to make a passing score on our tests," he said.

Grant contends that tests made in the Detroit area for the patrol cars rarely give practical results. Categories such as acceleration, speed and handling are rated in separate experiments.

During the tests here, patrolmen were allowed to test-drive the 1983 cars — a Chevrolet Impala, a Dodge Diplomat, a Ford Mustang, a Ford LTD and a Thunderbird prototype.

Cunningham appointed

KANSAS CITY. — Robert A. Cunningham, president and owner of Cunningham Oldsmobile, Inc., Kansas City, has been appointed to the Rockhurst College board of regents.

Pacer presentation

DETROIT. — The first Pacer built by American Motors has been presented to the Detroit Historical Museum by Capt. Robert H. Jones. AMC produced the Pacer from 1975 to 1980.

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Cooperation between auto firms seen as vital

Saab chief discusses survival

Continued from Page 12

cial and military aircraft, satellites, and missiles—and we are greatly specialized in each of our fields of activity.

Q. Coming back to cars, will the Saab-Lancia model be an addition to your present range, or will the new car replace the ones you are now manufacturing?

A. They will overlap for a while, but we intend to motivate our customers into eventually buying a car of the new generation. The new car will be in the same price range, but it will be quite different from the 900 series. In the meantime, we will keep developing the 900, which will remain a modern car for many, many years.

Q. Will the new car help you increase your overall production?

A. We could easily produce 110,000 and 120,000 cars now with the large additional investment. We do not intend to go beyond that. There are advantages in being a small manufacturer; it allows you to be flexible and innovative. We don't have many engineers in comparison with the giants; but we have excellent people, and we are in a very good position to make use of all the technical knowledge we have in the company.

For example, our new truck program is the first in the world to put a truck through windtunnel tests. We have access to tremendous knowledge in electronics and the use of new material through our aerospace division. Our people are working with new material for the airplanes of the future. This can be of great benefit to our car division.

Q. Saab is a factor in Scandinavia and the U. S. On the whole, however, your dealer network is quite weak throughout Europe.

A. The truth is that we did not have really good export products until quite recently. It was not until the 70s that we actually produced cars that could be successful abroad. Then came the oil crisis in 1973, which made it very difficult to motivate dealers outside of Sweden. Nobody was ready to invest in new facilities and equipment. Then came the Japanese, who collected dealers and made it difficult for us to find the ones we needed.

Today, more and more distributors abroad are interested in selling our cars now that we have the Saab 900 series and especially the Turbo. We have our own sales organization in Scandinavia, England, Germany and the U. S. We have very good partners in Switzerland and in Italy. We just opened our own subsidiary in France.

Q. At what sales level can you break even with your own outlets in a foreign country?

A. It differs from market to market. In the U. S. we will sell around 18,000 cars this year and make a good profit. Every second car we sell in America is a turbo, and we sell them with a good profit margin. We sell around 10,000 cars in England, and that is the break-even point there. In countries like Denmark and Norway, we are profitable while selling about 2,500 units yearly; but you should not forget that we have a manufacturing profit to start with.

Q. You also finance some dealerships on your own.

A. Yes, whenever we fail to find a good dealer in a major city. We did it in Frankfurt, Antwerp, London and several other places in England. We will probably have to do it in Paris and Brussels, and we are going to open a showroom in Manhattan. We do not intend to keep these dealerships forever but are ready to sell them when they become profitable.

Q. Considering the limited number of Saab dealers in most European countries, why should anyone want to buy a Saab?

A. I recently asked a large Cadillac dealer in the U. S. why he was so interested in selling Saabs and Saab Turbos when he was selling Cadillacs and could sell any other make. His answer was simple: "Why should I sell a copy when I can sell the original!"

Actually, I believe we have a good quality car with status. Lots of people, particularly in the U. S., like to own a foreign car that gives prestige. In Europe, the Saab is considered a connoisseur's car, an individualist's car.

Q. In which areas do you feel that Saab-Scania will develop fastest—trucks, aerospace, cars?

A. The truck market is down the world over at present, but we had four consecutive fantastic years in this area. Even though the market will still be depressed in 1983, we have a very good potential in this field.

We have had our problems in the aerospace business, because the Swedish government hesitated for 10 years before deciding on a new generation of military planes; but Parliament made the decision at long last in June, and we have the contract. Our commuter plane will also help us develop that part of our business tremendously.

As far as cars are concerned, I have told you that we are quite optimistic. I believe that we will become more and more international over the next few years. We now export about 60 percent of our production, and I hope we reach 75 percent in five years. There is no alternative to exports for a company operating in as small a country as Sweden.

Q. How easy or difficult is it operating a private company in a socialist country?

A. We have lived with socialist governments, as a private enterprise, for 44 years, until 1976 when the Conservatives and Liberals came to power. The Social Democrats in Sweden have been moderate, and I hope they don't change. The real threat presented by the Socialist party in the last election campaign is what they call the "wage earners' fund." They would like every company to set up a fund that would help the public to take over the company partly, in one way or another. Many promises are made during campaigns, but I don't think anybody really knows what is going to happen in this case.

Q. How do you motivate your people with your high taxation?

A. That, of course, is a problem, but people won't work just for money. Therefore, you must prove to them that the company is dynamic, that it invests in the future, that it is developing. You have to create a good environment, a good atmosphere, so that people enjoy their work and really feel that they are achieving something. Our people were no longer motivated a few years ago; but we have invested in new programs, and that has changed the climate.

We have been able to make a good profit while investing a lot, so that all of our investments could be self-financed. I have a policy of no borrowing. When you live in a technologically risky world, you have to make your own money, invest from your own profits. We have not borrowed any money in the last four years, except that the Federal Reserve Bank of Sweden compels us to borrow money abroad when we want to invest overseas—we are not allowed to send money from Sweden.

Q. When do you think the world recession will come to an end?

A. Nobody can answer that. We live in a very exceptional world. We have all the problems coming from the Middle East, from the oil-producing countries. We have a new policy in the U. S. with Reagan's anti-inflation action and its high interest rates. I don't think anything good is going to happen until we get the interest rate down.

We have started a big employment program at Saab for youngsters between 16 and 19 without really having jobs for them. We don't hire them as regular employes, but as trainees to further their education. In close cooperation with the unions and with some help from the government, we try to give them a friendly attitude toward industry, to show them that the jobs can be interesting, that the pay is good.

If we didn't do this, we would be short of industrial workers in a few years when we need them. We took on 500 youngsters this year, and it looks as though 80 percent will stay with us. Industry just has to contribute and help society. If we don't do it now, we might be sorry about it five or ten years from now."

DECORATIVE ROOF OPTIONS ON 1982 U. S. MODELS

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-up Sunroofs	Percent of Output	T-roof	Percent of Output
AMERICAN MOTORS	28,378	40.03	NA	—	2,041	2.88	NA	—
Spirit	NA	—	NA	—	648	3.21	NA	—
Concord	22,975	68.19	NA	—	337	1.00	NA	—
Eagle/SX4	5,403	31.74	NA	—	1,056	6.20	NA	—
CHRYSLER CORP.	213,496	29.47	2,881	0.40	11,699	1.62	1,438	0.20
C-P Total	170,078	37.93	2,828	0.63	6,033	1.35	536	0.12
Horizon	NA	—	NA	—	NA	—	NA	—
TC-3	NA	—	NA	—	3,627	8.50	NA	—
Reliant	15,445	9.50	NA	—	650	0.40	NA	—
Gran Fury	2,081	11.10	NA	—	NA	—	NA	—
Imperial	NA	—	NA	—	NA	—	NA	—
Cordoba	17,060	89.10	NA	—	NA	—	536	2.80
LeBaron	78,929	76.40	NA	—	1,756	1.70	NA	—
New Yorker	56,563	100.00	2,928	5.00	NA	—	NA	—
Dodge Total	43,418	15.72	53	0.02	5,666	2.05	902	0.33
024	NA	—	NA	—	4,376	9.60	NA	—
Omni	NA	—	NA	—	NA	—	NA	—
Aries	11,626	9.30	NA	—	500	0.40	NA	—
Diplomat	5,514	21.00	53	0.20	NA	—	NA	—
Dodge 400	21,222	61.80	NA	—	790	2.30	NA	—
Mirada	5,056	59.4	NA	—	NA	—	902	10.60
FORD MOTOR	273,258	20.88	7,859	0.60	59,870	4.58	18,945	1.45
Ford Division	135,130	15.26	NA	—	39,720	4.49	15,259	1.72
Escort	NA	—	NA	—	8,597	2.70	NA	—
EXP	NA	—	NA	—	8,358	36.90	NA	—
Must./Must II	2,869	2.20	NA	—	16,824	12.90	15,259	11.70
Granada	19,853	16.50	NA	—	602	0.50	NA	—
T-Bird	40,402	89.50	NA	—	3,295	7.30	NA	—
Ford	59,488	49.30	NA	—	NA	—	NA	—
Fairmont	12,518	9.80	NA	—	2,044	1.60	NA	—
L-M Division	138,128	32.64	7,859	1.86	20,150	4.76	3,686	0.87
LN7	NA	—	NA	—	5,216	45.20	NA	—
Lynx	NA	—	NA	—	3,904	3.90	NA	—
Capri	NA	—	NA	—	9,034	25.00	3,686	10.20
Zephyr	5,004	12.80	NA	—	743	1.90	NA	—
Cougar	7,688	13.50	NA	—	342	0.60	NA	—
XR-7	15,113	89.60	NA	—	911	5.40	NA	—
Mercury	60,877	78.90	NA	—	NA	—	NA	—
Continental	NA	—	1,339	5.60	NA	—	NA	—
Lincoln	23,110	65.90	1,753	5.00	NA	—	NA	—
Mark VI	26,336	100.00	4,767	18.10	NA	—	NA	—
GENERAL MOTORS	932,469	26.60	52,345	1.49	37,155	1.06	137,997	39.36
Buick Division	331,635	44.82	15,260	2.06	7,443	1.01	3,359	0.45
Skylark	22,580	15.62	NA	—	1,879	1.30	NA	—
Skyhawk	NA	—	NA	—	3,402	7.10	NA	—
Century	26,256	25.50	NA	—	2,162	2.10	NA	—
Regal	124,250	55.12	3,922	1.74	NA	—	3,359	1.49
Buick	124,689	71.23	3,939	2.25	NA	—	NA	—
Riviera	33,860	76.83	7,399	16.79	NA	—	NA	—
Cadillac Division	111,743	47.43	16,301	6.92	7,375	3.13	NA	—
Cimarron	NA	—	NA	—	7,375	28.40	NA	—
Seville	NA	—	2,960	14.80	NA	—	NA	—
Eldorado	24,917	47.90	7,699	14.80	NA	—	NA	—
Cadillac	86,826	63.10	5,642	4.10	NA	—	NA	—
Chevrolet Division	68,340	5.27	NA	—	12,567	0.97	81,473	6.28
Chevette	NA	—	NA	—	NA	—	NA	—
Cavalier	NA	—	NA	—	9,751	5.00	NA	—
Celebrity	9,785	10.60	NA	—	NA	—	NA	—
Camaro	NA	—	NA	—	NA	—	50,245	28.10
Citation	NA	—	NA	—	2,816	1.70	NA	—
Malibu	NA	—	NA	—	NA	—	NA	—
Monte Carlo	29,011	31.40	NA	—	NA	—	5,821	6.30
Chevrolet	29,544	15.70	NA	—	NA	—	NA	—
Corvette	NA	—	NA	—	NA	—	25,407	100.00
Oldsmobile Division	327,458	46.63	16,510	2.36	1,123	0.16	7,231	1.03
Omega	11,597	14.97	NA	—	1,123	1.45	NA	—
Firenza	NA	—	NA	—	NA	—	NA	—
Cutlass/Supreme	87,160	44.85	3,226	1.66	NA	—	4,820	2.48
Cutlass/Ciera	23,030	22.73	NA	—	NA	—	2,411	2.38
Oldsmobile	180,666	68.13	6,576	2.48	NA	—	NA	—
Toronado	25,005	73.70	6,708	19.77	NA	—	NA	—
Pontiac Division	93,293	17.58	4,274	0.81	8,647	1.63	45,934	8.66
J-2000	NA	—	NA	—	6,418	5.40	NA	—
T1000	NA	—	NA	—	NA	—	NA	—
Firebird	NA	—	NA	—	NA	—	40,611	34.90
Phoenix	3,373	6.86	NA	—	934	1.90	NA	—
Grand Prix	57,261	71.00	4,274	5.30	NA	—	5,323	6.60
Bonneville/LeMans	32,659	40.60	NA	—	NA	—	NA	—
6000	NA	—	NA	—	1,295	3.20	NA	—
VOLKSWAGEN	NA	—	NA	—	NA	—	NA	—
Total Cars, U. S.	1,447,601	25.34	63,085	1.11	110,765	1.94	158,380	2.77

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor Cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

Total of 96,216 is 9.21 percent more than year ago

U. S. car output beats '81 week

By Patricia Hoffman
Staff Writer

The resumption of normal five-day operations at most assembly points last week pulled domestic auto production up substantially from the previous week, shortened by the Thanksgiving holiday. Output also was up from the comparable 1981 period.

Last week, the makers estimated a build of 96,216 units, a 45.29 percent gain from 66,224 cars built during three days of assembly the previous week, and up 9.21 percent from last year's 88,100 units.

Year-to-date, there have been 4,771,877 units assembled, a 20.65 percent decline from 6,013,443 built in the comparable period last year.

There were six facilities idled last week due to high inventories. They were: General Motors' Doraville, Lordstown and Tarrytown points, plus Ford Motor's Metuchen, San Jose and Wayne facilities.

GM's Bowling Green and Ford's Lorain points remained closed last week for model changeover. Production of 1983 Corvettes is slated to begin at Bowling Green Jan. 3. About 1,000 workers will be recalled from temporary layoff. The Ford Lorain plant is scheduled to resume sometime next month.

GM's Detroit (Cadillac) facility operated 1.6 hours of daily overtime on two shifts last week, plus eight hours on Saturday (Dec. 4).

Also working Saturday was GM's Arlington (Malibu, Monte Carlo and Regal) facility.

Production of the Ford Crown Victoria began last week at the company's St. Louis facility. Output is at a rate of 8.6 units an hour on two shifts.

GM's Van Nuys (Camaro and Firebird) and Wilmington (Chevette and 1000) points returned last week, following a three-week downtime to control overstocked inventories.

Truck production for week tops '81 level by 64 pct.

Domestic-truck production jumped 48.55 percent last week from the shortened holiday week, and output rose 64.12 percent from the comparable 1981 period.

Last week, the makers targeted output at 35,980 units, up substantially from 24,220 trucks built during three days of assembly the previous week, and up from 21,923 units in the comparable 1981 period.

So far this year, the manufacturers have completed 1,781,220 units, a 16.08 percent gain from 1,534,430 finished in the same period last year.

Normal five-day operations resumed at all but two assembly points last week (Nov. 29) following the holiday, and Saturday overtime was scheduled at one General Motors facility.

Chrysler Corp.'s Warren truck facility and one shift at Ford Motor Co.'s Louisville point were idle last week for inventory control.

GM's Pontiac coach line, idled last August, remained down last week due to lack of orders. Production is slated to resume next month.

Volkswagen of America's Westmoreland point remained closed last week for model changeover. Assembly of 1983 model trucks is slated to begin this month.

GM's Lordstown facility operated six days last week.

Also at GM, production resumed at the Janesville point following a three-week downtime to control high inventory.

BL adds 1,100 workers for launch of new Maestro

COWLEY, England. — BL's Austin Rover Division is taking on an additional 1,100 workers at its factory here in preparation for the launch of the new medium-range LM10 hatchback.

The model — which is widely tipped to carry the name Maestro—will be launched March 1 and make its public debut at the Geneva Auto Show. It will go on sale in the UK in the spring and in European markets in the fall.

By launch date, Cowley is expected to be producing 2,500 Maestros a week.

At the same time, the additional manpower will enable output of the Rover sedan to be lifted from 850 to 1,000 a week in response to increased demand, says the company.

The recruiting was given only a lukewarm reception by employes, who have seen total BL employment levels halved to around 100,000 over the past five years.

LM10 is a five-door hatchback which fits into the Ford Escort/Volkswagen Rabbit category.

It is an area where Austin Rover is particularly weak, following the deletion of the Allegro and Maxi models. Its representation rests solely with the aging Ital sedan and the more modern Triumph Acclaim, assembled from Honda kits.

In March, 1984, Austin Rover will unveil the three-box sedan version of the LM10, known as LM11.

Canadian output of cars plummets; five plants shut

With just two car assembly points operating last week, Canadian auto production fell a substantial 58.57 percent from the previous week's total, and output dropped 47.91 percent from the comparable 1981 figure.

Last week, the car makers scheduled 7,140 units, down from 17,235 the previous week, and down from last year's 13,708 units.

So far this year, the car manufacturers have finished 779,783 units, a 3.22 percent gain from 755,445 built in the comparable period last year.

Truck production last week was slated at 7,160 units, down 2.07 percent from the previous week's 7,311, and a 15.34 percent decline from last year's 8,457.

Year-to-date, the truck manufacturers have assembled 453,678 units, down 5.05 percent from 477,792 trucks completed in the comparable 1981 period.

General Motors' Oshawa car point, and Ford Motor Co.'s St. Thomas plant joined the downtime lineup last week, bringing the total number of idled car facilities to five. The Oshawa car operations will be idle two weeks due to poor sales. Operations are slated to resume Dec. 13. The Ford St. Thomas plant closed for one week for inventory control. Production is scheduled to return today (Dec 6).

American Motor's Brampton facility, idled Nov. 15, remained closed last week for inventory control. Operations are slated to resume Dec. 13.

Also still down for inventory control was Volvo's Halifax point. Production was idled at the plant Nov. 22.

Chrysler Corp.'s Windsor car and truck facilities remained closed last week due to a strike.

The GM Oshawa truck facility will close for one week starting today due to poor sales.

U. S. CAR PRODUCTION

	Week Ended Dec. 4, 1982	Week Ended Dec. 5, 1981	Week Ended Nov. 27, 1982	Nov. Est.	Jan. 1 to Dec. 5, 1981	Jan. 1 to Dec. 4, 1982
AMERICAN MOTORS	4,400	.....	2,310	16,135	109,672*	96,926
AMC Total	800	.....	488	3,242	.....	49,050
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,600	.....	1,822	12,893	.....	47,876
Alliance	3,600	.....	1,822	12,893	.....	47,876
CHRYSLER CORP.	14,750	11,367	8,926	50,935	718,791	558,843
Plymouth Total	6,450	4,750	3,644	19,069	352,490	224,774
Horizon	2,500	2,288	1,092	4,381	132,990	71,598
Reliant	3,900	2,462	2,478	14,345	209,913	151,809
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	74	293	.....	1,367
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,200	1,459	1,328	9,555	52,553	107,157
LeBaron	1,300	1,459	772	5,297	47,691	91,301
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	900	.....	556	4,258	.....	15,856
Dodge Total	6,100	5,158	3,954	22,311	313,748	226,912
Omni	1,700	2,277	1,401	4,336	119,228	66,742
Aries	3,100	1,911	1,717	13,119	165,543	120,458
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	500	970	347	2,168	12,651	29,056
Dodge 600	800	.....	489	2,688	.....	10,656
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	19,341	3,257	18,087	101,281	1,260,185	1,027,875
Ford Division	11,018	1,392	11,697	61,447	852,281	641,958
Escort	.....	1,156	4,462	18,792	339,010	247,400
Fairmont	3,199	.....	2,170	14,251	170,264	119,782
Mustang	3,193	.....	2,266	8,765	142,994	117,893
LTD/Granada	4,410	.....	2,755	19,183	96,413	121,128
Thunderbird	.....	.....	.....	10	61,126	29,326
Crown Victoria/Ford	216	.....	.....	55	40,886	216
EXP	.....	236	44	391	1,588	6,213
L-M Division	8,323	1,865	6,390	39,834	407,904	385,917
Mercury Total	5,927	1,865	5,175	30,529	347,123	294,786
Lynx	.....	321	1,174	5,215	113,336	76,532
Capri	712	.....	456	1,742	47,193	31,676
Zephyr	752	.....	546	4,110	48,905	37,733
Marquis/Cougar	1,766	.....	1,212	7,560	46,219	54,613
Cougar/XR7	.....	.....	.....	10	28,168	10,580
Gr. Marquis/Marquis	2,697	1,307	1,756	11,726	62,293	81,934
LN7	.....	237	31	166	1,009	1,718
Lincoln Total	2,396	.....	1,215	9,305	60,781	91,131
Continental ('82)	480	.....	243	1,861	10,673	187,551
Lincoln	1,437	.....	727	5,579	25,527	44,580
Mark VI	479	.....	245	1,865	24,581	27,796
GENERAL MOTORS	55,025	73,476	35,110	221,813	3,768,560	3,007,170
Buick Division	15,132	14,746	9,715	55,023	828,281	705,587
Skylark	3,420	3,784	2,059	7,471	251,125	131,054
Skyhawk J	1,204	.....	606	3,057	.....	61,562
Century	508	1,889	1,574	7,681	97,837	104,673
Regal	4,940	4,713	2,449	16,682	250,847	195,541
Buick	3,960	3,312	2,441	16,140	163,488	172,202
Riviera	1,100	1,048	586	3,992	64,984	40,555
Cadillac Division	7,000	4,815	3,708	26,322	245,616	229,209
Cimarron	540	144	294	1,884	21,981	8,879
Seville	548	236	354	2,344	22,526	21,236
Eldorado	1,232	912	757	5,053	54,709	53,237
Cadillac	4,680	3,523	2,303	17,041	146,400	145,857
Chevrolet Division	13,510	25,489	7,750	53,905	1,385,175	946,732
Chevette	.....	7,580	.....	5,107	334,977	189,987
Cavalier	1,860	1,592	1,038	7,909	133,694	87,160
Celebrity	1,292	3,395	721	3,292	14,554	62,544
Camaro	3,898	1,926	1,483	12,194	93,967	203,434
Citation	1,200	4,036	1,602	5,171	288,470	149,823
Malibu	2,355	3,118	1,363	10,285	215,726	116,526
Monte Carlo	2,045	2,899	1,235	7,881	131,820	75,343
Chevrolet	860	333	308	2,066	145,671	39,401
Corvette	.....	610	.....	.....	26,296	22,514
Oldsmobile Division	15,908	14,746	10,977	68,706	796,811	726,916
Omega	1,640	1,180	1,021	3,297	126,962	71,454
Firenza	966	.....	676	3,181	.....	42,409
Cutlass	6,300	4,788	3,134	21,911	349,249	201,393
Cutlass/Ciera	.....	2,795	1,681	11,366	16,102	114,467
Oldsmobile	6,180	5,498	3,936	25,429	262,217	264,763
Toronado	822	485	529	3,522	42,281	32,430
Pontiac Division	3,475	13,680	2,960	17,857	512,677	398,726
Acadian†	.....	219	.....	134	18,016	9,489
2000	.....	4,392	988	2,204	87,093	36,720
1000	305	1,519	.....	610	85,540	33,065
Firebird	1,570	812	460	5,280	46,737	119,796
Phoenix	.....	1,463	485	2,068	92,580	43,593
G. Prix/B'ville ('83)	1,600	3,509	1,027	7,561	119,371	125,721
A6000	.....	1,766	.....	.....	11,249	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	100*	.....	60*	300*	.....	360*
VOLKSWAGEN	2,600	.....	1,731	9,322	154,226	78,540
CHECKER	.....	.....	.....	.....	2,009*	2,163*
Total Cars, U. S.	96,216	88,100	66,224	399,786	6,013,443	4,771,877

CANADIAN CAR PRODUCTION

	Week Ended Dec. 4, 1982	Week Ended Dec. 5, 1981	Week Ended Nov. 27, 1982	Nov. Est.	Jan. 1 to Dec. 5, 1981	Jan. 1 to Dec. 4, 1982
AMERICAN MOTORS	.....	.....	.....	2,437	32,578	28,252
CHRYSLER CORP.	.....	1,950	.....	6,368	61,609	144,488
FORD MOTOR	3,360	4,254	8,449	19,594	197,640	265,926
GENERAL MOTORS	3,780	7,279	8,786	31,368	453,833	331,885
VOLVO	.....	225	.....	630	9,785	9,232
Total Cars, Canada	7,140	13,708	17,235	60,397	755,445	779,783
N. American Cars	103,356	101,808	83,459	460,183	6,768,888	5,551,660
N. American Trucks	43,140	30,380	56,155	156,059	2,012,222	2,234,898
North American Cars and Trucks	146,496	132,188	139,614	616,242	8,781,110	7,786,558

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 4, 1982	Week Ended Dec. 5, 1981	Week Ended Nov. 27, 1982	Nov. Est.	Jan. 1 to Dec. 5, 1981	Jan. 1 to Dec. 4, 1982
CHEVROLET	13,655	7,470	7,305	40,990	438,394	615,396
DODGE	150	2,873	1,400	8,130	89,477	115,233
FORD	14,049	4,348	11,241	47,594	592,086	650,722
GMC	3,991	4,638	2,086	12,460	162,418	212,328
INTERNATIONAL	1,030	1,144	626	3,324	64,790	43,590
VOLKSWAGEN	.....	.....	.....	.....	35,771	8,103
JEEP	2,055	.....	512	6,996	83,868*	81,568
AM GENERAL	50*	50*	50*	220*	3,486*	2,280*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	64,120*	32,000*
Total Trucks, U. S.	35,980	21,923	24,220	124,122	1,534,430	1,781,220

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 4, 1982	Week Ended Dec. 5, 1981	Week Ended Nov. 27, 1982	Nov. Est.	Jan. 1 to Dec. 5, 1981	Jan. 1 to Dec. 4, 1982
CHRYSLER CORP.	.....	2,099	.....	4,191	80,093	92,404
FORD MOTOR	2,800	300	2,932	10,364	129,131	127,268
GENERAL MOTORS	4,100	5,820	4,118	16,231	257,717	223,491
INTERNATIONAL	260	238	261	1,151	10,851	10,515
Total Trucks, Canada	7,160	8,457	7,311	31,937	477,792	453,678
N. American Trucks	43,140	30,380	56,155	156,059	2,012,222	2,234,898

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Higher sales, lower output trim inventory to 52 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory plunged sharply during November to a 52-day supply Dec. 1, down from 69 days on Nov. 1, partly because the sales rate picked up a bit, but mainly through the simple expedient of not building very many cars.

The domestic new-car inventory totaled 1,164,338 units Dec. 1, down from 1,295,704 a month earlier. A year ago, the industry had 1,491,078 new cars in stock Dec. 1, an 83-day supply.

Much of the industry's cutback was accomplished by General Motors, which chopped into its inventory with a vengence. While the lean 52-day supply could quickly become riddled with shortages in the event of a sales upturn, the industry is not worried about this.

More troublesome was the prospect of heavy stocks at high floorplan interest rates carried through the winter sales doldrums.

GM trimmed its inventory from 69 days a month earlier to a lean 47-day supply Dec. 1. A number of its bigger-selling lines, including Chevette, were in relatively short supply and the very heavy stocks of A and J-bodies which had persisted a month ago had been brought into line.

Ford Motor Co. opened December with a 57-day supply, down from a 71-day stockpile a month earlier.

Chrysler Corp., on the other hand, boosted its inventory from 64 to 69 days during the month, largely because its sales rate did not pick up during November as did Ford's and GM's.

American Motors opened December with a 79-day supply, off only slightly from 80 days a month earlier, and Volkswagen of America had a 67-day supply Dec. 1, down a bit from 72.

The Dec. 1 domestic inventory was divided this way: GM, 57.58 percent; Ford Motor Co., 23.93 percent; Chrysler Corp., 13.29 percent; AMC, 3.65 percent, and VWoA, 1.55 percent.

A month earlier, the domestic inventory was divided as follows: GM, 60.63 percent; Ford Motor Co., 22.31 percent; Chrysler Corp., 12.59 percent; AMC, 3.03 percent, and VWoA, 1.44 percent.

By size class, small cars continued in heavier supply than big cars, but the gap was narrowed and the Dec. 1 inventory appeared to be in better balance than has been the case for some time.

Subcompacts were in 59½-days supply, down from 84 a month earlier; compacts, 57 days, down from 79; intermediates, 49 days, down from 69; standards, 49½ days, down from 57, and luxury cars, 41 days,

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Spying on Lincoln

Mark VII to debut in 1984

Spy photos of a prototype 1984 Lincoln Mark VII show a two-door model nearly a foot and a half shorter than the '83. It will share a platform with today's Continental. A 5-liter V-8 and BMW's 2.4-liter turbo-diesel V-6 are expected to be offered. The new Continental, which bears a striking styling similarity to the Continental Concept 90 show car, is to have a 108.6-inch wheelbase, an overall length of about 203 inches and a weight of 3,500 pounds.

Subaru to enhance its U.S. lineup with turbo, 2+2 and maybe a mini

By John A. Russell
New York Staff Writer

NEW YORK. — Moving to enrich its model mix, Subaru of America plans to introduce turbocharging on selected models and a two plus two sports coupe within the next two years and is strongly contemplating the introduction of a minicar to the U. S. market.

Harvey Lamm, president of SoA, said that a turbocharged 1.8-liter fuel-injected engine would be offered during the 1983 calendar year for its four-wheel-drive, automatic-transmission cars, which would mean the hardtop and four-door GL series.

He stressed that the car would be the lowest-priced turbo four-wheel-drive car available, but he would not reveal any further details on the project.

Speaking before the New York Auto Analysts Assn., Lamm said the strategy over the next few years is to enrich the model mix and concentrate on the upper end and lower ends of the range.

After the meeting, he told AUTOMOTIVE NEWS that plans call for the introduction of the two-plus-two line in 1984 for model year 1985.

The car is similar in concept to the Pontiac P-car, he said. There will be two versions, one sporty and the other, a high-performance, turbocharged model, will be offered "for sure."

Lamm emphasized that even if the voluntary restrictions under which all importers of Japanese cars operate continue into 1985, it "won't stop" the introduction of this car.

• The restrictions might, however, have an effect on another area SoA wants to explore and, at this stage of the game, pave the way: The minicar market. Various manufacturers have talked about the potential of this market in the U. S., but none, thus far, has made any firm plans to introduce this type of vehicle to the U. S.

SoA, according to Lamm, has been looking at the concept for several years, and he declared that if conditions were different for Japanese manufacturers, Subaru would have introduced such a car "two years ago."

In Japan, Subaru offers a minicar called the Rex, but Lamm said the one intended for the U. S. would not be the Rex, but a newly designed concept. If restrictions continue for the '85 model year, it might stop the introduction of this car, he said.

Lamm would not reveal any more details on the new products, but it seems certain that the sport coupe would be pow-

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Peck denies charges of 'secret' auto talks

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — NHTSA head Raymond A. Peck has responded to Joan Claybrook's charge of "secret" talks with the auto industry about government-industry cooperation in research.

Peck said that on two occasions—March 23 before a House Energy Subcommittee and March 24 before an Appropriations Subcommittee — he informed Congress and the world that NHTSA had started a program to coordinate NHTSA's research with that of the auto companies.

Both times, Peck explained that early targets would be side-impact protection and improved safety of steering columns. The purpose, said Peck, was "more efficient use of R&D resources and ultimately the incorporation of safety improvements in production of motor vehicles at a faster rate than has been possible through regulation alone."

This clears NHTSA of charges of being secretive, but during Peck's appearance before a hearing held jointly by a House Science Subcommittee and a House Energy and Commerce Subcommittee, he was still questioned closely about the propriety of the meetings and the program.

NHTSA Research Officer Michael Finkelstein said he had checked with Dr. Robert Hess at the Highway Safety Research Institute at the University of Michigan and Hess had confirmed Claybrook's statements—that he vigorously objected to the cooperative research program and thought that independent researchers should also have been invited.

A subsequent check with Dr. B. J. Campbell — another respected safety expert — had elicited the same opinion.

Rep. Dan Glickman, Kansas Democrat, warned against even the appearance that industry might be trying to manipulate research and, through it, regulation. He warned of the need for an "arm's length relationship" with industry.

• The appropriateness of joint effort on side-impact protection was raised since it had been from 1979 the subject of an Advance Notice of Proposed Rulemaking. To the layman and even to lawmakers, this indicates a subject for writing a regulation. But NHTSA Chief Counsel Frank Bernd testified it had "no legal significance" — that it existed as one of many ways to elicit data.

Finkelstein described it as a "candidate" for standard-setting. Peck said it was a "custom, a convention" but that "in law," there is no such thing as an advance notice. Further, he said, it was only because of an "ex-

Continued on Page 35, Col. 1

breaking news

Aluminized steel shines in GM's P-car

DETROIT. — There's plenty of news for steel producers when it comes to the Pontiac Fiero, better known as the General Motors P-body. The sporty little mid-engine car will have a plastic skin over steel framework. The steel will be light in weight and coated with aluminum. Aluminized steel now is used in virtually all exhaust systems and in some under-the-hood parts such as heat shields. The light metal is applied by a hot-dip technique. Aluminizing is better than galvanizing, steel men say, because it better withstands welding and is more resistant to corrosion.

Chrysler to bring back rumble seat

DETROIT.—Chrysler Corp. will introduce '83½ rumble seat versions of its Chrysler LeBaron and Dodge 400 convertibles. The new models will bow "in time for warm weath-

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Information lacking from NHTSA

Lull in crashworthiness program

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — What has happened in NHTSA's assessment of new-car crashworthiness in the two years since Joan Claybrook flamboyantly introduced The Car Book, replete with matchstick men implying death or survival after a 35-MPH crash into a brick wall?

Has NHTSA head Raymond A. Peck ignored the recommendations of a December, 1980, report on small-car safety that estimated modest changes in the restraint system plus an upgrading of steering column assembly can enhance safety in small cars?

Has there been so much delay in announcing even the preliminary results of high-speed crash tests on '82 models that the information is useless to consumers?

What has happened to the recommendations of the international meeting held Dec. 8-9 in Lancaster, Pa., on the new-car assessment program?

When Kansas Democrat Dan Glickman in a recent congressional hearing noted that the 1972 law mandates ranking makes and models according to their crashworthiness in a "simple and readily understandable form," Peck said NHTSA is releasing all data but without "pass/fail" labels.

(The most recent release on Nov. 18 cites the clear superiority of a Chevrolet Celebrity, but NHTSA still has a number of '82 models to go. They include: Chevette four-door hatchback, Cavalier two-door, Impala four-door, Dodge Colt four-door hatchback, Ford Granada four-door, Lincoln Continental four-door, Mazda 626 four-door, Renault Fuego two-door, Toyota Corona four-door and VW Quantum four-door.)

• Peck, who had allowed the revised Car Book to go into a second printing, said the book "was not responsive to what people wanted," said there were a "couple of thousand left over" and predicted any attempts to make another one for sale "would be a disaster."

Meanwhile, a former employe of NHTSA is willing to take the commercial risk but he is waiting for data on the rest of the '82 models — said to become available around the end of the year.

At the 9th Experimental Safety Vehicle meeting in Kyoto, Japan, recently, NHTSA officials announced that the fallout from the first phase of the program—"gained at a minimal cost to the government and taxpayers since it is primarily an add-on to a scheduled compliance test program" — has been so worthwhile that the second phase is planned.

The program is not only to be continued but all '83 models scheduled for compliance testing for Standards 212, 219 and 301 — windshield and fuel system integrity—will be tested at 35 MPH—five MPH higher and with 34 percent greater energy absorption than required by any safety standard.

The preliminary list of those vehicles includes: Buick Riviera convertible, Chevrolet Cavalier convertible, Ford Mustang convertible, Ford Tempo four-door sedan, Ford Thunderbird coupe, Dodge 600 four-door sedan, AMC/Renault Alliance four-door sedan, Honda Prelude coupe, Isuzu Impulse coupe, Mazda 626 four-door sedan, Mitsubishi Cordia two-door hatchback, Mitsubishi Tredia four-door sedan, Nissan Pulsar four-door hatchback, Toyota Camry (front-wheel version of the Corona) four-door sedan, Toyota Tercel four-door hatchback, Volvo 760 GLE four-door sedan, BMW 320 four-door sedan, Ford LTD four-door sedan, Chevrolet Caprice four-door sedan, Buick Century four-door sedan, Mercury Capri two-door fastback and Peugeot 505 four-door sedan.

At the meeting in Kyoto, NHTSA engineer James Hackney announced the agency was considering test devices and procedures to assess new models for their side impact crashworthiness.

The cooperative research NHTSA plans with the domestic car companies and their counterparts in Europe and Japan should lead to agreement on a dummy and a standardized deformable barrier. First results in this area may be announced next February at the SAE meeting in Detroit.

While the dummy developed by the Highway Safety Research Institute at the University of Michigan has been chosen for an interim test device,

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Griskivich gets highway safety post

WASHINGTON. — Peter Griskivich, vice president and director of the MVMA's Motor Truck Manufacturing Division, has been named chairman of the National Highway Safety Advisory Committee by Transportation Secretary Drew Lewis.

Griskivich, a Washington resident, chaired a meeting of the 35-member council, which was held Dec. 8-10 in Washington.

Peugeot marks 25 years in the U. S.

The 1983 Peugeot 505 S Silver Edition is a limited-edition model that marks Peugeot's 25th year in America. Available in fuel-injected gasoline and turbocharged diesel versions, it is finished in a rich silver metallic paint. Only 1,500 will be produced.

But that poses problems for U. S. products

VWoA recovery plan: Specialty cars

By Kathleen Hamilton
News Editor

Volkswagen of America is betting its low-volume special-series cars will appeal to enough young professionals to offset what it sees as a temporary indifference by Americans toward fuel-efficient cars.

VWoA won't be abandoning the low-price, mass-market Rabbit, but "we will not be the cheapest kid on the block," Volkswagen Division Vice President James R. Fuller said.

James R. Fuller

That's because VWoA will produce cars with features the public demands from German cars—stiff suspensions, quick braking and the like, he said.

In outlining the company's product and marketing strategy to the Detroit Auto Writers Group, Fuller said diesel orders are now taking about 25 percent of production.

That share is expected to grow to up to 30 percent in 1983, when turbocharged diesel engines are introduced for the Rabbit, Quantum and Jetta. Turbodiesels are expected to take about a third of all VWoA's diesel sales, he said.

"We think the reason people didn't buy diesels . . . was that they were not willing to contend with their performance" once gasoline became plentiful and its price disadvantage to diesel fuel disappeared, he said.

Many of the changes the market has wrought in this four-year slump are not just blips, but "fundamental structural changes," Fuller predicted. Three-year buying cycles have gone the way of the dinosaur, he said.

"People are going to buy cars when they break down.

Customers are planning to keep their vehicles longer; therefore, they are looking for longer-lasting, higher-quality, more-utilitarian vehicles much like Europeans do, according to this theory.

If it proves true, the high mileage, combined with the performance — and, hinted Fuller, the price — of the VW turbodiesels, should appeal to the long-range planning strategy of many buyers.

About 30 percent of VWoA's orders are for the new high-performance Rabbit GTI, Fuller said. The company will add zip to other models early in 1983, with the introduction of a water-cooled engine for the Vanagon van and by offering the 1.8-liter Audi 5-cylinder engine for the Quantum and Scirocco.

VWoA is giving advertising

Continued on Page 7, Col. 4

Service Index drops, but stays ahead of '81

By Francis J. Gawronski
Service Editor

The rate of growth of service and parts business in new-car dealerships in October dipped 5.6 percentage points below the pace recorded the previous month, but it amounted to 103.2 percent of the business registered in the same month last year, according to the Automotive News Service Index.

The increase in October was the second lowest of 1982. The low for the year was recorded in July, when service and parts volume amounted to 100.3 percent of the business for the year-earlier month.

Although the rate of growth slowed, October marked the 20th consecutive month that the Service Index has shown an increase over the year-earlier month.

In October, four of the five indicators used to track service and parts business scored gains. The only one that dipped was repair orders written, which declined 2.8 percent below the number written in October, 1981.

The leading indicator was sales of parts and accessories, up 7.0 percent, followed by shop parts sales (those used on both customer-paid and warranty work), up 5.6 percent above the year-ago figure.

Gross profit on all labor, parts and accessory sales—the most important indicator from the dealers' viewpoint—was up 3.7 percent, while total labor sales (both customer-paid and warranty) were up 1.7 percent over the volume of the same month a year ago.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the 10-month period of 1982, dealers' shop volume amounted to 108.0 percent of the volume reported for the corresponding period of 1981.

The leading indicator for the January-October period was shop parts sales, up 11.9 percent, followed closely by sales of all parts and accessories, up 11.4 percent.

Gross profit was up 10.0 percent, while total labor sales climbed 8.2 percent for the period. Repair orders written were down 5.0 percent.

SERVICE INDEX
103.2*

	Oct., '82 vs. Oct., '81	10 mos., '82 vs. 10 mos., '81
Gross Profit on All Labor and P&A Sales	+ 3.7%	+10.0%
Repair Orders Written	− 2.8%	− 5.0%
Total Labor Sales (Customer & Warranty)	+ 1.7%	+ 8.2%
Shop Parts Sales (Customer & Warranty	+ 5.6%	+11.9%
Sales of All Parts and P&A	+ 7.0%	+11.4%

*—Survey by Automotive News shows that dealers' service and parts business in Oct., 1982, was 103.2 percent of business in Oct., 1981. Service business in the 10 months of 1982 was 108.0 percent of business in the corresponding period in 1981.

New models to debut Feb. 17

1983 Thunderbird, Cougar detailed

By Roger Rowand
Engineering Editor

DEARBORN.—A Ford Motor Co. engineer disclosed fuel economy and performance figures for the Thunderbird/Cougar due for introduction Feb. 17.

Henry A. Nickol, chief power train and chassis engineer, discussed the cars at a regional meeting of the SAE here.

They will be offered with any of three engines—four, six and eight-cylinder — two types of automatic transmissions and, for the first time since 1960, a manual gearbox.

What Nickol called high-technology powertrain features for the line includes a new on-board computer, fuel injection and turbocharging.

He said a buyer looking for that high-tech equipment will find it in Thunderbird/Cougar with the optional 2.3-liter, four-cylinder turbocharged engine with electronic fuel injection and the five-speed manual with overdrive.

He said that car will go from zero to 60 MPH in 8.9 seconds. That compares with 9.3 seconds for the Porsche 924 turbo and 10.0 seconds for the Saab 900 Turbo, he said.

Fuel economy, not yet certified by the EPA, is 21 MPG city and 33 MPG highway, Nickol said.

The 5.0-liter V-8 with automatic overdrive will deliver zero to 60 in 10.9 seconds with 18 MPG in the city and 28 MPG on the highway.

With the standard 3.8-liter V-6 and standard three-speed automatic transmission with lock-up torque converter, zero to 60 is 13.9 seconds with fuel economy of 21 MPG city and 29 highway.

With the optional four-speed manual with overdrive, zero to 60 MPH is 12.8 seconds and mileage is 20 MPG city and 32 highway, he said.

Thunderbird and Cougar originally were to be introduced in mid-January. Delays were caused chiefly by the company's reluctance to man-up for an episode of rushing which would be followed by layoffs, President Donald E. Petersen has said.

Initially the cars will be built in Lorain, O. Later, Thunderbird will be built at Atlanta as well.

Defense seeks mass of data from U. S.

DeLorean trial delayed; new date is April 19

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — The trial of John Z. DeLorean, who is charged along with two others in Federal District Court here with conspiracy to possess and distribute cocaine, has been moved to April 19 from January 7 by Judge Robert M. Tagasuki.

DeLorean and co-defendant William Morgan Hetrick are also scheduled to appear before Tagasuki this week for a bail reduction hearing.

DeLorean is free on a $10 million bond secured by his property in New York, New Jersey and Southern California. Hetrick remains jailed in lieu of a $20 million bond.

The third defendant, William Arrington, also remains in custody under a $250,000 bond.

The trial was rescheduled to allow additional time for the filing of pretrial motions and hearings on those motions. Earlier, attorneys for DeLorean had filed wide-ranging discovery motions that will take the government some time to answer.

In those motions, DeLorean's attorneys are seeking to determine the credibility of the government's main informant, James Timothy Hoffman, as well as how much the government told outsiders of the investigation that resulted in the arrest of the trio on the drug charges in October.

Hoffman has been identified as the "cooperating individual" who allegedly introduced DeLorean to Hetrick. The discovery request not only asks for all documents pertaining to Hoffman in the DeLorean case, but in other cases in which Hoffman has testified either as a defendant or a government witness.

• The DeLorean defense team is also looking for government records pertaining to any contacts the FBI or the Drug Enforcement Agency (DEA) may have had with the British government or the receiver for DeLorean Motor Co., Ltd.

Another request seeks similar information regarding government contacts with any individuals who were considering giving any type of financing or funding to DeLorean's ailing car company.

The motions include 48 separate requests for specific information regarding identities of undercover agents and informants, notes, videotapes, telephone logs and recordings resulting from DeLorean's meetings with undercover agents as well as from similar meetings conducted between agents and informants.

DeLorean's attorneys also want to know why Eureka Federal Savings and Loan Assn. was used in the operation and the nature of contacts between the financial institution and the government.

The discovery motions also seek information regarding the extent of involvement of James P. Walsh, the assistant U. S. attorney prosecuting the case, in the investigation and whether he "personally authorized a 'sting' operation directed against defendants John Z. DeLorean or William Morgan Hetrick or both."

Bugas among Ford's top executives in '47

John S. Bugas, second from left, was among Ford Motor Co.'s top executives seated around Henry Ford II, fourth from left, in April, 1947. Others, from left, are John R. Davis, Benson Ford, Ernest R. Breech, Albert J. Browning, Harold T. Youngren and Lewis D. Crusoe.

John S. Bugas dies; postwar Ford giant

DETROIT. — John S. Bugas, a key figure in the reorganization of Ford Motor Co. following the bitter power struggle between Henry Ford II and Harry Bennett in the mid-1940s, died Dec. 2, a week after undergoing heart surgery. He was 74.

Mr. Bugas retired in 1968 after nearly 25 years with Ford as an executive, officer and director. At the time he left, he was a vice president and consultant, reporting directly to Henry Ford II.

"John Bugas was one of my closest and dearest friends," said Ford. "His death is a tremendous loss to me personally. He, Mead Bricker and John R. Davis played key roles with me in reorganizing Ford Motor Co. in September, 1945."

Mr. Bugas was chief of the FBI's Detroit office when he was hired by Bennett in 1944. Bennett was impressed by the FBI executive's firm moves against thefts, bootlegging and black-marketing at the huge Ford-operated war plant in Willow Run.

• After Mr. Bugas fired a Bennet protege, his relationship with Bennett rapidly cooled. Subsequently, Henry Ford II turned to Mr. Bugas as an ally in his bid to wrest control of the company from Bennett, who was hired years earlier by Henry Ford I and eventually became the founder's closest confidant.

Henry Ford II had been released from Navy service in 1943 after the death of his father, Edsel, with whom Bennett long had been at odds.

After his grandfather reluctantly yielded the presidency of the company and gave him a "free hand" to make any changes, young Henry dismissed Bennett.

Bennett blamed Mr. Bugas for his firing and the rise of Henry Ford II to the top. "He called me every name in the book, and he knew them all," Mr. Bugas later recalled.

After the change in command, Mr. Bugas became director of industrial relations late in 1945, and for the next 14 years he gained a wide reputation in the field of labor relations.

Mr. Bugas directed the company's industrial relations activities, ranging from labor negotiations to employe services and company-wide personnel programs.

In 1946, Mr. Bugas became a company vice president and he

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Two ships carry 1,028 autos and stock of parts

Final DeLorean cars head for U.S.

By Edward Lapham
Financial Editor

The last two boatloads of DeLorean sports cars are on the water, due to arrive at Baltimore later this month.

Sol A. Shenk, president of Consolidated International, Inc., Columbus, O., told AUTOMOTIVE NEWS last week that 1,028 cars and a "very large supply of parts" are en route to the U. S.

"We have acquired, in most cases, a five-year supply of parts, and in some cases a lifetime supply," Shenk said. "Even after all of the cars are liquidated, we intend to stay in the DeLorean parts business."

He said that of the 649 cars his company acquired in the U. S., about 300 have been sold. "They've all been sold to dealers," Shenk said. "I am selling cars and parts only to dealers because that is the ethical way to do it and I am an ethical businessman. We are positively not selling to individuals."

Shenk said he has not raised prices on either parts or cars.

"We have maintained the same price schedules the DeLorean Motor Co. was using the last 10 months or so," he said.

"We also have the parts people and parts facility in Irvine, Calif., so really, we've just picked up where DMC left off."

As previously reported, Jack Rakes, former DMC vice president, has joined Consolidated as vice president and director of Eastern operations, essentially a job parallel to his DMC position.

In addition, Jock Ferer, also a former DMC vice president, has joined Consolidated as vice president and director of Western operations, also virtually the same job he held at DMC.

Other former DMC employes who have joined Consolidated include Jack Wong and David Allen, both district managers, and Doug Semer, Western area service director and technical specialist.

Shenk said DMC dealers are reporting they are still getting a premium for the cars. "That's very good," he said. "I hope they can get as much as possible — they've had some very tough years."

He said he still "has people in Northern Ireland studying the possibility" of exercising an option which would allow him to reopen the Dunmurry plant.

"I would estimate that within six to eight months the cars will all be gone unless somebody or ourselves opens the plant," Shenk said.

"Right now that seems a very remote possibility."

VW beats auto rivals to Red China assembly

By Richard Feast
European Editor

WOLFSBURG, West Germany. —Volkswagen has beaten the world's other auto makers to an agreement for car assembly in the People's Republic of China.

It is believed to be the first deal with Red China on passenger cars, and it was achieved in the face of strong competition from major manufacturers in Europe and Japan.

The reaction from those who lost out—among them, Fiat, Renault, Citroen and Toyota — is that the Chinese have been playing them off against each other to learn about the latest technology.

The basic agreement, signed Nov. 29, calls for assembly of 20,000 Santana sedans and production of up to 100,000 engines annually, beginning in 1988. The surplus engine output would be supplied to other VW factories around the world in order to obtain foreign exchange to help finance the deal.

Discussions on the financial structure of the joint venture are continuing and decisions are expected by the end of next summer.

It is believed that the basic formula will find Volkswagen owning 50 percent, Shanghai Tractor & Automobile Corp. owning 35 percent and the Bank of China owning 15 percent.

Just how large the capitalization will be will depend on a review of the Shanghai company's production facilities.

Volkswagen's project team,

Continued on Page 7, Col. 3

Bendix, Yaskawa sign robot pack

SOUTHFIELD, Mich. — Bendix Robotics Division has reached an agreement with Yaskawa Electric Mfg. Co. covering distribution and development of robots.

Bendix has been in the robot business for about one year and makes large-capacity robots. Yaskawa is Japan's largest robot producer with a line of lighter machines.

Initially, Bendix will distribute three Yaskawa robots in this hemisphere. It also will cooperate in a technology exchange and in developing new robots, Bendix said.

Lowry is appointed controller of Crain

Jack Lowry has been named corporate controller of Crain Communications, Inc., owner of AUTOMOTIVE NEWS.

He will be based in Detroit which has been selected as the site for the Crain corporate accounting department now in Chicago.

Jack Lowry

It will be moved on a gradual basis after the first of the year. By mid-1983 there will be about 25 working in corporate accounting and in data processing.

Lowry holds a masters degree in business administration from the University of Michigan where he also earned a bachelors degree in industrial engineering.

He worked in the Detroit office of Arthur Andersen & Co., a Big Eight certified public accounting firm, for eight years. Just before joining Crain, he was finance manager for a Detroit construction firm.

Lowry, 35, lives with his wife, Pamela, and their son and daughter in West Bloomfield, Mich.

NADA sets up convention hotline

WASHINGTON. — Effective Dec. 1, NADA will inaugurate a national, toll-free 24-hour telephone hotline with a recorded NADA convention update message.

The NADA Convention Newsline, in a two-minute recorded message, will provide callers with up-to-the-minute information on the convention activities, speakers and workshops. The toll-free number is: 1-800-241-0336. The NADA convention will be held Feb. 12-15 in Las Vegas.

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58th year — No. 4945

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Cut-rate loans spur rise; imports also gain

Domestic sales up 29 pct. for month

By Jenny L. King
Staff Writer

Domestic new-car sales in November showed their strongest gain for any month of 1982, with a total up 29.28 percent compared with the same month of 1981. Imports followed suit, reaching their best total since August and climbing 21.02 percent above the year-ago level. Lower interest-rate levels available through domestic dealers were most likely the key sales stimulant.

U. S. manufacturers' dealers retailed 558,146 new cars during November, up 29.28 percent from 431,726 a year earlier, and up 14.40 percent over the previous month's total of 487,871. It was their best monthly total since May's 584,074.

Import sales numbered 185,059, which was 21.02 percent ahead of 152,910 for the corresponding 1981 month. They were up 9.91 percent over October's 168,379.

The industry total in November was 743,205, an increase of 27.12 percent over 584,636 in 1981.

Industry year-to-date was 7,344,610, down 8.29 percent from 8,008,588. Domestic 11-month sales were down 9.23 percent, to 5,308,612 from 5,848,710, while imports were off 5.74 percent, to 2,035,998 from 2,159,878.

• With 25 selling days this November compared with 24 in 1981, the domestic daily selling rate averaged 22,326, up 24.11 percent from 17,989 in November, 1981.

All major U. S. auto makers except Volkswagen of America reported sales increases in November. General Motors was up 32.99 percent, to 359,349 from 270,198 last year. Ford Motor Co. sales were up 25.62 percent, to 122,661 from 97,646.

Chrysler Corp. dealers retailed 55,921 new cars in November, up 24.24 percent from 45,011; American Motors was up 42.47 percent, to 13,461 from 9,448, and VWoA reported sales of 6,754 U. S.-built Rabbits, down 28.32 percent from 9,423.

GM earned 64.38 percent of the domestic market for the month, up from 62.59 percent a year earlier. Ford dipped to 21.98 percent from 22.62 percent. Chrysler stood at 10.02 percent, down from 10.42 percent. AMC sales accounted for 2.41 percent, up from 2.19 percent, and VWoA earned 1.21 percent, down from 2.18 percent.

Imperial (down 25.80 percent) and VW were the only domestic makes unable to match or surpass last year's totals for the month. Chrysler was up 98.57 percent, Dodge was up 15.51 percent and Plymouth was up 2.91 percent compared with 1981.

Ford was up 27.51 percent, Mercury was up 11.49 percent and Lincoln was up 64.22 percent. Buick was up 36.56 percent, Cadillac was up 38.73 percent, Chevrolet was up 22.51 percent, Oldsmobile was up 42.66 percent and Pontiac was up 40.34 percent.

• Sales of new imported cars were buoyed by substantial gains for the largest companies during the month. Top-ranking Toyota was up 18.55 percent over last year, second-place Datsun was up 25.24 percent and third-place Honda was up 34.57 percent. BMW reported a sales increase of 80.55 percent and a record for the month; Mercedes sales were up 10.45 percent to a monthly record; Saab was up 34.42 percent to a record and Jaguar record sales more than tripled compared with 1981.

Others to report gains for the month included Mazda, up 22.65 percent; Subaru, up 28.10 percent; Volkswagen, up 46.26 percent; Porsche, up 29.99 percent; Renault, up 17.75 percent, and Volvo, up 6.63 percent.

The market class breakdown for the total industry in November this year compared with '81 was as follows: Imports had 24.90 percent, down from 26.16 percent; intermediates had 22.33 percent, up from 19.44 percent; compacts had 17.79 percent, down from 20.33 percent; subcompacts had 16.58 percent, down from 17.20 percent; standards had 12.00 percent, up from 11.04 percent, and luxury models had 6.40 percent vs. 5.83.

In the final November sales period, the domestic total climbed 13.87 percent, to 158,727 from 139,389. There were seven selling days both years, so their averages also had a difference of 13.78 percent, up to 22,675 from 19,913.

Annualized domestic sales figured on the Nov. 21-30 total were just over six million units.

GM sales were up 5.18 percent in late November; Ford was up 26.75 percent; Chrysler was up 54.08 percent, AMC was up an estimated 44.44 percent, and VWoA dropped 36.02 percent.

For the period, GM earned 59.43 percent of the domestic market; Ford had 24.25 percent; Chrysler earned 12.24 percent; AMC had 2.46 percent, and VWoA had 1.62 percent.

Where Auto Market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	123,218	16.58
COMPACT	132,233	17.79
INTERMEDIATE	165,952	22.33
STANDARD	89,183	12.00
LUXURY	47,560	6.40
IMPORT	185,059	24.90
TOTAL	743,205	100.00

U. S. CAR SALES BY MARKETING UNITS

	Nov., 1982	Nov., 1981	11 Mos., 1982	11 Mos., 1981
Chevrolet	129,503	105,710	1,173,064	1,367,592
Ford	83,580	65,547	849,125	959,730
Oldsmobile	81,900	57,408	743,646	799,098
Buick	72,986	53,445	672,241	674,610
Toyota	42,792	36,096	484,099	534,718
Pontiac	48,128	34,294	444,361	526,661
Datsun	41,362	33,027	430,467	431,746
Plymouth	21,791	22,556	278,316	357,600
Honda	29,618	22,010	337,779	343,623
Dodge	24,158	22,882	284,042	337,822
Mercury	28,822	25,852	301,701	322,235
VW of America	18,205	18,828	200,364	284,406
Cadillac	26,832	19,341	225,620	210,065
AMC-Renault	16,858	12,333	134,185	157,773
Mazda	14,712	11,995	149,865	155,810
Subaru	13,512	10,548	138,741	140,855
Chrysler/Imperial	15,440	7,953	163,544	89,057
Volvo	4,712	4,419	68,974	61,397
Lincoln	10,259	6,247	84,294	59,455
Mercedes-Benz	5,444	4,929	58,564	56,643
BMW	4,364	2,417	46,178	37,536
Fiat	479	1,232	14,590	31,979
Jaguar-Rover-Triumph	1,384	819	9,130	18,137
Isuzu	1,698	1,432	14,103	16,602
Peugeot	1,065	1,078	13,106	15,708
Saab	1,902	1,415	17,038	13,326
Mitsubishi	1,515	.....	2,690	.....
DeLorean	*	654	2,830	2,367
Alfa Romeo	184	171	1,953	2,033
TOTAL	743,205	584,636	7,344,610	8,008,588

* Not available.

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.

IMPORTED CAR SALES

	Nov., 1982	Nov., 1981	11 Mos., 1982	11 Mos., 1981
Alfa Romeo	184	171	1,953	2,033
Audi	3,791	4,057	41,877	46,232
BMW	4,364	2,417	46,178	37,536
Challenger	790	883	13,147	11,680
Colt/Champ	1,857	3,274	34,629	38,918
Colt	1,876	3,393	35,592	39,602
Datsun	41,362	33,027	430,467	431,746
DeLorean	*	654	2,830	2,367
Fiat	404	1,191	13,540	30,965
Fiesta	.....	.....	.....	32,856
Honda	29,618	22,010	337,779	343,623
Isuzu	1,698	1,432	14,103	16,602
Jaguar	1,384	469	9,130	4,142
Lancia	75	41	1,050	1,018
Mazda	14,712	11,995	149,865	155,810
Mitsubishi	1,515	.....	2,690	.....
Mercedes-Benz	5,444	4,929	58,564	56,643
MG	.....	88	.....	3,663
Peugeot	1,065	1,078	13,106	15,708
Porsche	1,270	977	12,246	9,983
Renault	3,397	2,885	35,509	28,832
Rover	.....	49	.....	728
Saab	1,902	1,415	17,038	13,326
Sapporo	945	830	11,785	12,451
Subaru	13,512	10,548	138,741	140,855
Toyota	42,792	36,096	484,099	534,718
Triumph	.....	213	.....	9,604
Volkswagen	6,390	4,369	61,106	76,840
Volvo	4,712	4,419	68,974	61,397
TOTAL	185,059	152,910	2,035,998	2,159,878

*Not available

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1982	Same Period, 1981	Nov., 1982	Same Month, 1981	Jan. 1 to Nov. 30, 1982	Same Period, 1981
Renault Alliance	.....	.....	7,590	.....	21,631	.....
Spirit	.....	.....	587	1,433	15,180	32,272
Concord	.....	.....	2,173	3,948	29,239	56,888
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	3,111	4,067	32,629	39,670
AMERICAN MOTORS*	3,900	2,700	13,461	9,448	98,676	128,941
Horizon	1,111	863	3,026	3,589	42,964	71,555
Turismo/TC3	1,039	738	2,731	2,664	36,420	49,036
Reliant/Volare	4,259	2,822	12,660	11,769	134,728	184,757
Plymouth	171	133	572	430	17,790	883
Total Plymouth	6,580	4,556	18,989	18,452	231,902	306,231
LeBaron	.....	118	.....	601	.....	35,913
LeBaron K	2,141	1,266	5,901	4,102	82,260	5,774
Cordoba	389	352	1,283	1,269	14,871	22,565
New Yorker 5th Ave.	1,755	624	5,440	1,698	58,061	3,348
E-Class	1,023	.....	2,606	.....	5,945	.....
Chrysler	.....	.....	.....	.....	.....	17,080
Total Chrysler	5,308	2,361	15,230	7,670	161,137	84,680
Total Imperial	70	79	210	283	2,407	4,377
Omni	1,079	826	2,958	3,097	36,172	52,716
Charger/024	1,138	886	3,017	3,254	37,711	48,510
Aries/Aspen	3,164	2,980	9,695	9,377	101,564	140,264
Dodge 400	988	452	2,388	1,154	25,911	1,682
Diplomat	329	298	1,466	1,015	23,917	24,479
Mirada/Magnum	142	175	450	709	6,889	13,261
Dodge 600	636	.....	1,518	.....	3,139	.....
Dodge St. Regis	.....	.....	.....	.....	.....	5,628
Total Dodge	7,476	5,617	21,492	18,606	235,303	286,540
CHRYSLER CORP.	19,434	12,613	55,921	45,011	630,749	681,828
Pinto	.....	.....	.....	.....	.....	10,037
EXP	1,242	1,463	4,253	4,899	36,363	51,734
Escort	8,360	6,502	28,556	22,147	313,983	270,722
Mustang	2,985	2,642	9,385	9,312	110,838	149,119
Fairmont	5,993	2,666	14,683	9,576	124,599	174,173
Granada	1,420	2,224	4,887	8,098	91,699	99,349
Thunderbird	563	1,227	2,067	3,768	41,238	66,351
LTD '83	2,746	.....	9,261	.....	15,715	.....
Ford Crown Victoria	3,148	2,486	10,488	7,846	114,690	105,389
Ford Division	26,457	19,210	83,580	65,547	849,125	926,874
Bobcat	.....	.....	.....	.....	.....	2,169
LN7	428	478	1,227	1,690	12,047	17,013
Lynx	2,213	2,279	6,964	7,547	90,284	88,772
Zephyr	1,230	1,293	3,797	2,917	39,300	48,602
Cougar/Monarch	426	1,753	1,643	4,584	39,930	43,526
XR-7	198	501	788	1,482	15,155	27,628
Capri	897	924	2,797	2,694	28,540	45,685
Marquis '83	1,227	.....	3,517	.....	6,508	.....
Mercury Gd. Marquis	2,544	1,654	8,089	4,938	69,937	48,840
Total Mercury	9,163	8,882	28,822	25,852	301,701	322,235
Cont./Versailles	461	560	2,256	1,575	21,127	3,444
Lincoln	1,514	963	5,030	2,635	37,877	27,698
Mark VI	893	750	2,973	2,037	25,290	28,313
Total Lincoln	2,868	2,273	10,259	6,247	84,294	59,455
L-M Division	12,031	11,155	39,081	32,099	385,995	381,690
FORD MOTOR	38,488	30,365	122,661	97,646	1,235,120	1,308,564
Skyhawk	1,851	.....	5,988	.....	42,862	.....
Skylark	3,273	4,668	12,083	17,425	133,935	188,811
Century FD	4,678	87	14,107	88	90,324	88
Regal Sedan	2,126	2,578	7,387	7,421	73,899	116,794
Regal Coupe	3,514	3,931	12,556	12,960	134,939	197,403
Le Sabre	3,301	2,261	9,939	6,871	101,099	75,144
Electra	2,046	1,528	6,396	5,025	54,745	52,385
Riviera	1,472	1,217	4,530	3,655	40,438	43,985
Buick Division	22,261	16,270	72,986	53,445	672,241	674,610
Cimarron	547	526	1,623	2,092	11,833	13,392
Seville	828	688	2,774	1,943	21,486	21,005
Cadillac	4,863	3,799	16,302	10,817	140,292	126,064
Eldorado	1,697	1,595	6,133	4,489	52,009	49,604
Cadillac Division	7,935	6,608	26,832	19,341	225,620	210,065
Chevette	3,710	7,611	22,788	19,672	219,981	329,596
Cavalier/Monza	3,382	2,935	12,838	11,392	111,092	82,760
Citation/Nova	3,786	10,584	18,214	28,553	174,709	284,238
Camaro	5,289	836	20,111	2,513	170,856	92,018
Celebrity	3,631	69	13,728	69	89,306	69
Malibu	2,639	4,699	10,631	12,982	103,279	201,787
Monte Carlo	2,221	3,643	9,853	10,387	92,710	153,710
Chevrolet	4,873	7,141	19,234	18,549	190,091	195,528
Corvette	554	508	2,106	1,593	21,040	27,886
Chevrolet Division	30,085	38,026	129,503	105,710	1,173,064	1,367,592
Firenza/Starfire	817	.....	3,759	.....	25,744	.....
Omega	1,303	2,181	7,089	8,240	68,614	105,224
Cutlass Ciera	3,375	.....	15,835	.....	104,512	.....
Cutlass	.....	3,488	.....	11,629	.....	178,687
Supreme	6,460	5,137	25,768	16,113	263,948	253,986
Olds 88	4,311	3,479	16,401	10,495	167,602	147,906
Olds 98	2,481	2,588	9,425	7,994	81,501	77,240
Toronado	959	1,079	3,623	2,937	31,725	36,052
Oldsmobile Division	19,706	17,952	81,900	57,408	743,646	799,098
T-1000	1,368	1,684	4,842	4,610	47,697	52,147
J-2000/Sunbird	1,703	1,219	5,340	5,143	52,072	72,704
Phoenix	1,377	2,343	4,738	7,184	45,764	78,389
Firebird	3,766	448	11,697	1,394	96,504	50,593
6000	2,350	26	8,173	26	49,177	26
Bonneville/LeMans	1,878	1,787	6,610	5,668	70,696	69,310
Grand Prix	1,897	2,576	6,728	7,848	78,275	122,374
Pontiac	.....	741	.....	2,421	4,176	81,118
Pontiac Division	14,339	10,824	48,128	34,294	444,361	526,661
GENERAL MOTORS	94,326	89,680	359,349	270,198	3,258,932	3,578,026
VOLKSWAGEN	2,579	4,031	6,754	9,423	85,135	151,351
DOMESTIC TOTAL	158,727	139,389	558,146	431,726	5,308,612	5,848,710
IMPORT TOTAL	.....	.....	185,059	152,910	2,035,998	2,159,878
INDUSTRY TOTAL	.....	.....	743,205	584,636	7,344,610	8,008,588

*—AMC does not issue a nameplate breakdown for 18-day periods.

Overseas production, registrations

Registrations overseas

WEST GERMANY
Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	8,806	10,372
Bertone	438	—
BL	3,120	4,695
BMW	99,994	99,506
Daihatsu	4,439	6,521
Datsun	32,485	33,930
Fiat Auto	73,886	73,571
Ford	181,795	225,375
General Motors	309,587	296,335
Honda	25,961	29,928
Innocenti	433	1,195
Lada	4,490	5,142
Mazda	31,615	34,913
Mercedes-Benz	180,416	189,981
Mitsubishi	26,907	37,392
Peugeot SA	70,192	80,038
Citroen	30,904	35,160
Peugeot/Talbot	39,288	44,878
Pininfarina	126	—
Porsche	8,181	7,768
Renault	68,472	79,308
Saab	2,181	2,197
Skoda	1,033	1,348
Subaru	2,936	1,254
Suzuki	8,617	5,792
Toyota	30,113	40,362
VAG	503,820	549,462
Audi	93,956	120,157
Volkswagen	409,864	429,305
Volvo	9,063	10,752
Others	1,172	2,300
Total	1,690,618	1,829,428

UNITED KINGDOM
Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	7,034	6,122
BL	223,369	238,140
Austin Rover	216,211	231,837
Jaguar	5,162	4,544
Range Rover	1,996	1,759
BMW	19,499	13,828
Colt (Mitsubishi)	7,142	10,042
Daihatsu	3,911	2,371
Datsun	76,451	76,797
Fiat Auto	40,470	49,684
Ford	371,140	366,357
FSO	2,509	1,788
General Motors	141,928	100,247
Honda	12,735	12,514
Hyundai	2,243	—
Lada	13,557	11,756
Lotus	334	246
Mazda	12,029	14,711
Mercedes-Benz	10,064	8,693
Panther	25	34
Peugeot SA	83,123	94,699
Citroen	20,110	21,950
Peugeot/Talbot	63,013	72,749
Reliant	92	280
Renault	53,469	59,166
Rolls-Royce	697	1,087
Saab	7,514	7,361
Skoda	7,139	6,824
Subaru	2,101	2,709
Toyota	22,123	20,046
VAG	74,187	65,912
Volvo	41,739	34,757
Zastava	2,380	—
Others	2,898	2,960
Total	1,244,011	1,211,932

AUSTRIA
Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	2,187	1,766
BL	551	773
BMW	5,957	5,610
Daihatsu	241	308
Datsun	9,546	9,403
Fiat Auto	9,944	9,730
Ford	12,771	14,134
General Motors	22,940	17,920
Honda	2,417	1,571
Lada	1,655	2,135
Mazda	15,637	14,590
Mercedes-Benz	3,853	4,512
Mitsubishi	3,026	4,390
Peugeot SA	11,552	14,029
Citroen	4,940	5,112
Peugeot/Talbot	6,612	8,917
Porsche	333	366
Renault	9,342	8,115
Saab	398	559
Skoda	217	318
Subaru	2,117	2,395
Suzuki	657	1,074
Toyota	5,399	7,331
VAG	32,581	34,014
Volvo	2,380	2,762
Others	107	164
Total	155,859	157,969

HOLLAND
Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	3,266	3,424
American Motors	37	69
BL	5,201	5,800
BMW	12,462	9,893
Chrysler	43	93
Daihatsu	1,874	1,679
Datsun	14,790	15,274
Fiat Auto	18,599	14,008
Ford	34,258	34,961
FSO	35	86
General Motors	54,665	45,382
Honda	12,247	15,150
Hyundai	1,676	1,768
Lada	7,366	5,410
Mazda	12,182	15,165
Mercedes-Benz	6,903	7,183
Mitsubishi	11,463	16,058
PSA	40,307	44,425
Citroen	18,301	18,884
Peugeot/Talbot	22,006	25,541
Polski	15	46
Porsche	146	160
Renault	26,348	27,364
Saab	2,770	2,640
Skoda	850	302
Subaru	768	1,019
Suzuki	5,556	2,367
Toyota	15,031	15,668
VAG	30,859	31,794
Volvo	12,667	13,292
Zastava	765	533
Total	333,213	331,184

SWEDEN
Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	415	351
BL	17	42
BMW	2,663	2,040
Daihatsu	982	690
Datsun	4,130	3,142
Fiat Auto	3,114	2,601
Ford	15,615	15,569
General Motors	15,155	11,805
Honda	3,137	2,818
Lada	2,118	2,309
Mazda	7,244	7,054
Mercedes-Benz	4,248	4,400
Mitsubishi	1,020	1,392
Peugeot SA	3,947	4,795
Citroen	1,718	1,689
Peugeot/Talbot	2,229	3,106
Porsche	127	84
Renault	1,732	1,859
Saab	21,333	18,933
Skoda	323	246
Subaru	243	—
Toyota	5,782	4,393
VAG	18,865	16,008
Volvo	38,840	34,590
Others	18	13
Total	151,068	135,134

FRANCE
Cars

	8 mos., 1982	8 mos., 1981
Alfa Romeo	20,306	15,865
BL	19,693	15,445
BMW	23,791	15,634
Datsun	11,604	9,526
Fiat Auto	67,280	53,004
Ford	79,844	63,705
General Motors	32,232	20,718
Honda	6,922	3,971
Lada	15,859	11,956
Mazda	11,043	7,577
Mercedes-Benz	12,000	10,841
Mitsubishi	2,700	1,876
Peugeot SA	416,380	404,043
Citroen	172,171	176,102
Peugeot/Talbot	244,209	227,941
Polski	1,156	1,024
Porsche	976	804
Renault	510,235	478,713
Saab	163	250
Skoda	2,557	2,548
Toyota	8,145	7,821
VAG	83,739	77,623
Volvo	7,145	6,548
Zastava	460	822
Total	1,334,253	1,210,465

JAPAN
Cars

	8 mos., 1982	8 mos., 1981
Daihatsu	49,265	53,081
Fuji	48,697	41,182
Honda	149,437	110,612
Isuzu	37,887	42,224
Mitsubishi	157,882	162,802
Nissan	540,499	524,428
Suzuki	47,939	41,437
Toyo Kogyo	159,083	140,626
Toyota	761,677	704,908
Imports	23,263	26,093
Total	1,975,629	1,847,393

Trucks, Buses

Daihatsu	167,215	154,046
Fuji	118,679	88,106
Hino	24,709	26,765
Honda	93,551	95,039
Isuzu	81,229	82,560
Mitsubishi	180,385	178,699
Nissan	194,862	230,199
Nissan Diesel	12,068	13,974
Suzuki	240,843	231,105
Toyo Kogyo	96,683	111,135
Toyota	238,637	275,541
Imports	1	—
Total	1,448,862	1,487,293
Total vehicles	3,424,491	3,334,686

Production overseas

FRANCE—Cars

	9 mos., 1982	9 mos., 1981
Peugeot SA	924,183	941,681
Citroen	376,397	393,018
Peugeot	391,052	402,778
Talbot	156,734	145,885
Renault	1,030,596	942,757
Total	1,954,779	1,884,438

Trucks, Buses

CBM	77	67
Peugeot SA	99,933	122,780
Citroen	20,590	34,461
Peugeot	69,723	77,888
Talbot	9,620	10,431
Renault	167,123	168,766
Sovam	70	97
Unic	4,110	6,900
Total	271,313	298,607
Total vehicles	2,226,092	2,183,045

SPAIN—Cars

	8 mos., 1982	8 mos., 1981
Citroen	62,397	38,509
Fasa-Renault	190,313	181,658
Ford	153,835	159,217
Seat	152,680	133,211
Talbot	34,383	41,935
Total	593,608	554,530

Trucks, Buses

CAF	146	1,008
Citroen	24,823	18,531
Enasa	8,200	8,011
Fasa-Renault	18,998	19,670
Ford	4,852	3,335
Hispavinsa	2,160	1,989
Land-Rover	8,119	10,054
Mercedes-Benz	7,883	9,135
Motor Iberica	11,755	12,920
Seat	1,310	910
Total	88,246	85,563
Total vehicles	681,854	640,093

JAPAN—Cars

	8 mos., 1982	8 mos., 1981
Daihatsu	85,283	102,631
Fuji	129,721	124,021
Honda	567,779	449,356
Isuzu	76,926	86,594
Mitsubishi	396,588	410,447
Nissan	1,181,716	1,205,394
Suzuki	61,264	62,620
Toyo Kogyo	552,275	558,325
Toyota	1,490,922	1,483,091
Total	4,542,474	4,592,479

Trucks, Buses

Daihatsu	219,811	218,696
Fuji	193,212	171,993
Hino	43,040	46,308
Honda	98,364	101,126
Isuzu	194,025	219,825
Mitsubishi	257,179	304,362
Nissan	402,467	477,603
Nissan Diesel	24,869	29,387
Suzuki	324,050	306,323
Toyo Kogyo	189,919	231,030
Toyota	609,615	668,290
Others	598	438
Total	2,557,149	2,775,381
Total vehicles	7,099,623	7,367,860

UNITED KINGDOM—Cars

	7 mos., 1982	7 mos., 1981
BL	250,358	251,409
Austin Rover	230,577	238,457
Jaguar	12,320	7,317
Land Rover	7,461	5,635
Carbodies	852	—
DeLorean	1,287	1,760
Ford	201,177	199,199
Lotus	350	194
Reliant	51	66
Rolls-Royce	1,627	1,703
Talbot	25,155	69,221
TVR	70	106
Vauxhall	63,799	40,501
Others	342	346
Total	545,068	564,505

Trucks, Buses

Bedford	32,326	29,329
BL	48,128	48,375
Austin Rover	18,034	15,365
Land Rover	21,411	23,761
Leyland	8,683	9,249
ERF	1,139	N/A
Foden	434	333
Ford	71,351	49,372
Hestair Dennis	471	521
Karrier	4,075	5,039
Metro-Cammell-Weymann	190	408
Seddon Atkinson	1,006	812
Others	335	463
Total	159,455	134,652
Total vehicles	704,523	699,157

Toyota expands its range of minivans

Toyota has added the Master-Ace series to its line of Ace passenger vans. The entire Ace line has been rebodied, with the new models featuring much larger windshields, and neatly faired-in bumpers. The vans are available with 1.3, 1.6 or 1.8-liter gasoline engine or 1.8-liter diesel.

Toyota rebodies Town Ace, adds a leisure van model

By John Hartley
Staff Correspondent

TOKYO. — Toyota has rebodied its Town Ace cab-over van series, and has added an extra model aimed at the leisure market — the Master Ace.

Powered by either 1.3, 1.6, 1.8-liter gasoline or 1.8-liter diesel engines, the new models have smoother styling and much larger windshields than previously.

Large polypropylene bumpers project from the body, but are neatly faired in, while the nose slopes more than previously.

Town Ace wagon models — these are eight-seaters — have neat rectangular headlamps, while the Master Ace has a four-headlamp system.

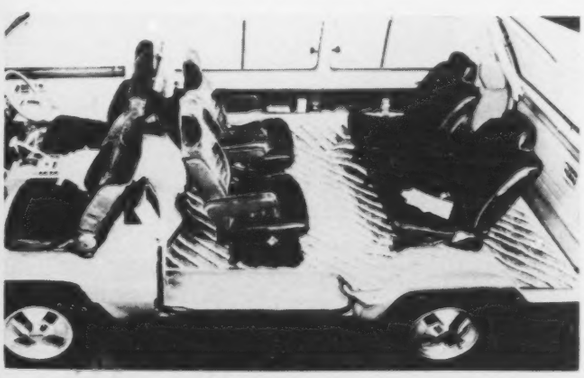
In addition to the front doors, there is a wide side door as well as the normal full depth rear door. However, since the front doors are partly over the wheelarches, the actual door opening is still fairly small.

Mechanically, Toyota has done a lot to improve performance. First, there are coil springs with four-link location at the rear axle instead of semi-elliptic leaf springs. Then, power steering in which the power assistance reduces as engine speed increases is available. Steering is very light for parking, but not too light for high-speed maneuvers. The automatic transmission is Toyota's four-speed version. Inside, there is an extra heater for the passengers in the rear.

As is normal with the latest versions of these vans, some models, such as the Town Ace Wagon Royal have very luxurious interiors. The four armchairs in the rear can be adjusted for comfort, and the front row can be turned around so that they face the rear row. Also, the seats on some models can be arranged to form beds.

Toyota plans to sell 8,000 units a month in Japan, split between 3,000 Town Ace vans and trucks; 3,000 Town Ace wagons, and 2,000 Master Aces.

Exports to Europe and Australia are due to start at the end of the year.



Toyota's luxury minivan

Cutaway shows off nifty interior of Toyota's Town Ace Wagon Royal, featuring four armchairs that can be adjusted for comfort. The front seats can be turned to face the rear seats and, on some models, the seats convert to beds.

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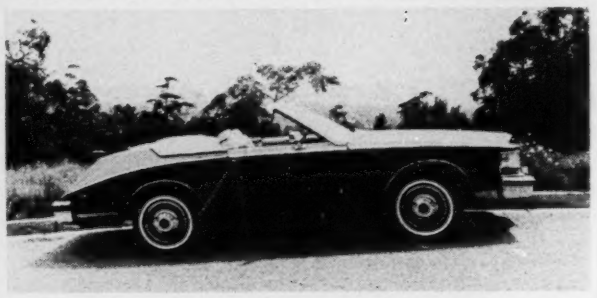

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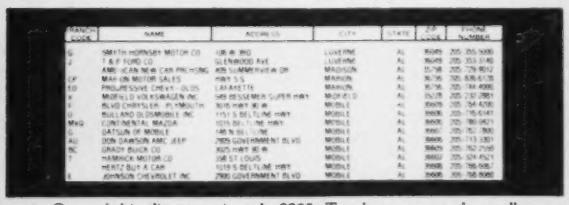

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Predicasts forecasts 11 pct. annual increases

Continued growth seen for truck aftermarket

CLEVELAND. — The U. S. market for truck and bus replacement products is forecast to grow at a rate of nearly 11 percent a year, reaching more than $23 billion in 1995, according to a study by Predicasts Inc.

The market research firm says manufacturers' shipments of truck aftermarket parts, accessories and chemicals grew from $1.1 billion in 1967 to $4.9 billion in 1980. This growth reflected rapidly rising light truck registrations, steady heavy-duty vehicle registrations growth, an aging vehicle population, the trend toward preventive maintenance on long haul commercial vehicles and higher inflation rates since 1973.

Despite a slowing of future truck registrations (2.7 percent annually versus 6 percent between 1967 and 1980), truck aftermarket shipments will increase at a 10.9 percent annual rate, as a result of rising vehicle usage and a rapidly rising commercial vehicle population. Total shipments are forecast at $23.2 billion in 1995. Specifically, Predicasts sees shipments increasing 12.2 percent annually through 1985 and slowing to 10.3 percent annually thereafter, as inflation slows.

The study suggests that vehicle and engine design changes, vehicle mix changes and rising vehicle operating costs will alter the historic growth rates of many product groups. For example, the slowing of personal use vehicle registrations will adversely affect shipments of chemicals, batteries, brake parts and exhaust system parts. On the other hand, shipments of engine system parts, transmission parts and drivetrain products will benefit from a rising commercial vehicle population and the trend toward preventive maintenance.

Although heavy-duty trucks (Classes 7 and 8) and buses account for 6 percent of the total truck and bus population, they command a substantial 35 percent of total aftermarket shipments because of their high usage rate (over 50,000 miles per year) and growing preventive maintenance programs among owners of heavy-duty vehicles. Predicasts says heavy-duty vehicles consume nearly eight times the amount of truck replacement products (on a dollar basis) as light-duty trucks.

An important determinant of truck aftermarket demand is inter-city freight movement, and motor trucks account for about 25 percent. Motor trucks are expected to continue expanding their share of this market, accounting for 28 percent of the freight transportation market in 1995, when truck transport is forecast to amount to 1.1 trillion ton miles.

Predicasts says commercial truck operators are more concerned with the costs of vehicle downtime and problem diagnosis, rather than the actual costs of replacement products and labor. This concern has led to the establishment of extensive preventive maintenance programs which positively impact the aftermarket.

For instance periodic replacement is made on many parts such as filters, lubrifiners and oil. In addition periodic inspections are performed on engines and drive trains.

Of the $23.2 billion truck and bus aftermarket in 1995, nonelectrical parts will be the largest, accounting for 72 percent. Electrical parts will amount to $3.8 billion, and accessories and chemicals will total $2.6 billion, Predicasts expects.

U. S. TRUCK AND BUS AFTERMARKET

	1967	1980	1995	% Annual Growth Historic	Projected
Truck/Bus Registration (million $)	16.5	35.0	52.5	6.0	2.7
Light-Duty Registration	15.2	32.8	49.0	6.1	2.7
Heavy-Duty Registration	1.3	2.2	3.5	4.1	3.1
Truck/Bus Aftermkt. Shpts. (million $)	1112.9	4902.3	23150	12.1	10.9
Nonelectrical Parts	791.2	3430.7	16715	11.9	11.1
Electrical Parts	136.3	660.0	3845	12.9	12.5
Accessories/Chemicals	185.4	811.6	2590	12.0	8.0

Source: Predicasts Inc.

Chrysler diesel school moves to larger quarters

WARREN, Mich. — Chrysler Institute, the training arm of Chrysler Corp., opened its newly relocated MoTech Diesel and Heavy-Duty Mechanic School Dec. 1 to train tuition students for jobs in diesel technology.

The school, operated by Chrysler Learning, Inc., a subsidiary, moved from Lyndon Avenue in Detroit to its new East Eight Mile site here to "gain space for expansion to accommodate increasing enrollments," according to Eugene P. Jacoby, director of Chrysler Institute.

"The new location provides us with 38,000 square feet on more than four acres," Jacoby said. "The facility is fully equipped for our training purposes, and public transportation to the door makes it easily accessible."

Chrysler Institute established the tuition school in 1981. The 40-week program evolved from a $1.5-million contract with the City of Detroit in 1980 to help meet the city's need for qualified mechanics to keep buses, fire trucks and other heavy-duty vehicles in running order.

Basis of the Detroit program was a Skills Improvement Program which Chrysler Institute launched in 1979.

Donald L. Maxwell, manager of Automotive and Industrial Training for Chrysler Institute, has responsibility for the school.

Maxwell said the MoTech program includes 1,200 hours of training on diesel engines, chassis and electrical systems and heavy-duty transmissions.

The school is licensed by Michigan, accredited by the National Assn. of Trade and Technical Schools (NATTS), approved by the Veterans Administration and to serve Vocational Rehabilitation clients and Social Security recipients.

It also is recognized by the Comprehensive Employment and Training Act (CETA). Job placement assistance is available.

Current enrollment of more than 100 includes 25 CETA-funded trainees under a contract with the City of Detroit that was launched Dec. 1.

The new site, formerly occupied by the Place Machine Division of Budd Co., will also house Chrysler Institute's Transmission Program that trains tuition students funded by the Michigan Commission for the Blind.

VW-Mazda dealership moves to bigger store

MESA, Ariz. — A ribbon-cutting, clowns, free refreshments and special car discounts were featured in the grand opening ceremonies for Berge Mazda-Volkswagen at its new dealership here.

Bill Furano, general manager, said the dealership moved because more room was needed.

Room for more students

Eugene P. Jacoby, right, director of Chrysler Institute, hands over the keys to the new Warren (Mich.) MoTech Diesel & Truck Mechanic School to L. R. Knowlton, manager. The tuition school, operated by Chrysler Learning, Inc., moved from Detroit's west side to gain space for increasing enrollments.

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Modest recovery forecast for auto industry in 1983

New car sales in the U.S. will climb 10 percent to 8.6 million

By Edward Lapham
Financial Editor

DETROIT.—Next year should bring some recovery to the U. S. auto industry, but not to the degree needed for a real boom.

U. S. new car sales in 1983 will total about 8.61 million units, up 10.4 percent from 7.8 million units in 1982, according to the AUTOMOTIVE NEWS WORLD OUTLOOK (ANWO).

The reason for the listless outlook continues to be the anemic U. S. economy which has deferred a recovery through all of 1982.

ANWO, a joint venture between AUTOMOTIVE NEWS and Data Resources Inc. (DRI), projects the recovery will be gradual, with an annual sales rate below 8.1 million units in the first quarter, nearly 8.4 million in the second quarter, but not cracking the "9 barrier" until the industry achieves a 9.2 million-unit car sales rate in the fourth quarter.

"The economy remains trapped in recession as 1982 draws to a close," declares DRI chairman Otto Eckstein. "Hopes for economic recovery must now be focused on 1983."

Eckstein says cutbacks in employment, industrial production, capital spending plans and orders, as part of an inventory correction process, "have prompted a significant downward revision" in the recovery for a forecast.

"Signs of economic recovery continue to be elusive," he says. "Consumer response to the July tax cut is unenthusiastic to date, and the deterioration of the trade balance is chronic. Real GNP shows no significant growth in the fourth quarter."

Eckstein, a Harvard University professor and member of President Johnson's Council of Economic Advisors, is encouraging about long-term prospects, however. "Lower interest rates and subdued inflation provide the foundations for a sustained recovery once the inventory correction is completed," he says.

The ANWO forecast projects a moderately improving GNP through 1983, with a total annual increase of 2.2 percent. The 1984 growth in real GNP is projected at 4.4 percent.

In 1983 the automotive sector of the economy will plod along in step with the economy again.

Although the automotive outlook throughout 1982 was downgraded each quarter by ANWO, in conjunction with lower economic expectations, one aspect has remained relatively unchanged: Auto import penetration still is expected to decline.

Domestic penetration, estimated at 72.34 percent in 1982, will grow to 73.52 percent in the first quarter, and increase gradually to a fourth quarter share of 75.61 percent, making an annual penetration of 74.58 percent. Domestic penetration in 1984 is expected to be about 76.65 percent.

Timothy Kula, DRI district manager in Detroit, says the improvement in domestic penetration is almost by default. "We assume the Japanese once again will dissipate strong protectionist sentiment in the U. S. by voluntarily rolling over the import restraints for another year," Kula says.

"Japanese car sales in the U. S. should top off at a 1.68 million rate until April, 1984 after which we believe there will be some kind of agreement which will allow Japanese imports to increase along with sales at a set penetration."

ANWO also projects a shift in U. S. car market segmentation through the forecast period. Full-size and intermediate models will account for about 62 percent of total industry sales in 1982 and again in 1983 but will fall to about 47 percent in 1984, according to the forecast.

"There are two kinds of action here," Kula notes. "There are actual shifts in segmentation as well as changes in segment volumes. The segmentation shifts are from new model entries while the changes in segment volumes reflect a change in buyer preferences.

"Much of the change relates to the real price of gasoline. Real gas prices actually declined in 1982. We see slight growth in real gas prices in '83, including the gas tax increase, and in 1984 a substantial increase," he says.

Light-truck retail deliveries, which surged in mid-1982, are expected to finish the year at about 2.27 million units and slowly gain momentum through next year for a 1983 annual sales tally of 2.54 million units.

The gradual growth in sales rate will continue through 1984, according to ANWO, with a 1984 sales tally of more than three million units.

Heavy-duty truck sales also will have a moderate recovery, according to the forecasts. Sales for 1982 are about 210,000, rising to 250,000 in 1983 and 280,000 in 1984.

"There will be at best a moderate recovery in demand," says Jim Hendrix, DRI trucking ser-

Continued on Page E-36

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES INC.

U. S. Macroeconomic Outlook	Year 1982	1983 First Quarter	1983 Second Quarter	1983 Third Quarter	1983 Fourth Quarter	Year 1983	1984 First Quarter	1984 Second Quarter	1984 Third Quarter	1984 Fourth Quarter	Year 1984
% change gross national product—1972 dollars	-1.73	2.35	3.49	4.29	4.22	2.20	3.80	5.25	5.05	4.53	4.40
Index of production workers wages	2.92	3.02	3.07	3.12	3.16	3.09	3.21	3.26	3.31	3.37	3.29
Consumer price index (all urban)—all items	2.89	2.99	3.02	3.06	3.10	3.04	3.15	3.19	3.24	3.28	3.22
Unemployment rate—all civilian workers	9.66	10.44	10.14	10.02	9.74	10.08	9.52	9.10	8.75	8.40	8.94
Index of consumer sentiment	0.67	0.67	0.69	0.70	0.72	0.69	0.69	0.73	0.75	0.76	0.73
Housing starts, private including farm—total	1.04	1.26	1.36	1.48	1.53	1.41	1.57	1.62	1.70	1.76	1.66
Index of real gasoline prices (1981 4th qtr.=1)	0.93	0.97	0.97	0.97	0.98	0.97	1.01	1.03	1.04	1.05	1.03
U. S. Financial Outlook											
Prime rate on short-term business loans	14.77	10.90	11.39	12.00	12.36	11.66	12.59	11.90	11.58	11.37	11.86
Finance rate on consumer auto loans	16.79	15.80	14.84	14.11	13.98	14.68	14.02	13.96	14.04	14.10	14.03
Real new-issue rate	5.55	3.35	3.43	3.49	3.53	3.45	3.80	4.04	4.28	4.31	4.11
Real short-term interest rate	6.32	3.54	3.63	4.49	4.53	4.05	4.52	3.90	3.08	3.11	3.65
Personal savings as % disposable income	13.82	13.31	13.53	15.83	15.85	14.63	15.64	15.09	15.53	15.91	15.54
Ratio of corporate profits to GNP	5.72	5.67	5.79	5.90	6.09	5.88	6.18	6.36	6.45	6.61	6.40
Ratio of fixed investment to GNP	11.30	10.28	10.17	10.16	10.16	10.19	10.24	10.31	10.38	10.44	10.34
U. S. Automotive Outlook											
Total new passenger car retail sales—units	7.80	8.09	8.38	8.78	9.21	8.61	9.23	9.62	9.96	10.18	9.75
Domestic share %	72.34	73.52	74.24	74.93	75.61	74.58	75.66	76.49	77.05	77.41	76.65
Fuel efficient units	2.96	—	—	—	—	3.27	—	—	—	—	5.18
Full size & intermediate units	4.83	—	—	—	—	5.34	—	—	—	—	4.57
Import share %	27.66	26.48	25.76	25.07	24.39	25.42	24.34	23.51	22.95	22.59	23.35
Dealer deliveries—light trucks—units	2.27	2.25	2.46	2.66	2.77	2.54	2.80	3.04	3.11	3.21	3.04
Dealer deliveries—Class 6-8 trucks—units	0.21	0.25	0.25	0.25	0.26	0.25	0.25	0.28	0.29	0.31	0.28

WORLD AUTOMOTIVE OUTLOOK

	1980	1981	1982	1983	1984	1985	1986
Total World Car Production	27.434	26.521	25.101	27.805	30.735	31.904	32.365
European Economic Community	9.109	8.700	8.846	9.058	9.805	9.594	9.720
Western Europe	1.319	1.179	1.335	1.496	1.633	1.766	1.800
USSR and Eastern Europe	2.170	2.301	2.401	2.562	2.670	2.781	2.899
Total Europe	12.598	12.180	12.582	13.116	14.108	14.141	14.419
North America	7.209	7.303	5.819	7.219	8.189	8.739	8.640
Latin America	1.573	1.267	1.230	1.435	1.794	2.220	2.206
Oceania	0.517	0.597	0.632	0.690	0.711	0.759	0.780
Asia	7.257	7.257	6.782	7.399	8.005	8.143	8.513

EUROPEAN NEW CAR REGISTRATION OUTLOOK

	1979	1980	1981	1982	1983	1984	1985	1986
AUSTRIA								
Total New Car Registrations	0.214	0.227	0.199	0.190	0.208	0.275	0.271	0.292
Total New Car Production	—	—	—	—	—	—	—	—
BELGIUM								
Total New Car Registrations	0.429	0.399	0.351	0.372	0.399	0.409	0.400	0.408
Total New Car Production	0.275	0.173	0.200	0.232	0.225	0.225	0.213	0.213
FRANCE								
Total New Car Registrations	1.979	1.873	1.835	1.985	2.075	2.261	2.045	2.100
Total New Car Production	3.220	2.939	2.612	2.587	2.610	2.812	2.665	2.718
ITALY								
Total New Car Registrations	1.431	1.715	1.735	1.665	1.601	1.850	1.724	1.715
Total New Car Production	1.480	1.442	1.254	1.393	1.420	1.544	1.583	1.591
WEST GERMANY								
Total New Car Registrations	2.623	2.426	2.330	2.086	2.320	2.695	2.667	2.712
Total New Car Production	3.923	3.521	3.578	3.637	3.851	4.181	4.141	4.193
SWEDEN								
Total New Car Registrations	0.215	0.193	0.189	0.201	0.207	0.231	0.215	0.221
Total New Car Production	0.296	0.235	0.258	0.298	0.331	0.368	0.360	0.367
UNITED KINGDOM								
Total New Car Registrations	1.718	1.514	1.485	1.492	1.625	1.710	1.644	1.657
Total New Car Production	1.070	0.916	0.943	0.887	0.872	0.934	0.892	0.903

EUROPEAN NEW TRUCK REGISTRATIONS OUTLOOK

	1979	1980	1981	1982	1983	1984	1985	1986	1987
BELGIUM									
Total New Truck Registrations	0.035	0.030	0.026	0.027	0.027	0.028	0.030	0.030	0.030
Total New Truck Production	—	—	—	—	—	—	—	—	—
FRANCE									
Total New Truck Registrations	0.307	0.315	0.325	0.348	0.301	0.315	0.323	0.314	0.308
Total New Truck Production	0.388	0.437	0.405	0.386	0.366	0.390	0.405	0.401	0.403
WEST GERMANY									
Total New Truck Registrations	0.213	0.222	0.197	0.166	0.175	0.196	0.210	0.208	0.199
Total New Truck Production	0.381	0.447	0.393	0.348	0.348	0.381	0.413	0.417	0.415
ITALY									
Total New Truck Registrations	0.139	0.147	0.149	0.145	0.135	0.141	0.152	0.148	0.144
Total New Truck Production	0.146	0.158	0.168	0.156	0.161	0.167	0.171	0.170	0.169
NETHERLANDS									
Total New Truck Registrations	0.047	0.046	0.041	0.041	0.042	0.044	0.046	0.044	0.044
Total New Truck Production	0.015	0.018	0.012	0.009	0.013	0.014	0.015	0.015	0.015
SPAIN									
Total New Truck Registrations	0.086	0.086	0.080	0.082	0.086	0.088	0.088	0.092	0.100
Total New Truck Production	0.133	0.130	0.113	0.126	0.125	0.127	0.125	0.125	0.132
SWEDEN									
Total New Truck Registrations	0.016	0.019	0.017	0.017	0.016	0.017	0.019	0.019	0.018
Total New Truck Production	0.050	0.055	0.050	0.052	0.049	0.053	0.058	0.060	0.059
UNITED KINGDOM									
Total New Truck Registrations	0.291	0.256	0.209	0.212	0.199	0.232	0.250	0.254	0.261
Total New Truck Production	0.384	0.367	0.214	0.246	0.236	0.262	0.277	0.279	0.281

Note: Units stated in millions. Totals may not add due to rounding.

Continued restraints much on minds of Japanese importers

They expect a modest rebound in total U. S. new-car sales during the next 12 months

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Despite restrictions that limit the number of cars Japanese manufacturers can sell in the U. S., import executives see an upturn in the total U. S. market during 1983.

The sales rebound will be modest, according to projections by Japanese import firms, who concede there probably will be a third straight year of restraints imposed by the Japanese government. Local content also is shaping up as a hot issue in 1983, they say.

"The overall market will be a lot better by comparison to this year," according to Norman D. Lean, senior vice president and chief operating officer of Toyota Motor Sales. "This year will finish at 7.8 million cars," he says, predicting the industry is "looking to do 9.1 to 9.2 million next year."

Whether the industry can hit the 9-million-unit rate early in the year depends on the types of programs in place, Lean says.

"If they keep up advertising incentives and introduce new models, we'll move into it quite quickly." He says "subsidized finance rates" offered by manufacturers are working well: "Anything that effectively reduces the monthly payment will move cars."

There will be a payback, however, "if they stop the programs too quickly," Lean says, explaining that the trick will be "to phase them (incentive programs) out gradually as demand increases." As a result, many of the incentive programs may continue through the first quarter, then slowly be dropped as the spring market picks up steam.

In addition, prices should tend to moderate. "We've got to hold the line on that (prices)," Lean says. "We demonstrated it with Tercel." The new Tercel's price has been kept the same despite a reskinning of the car, and Lean says it is the company's fastest moving line.

Next year promises to be good for the small truck market, according to Lean. "The small truck deal is really wild," he says, predicting industry sales may go as high as 1 million units next year.

Lean does not see Japanese import restraints going away, but feels they have done little to help the domestic industry. "We don't like it. It's a placebo for some, but headaches for us and our dealers," he says, adding that it's likely to continue a third year. In a non-restricted environment, Lean estimates Toyota would be running about where it was two years ago when car and truck sales were about 800,000 units.

• For 1983 Charles P. King, Nissan Motor Corp. U.S.A. vice president - sales, sees a total U. S. car market of 9 million units, with domestic models taking 6.5-million and imports 2.5 million.

"Our objectives for the 1983 model year embrace sales targets of 475,000 cars and 125,000 trucks for a total of 600,000 units," King says. The company expects to finish 1982 with sales of 452,000 cars and 97,000 trucks.

The rebound in the U. S. car market will be gradual, King believes, although he expects a robust rate of growth in the Gross National Product (GNP) by the end of 1983. According to King, GNP should be increasing at a three to four percent rate by the fourth quarter.

For the auto industry to recover, however, King says consumer confidence has to be rekindled, and the key to that is interest-rate stability. "Interest rates have to get to 10 or 11 percent and stabilize," King says. He calls subsidized finance rates offered to consumers "a success," and expects them to continue through the first quarter, then possibly be dropped in the spring. He adds a drop in sales is possible when incentive programs are eliminated.

Further down the road, King sees both domestic and import sales climbing, and that by 1985 American auto makers can expect sales of 8.4 million cars and importers a record 3 million.

• Cliff Schmillen, American Honda vice president - auto sales, is less optimistic. "It's not going to be better than this year," he says of the market. "Sometime late next year, the economy will turn around." The modest recovery will bring a slight increase in car sales, he says.

For 1983 Honda's quota is 348,000 units, although Schmillen says the company expects a 10 percent increase in sales as its new Ohio plant builds up steam on Accord sedans. Approximately 35,000 are expected to be produced there next year and by early 1984, Schmillen projects, the plant will be operating at its 150,000-unit capacity.

U. S. output will allow the company to expand imports of other model lines, most notably Prelude. The sporty coupe is scheduled for overhaul midway through 1983 and the U. S.-built Accord will allow Honda to hike monthly shipments of the new Prelude 50 percent from 3,000 to 4,500 per month. "It (the new Prelude) will account for approximately 15 percent of our model mix," Schmillen says.

The City minicar is unlikely to appear in the U. S. in the near future. "They're selling every City they can in Japan," Schmillen says. "We won't get it here." Although he would like to sell the minicar in the U. S., Schmillen hints "something better will come along later."

Modest growth beginning next spring is the outlook offered by John C. Reilly, senior vice president and general manager of American Isuzu. "I think the total overall market will pick up some in May or June," he says. "I don't think it will be anything dramatic." He figures buyers most likely will be those replacing worn out cars.

The gradual upswing will result in total sales of 8.8 to 9 million cars in 1983, according to Reilly. The recovery, in light of upcoming political elections, will continue in 1984 with the total U. S. market posting sales of 9.4 to 9.5 million cars, he predicts.

Vehicle price is a hurdle that has to be overcome in order for the car market to rebound, Reilly notes. "It's a price-sensitive market," he says. "I think rebates will go away, but subsidized interest rates will stay through the first quarter." Although the interest programs have been successful, Reilly doesn't see consumer loan rates falling much, which "could hinder the recovery."

Another area of concern for Isuzu is diesel sales. Reilly attributes the bottoming out of the diesel market to two factors: The narrowing spread between gasoline and diesel fuel prices, and the highly publicized problems with General Motors diesels.

Reilly thinks diesels could come back quickly given an increase in the spread of gasoline and diesel fuel prices or a fuel crunch generated by a recovery in the world's economy.

In 1982 diesels represented approximately 65 percent of Isuzu's model mix. Reilly sees that settling at about 50 percent next year. While diesel sales have softened, Isuzu has experienced a 45 percent increase in small truck sales and is looking to sell 25,000 next year, 25 percent more than this year's total of 20,000. "S-10 and Ranger (GM and Ford products) have taken a dramatic share of the market," Reilly says. "The question is whether they will maintain it. If quality is good, they stand a good chance."

Next May Isuzu's car line will be bolstered by addition of an Impulse 2+2 sport coupe. "We'll be able to generate excitement with Impulse, mainly because it is all new," Reilly says. He expects monthly shipments of 1,400 to 1,500.

Newest entry in the U. S. market, Mitsubishi Motor Sales of America (MMSA), is locked into a 30,000-unit level for passenger cars because of the restrictions. However, Richard Recchia, executive vice president and chief operating officer, feels the total U. S. market may increase by several percentage points during 1983.

"There won't be a sudden surge," he says, adding that the lower prime rate "won't be felt until next spring. We should be back at a decent rate (of sales) by next fall, but it won't be anything to write home about."

Recchia sees at least an 18 month climb back to where the market should be and feels winter weather will keep sales down in the short term.

Subsidized financing programs, should they expire before the market has recovered, also will have an effect on limiting the sales rebound. "It's taken us a long time to educate the public on prime rate," Recchia says. "Now that they've gotten the message, those who haven't taken advantage of the 9.9 or 10.9 financing are going to sit back and wait."

• For Subaru of America 1983 will be a status quo year for car sales. Tom Gibson, senior vice president - sales, expects them to reach the same level as 1982, about 144,000 to 150,000 units, due to import restrictions.

Gibson expects the company's parts and service business to expand, however, while Subaru Financial continues to develop and wholly owned distributors continue to generate a profit.

For the overall auto market in the U. S., Gibson projects 1983 at 9 million units with most of the gain realized by domestic makes; he expects a 2.2 million year for imports.

Gibson does not foresee retail interest rates "tumbling down" rapidly, but declining gradually. The prime interest rate, he anticipates, will stay down until next spring, then go up, but not to record levels of the past two years.

Outlook

Continued from Page E-4

vices director. "There should be a little sharper recovery in production, however.

"Inventories have dropped to very low levels and once the recovery begins there will be bigger line rates, which will result in slight accumulations."

Hendrix believes '83 will be moderate "because vehicle utilization stays low" throughout the year.

"Excess fleet will be used to pick up tonnage for most of '83," he says. "That will take a large hunk out of final demand for new vehicles."

European

Continued from Page E-35

says, without citing numbers. "We're asking those who are not committed to part friends."

Meetings have been held to keep dealers informed of the situation, and Brown says flatly, "We're operating for survival and the dealers should know."

Rumors have circulated about various alternatives for Fiat including a new distribution system by independent distributors, but Brown says he has no knowledge of this.

• With sales running 110 percent over 1981, Graham W. Whitehead, president of Jaguar Rover Triumph, has reason to be pleased. He expects to finish 1982 with 9,500 Jaguar sales and looks for 11,000 in 1983.

Since the company dropped the MG, Triumph and Rover lines in the U.S., Jaguar sales have boomed, and Whitehead fully expects the luxury car market (around 440,000 total sales in '82) to increase slightly in 1983.

While he "hates forecasting," Whitehead says indications are for a general upturn in the market, "but for Jaguar it is time to devote more effort to improved service programs and distribution. It's a year to grow, but also to attend to other matters."

For Peugeot 1983 appears to be a year it may reach 20,000 units, according to Pierre Lamaire, president of the import firm, which will finish 1982 about 2,500 units below its original projection of 17,000. Lemaire noted this was "directly connected to the decline in the diesel market" in the U.S.

Lemaire calls it a "stabilization" of the market after a boom in diesel demand, and for '83 Peugeot will put more emphasis on gasoline models. Scheduled for introduction in 1983 is a 505 station wagon in turbodiesel and gasoline versions.

Anthony Aldarelli, general sales manager, believes the drop in diesel sales probably worked to the company's advantage for the long run by turning the company's attention to the gasoline models.

Lemaire forecasts total auto sales in the U.S. of 9 million in 1983 with "domestic car makers getting the greatest benefit."

With new Porsche and Audi models coming next year, Peter Fischer, vice president and general manager of Volkswagen of America's Porsche-Audi Division, sees a 10 to 12 percent increase for the combined marques in '83.

But the real jump will come in the Porsche line for which Fischer projects a 40 percent increase to 20,000 units.

Fischer expects the division to finish 1982 with around 60,000 units, 46,000 of them Audis. He sees Porsche reaching 20,000 units and Audi 47,000 in 1983, "primarily because of the phase-in of the replacement for the Audi 5000."

Also in store for 1983 is added production of the Porsche 944 and the introduction of the 928S and 911 Cabriolet.

Fischer concurs that the "spark has gone out of the diesel," but believes there is a place for it at Audi which will continue to offer it "with some adjustments in mix."

Next year promises to be another of growth for Saab-Scania of America. Robert J. Sinclair, president, forecasts 22,000 sales in '83, up from 18,000 this year, which represents a 28 percent increase over 1981.

A pressing task for '83 will be continued development of the dealer organization, particularly in service. Sinclair notes it is "good now, but has to develop in line with the projected car sales."

The company also will concentrate on developing sales on the West Coast, but is not looking to increase the number of dealers to a great extent, according to Sinclair.

Sten O. Helling, vice president—sales, says Saab's growth "will be a function of the growth of the demographic group it is in." This is projected to grow to 322,000 units in 1983, up 38 percent over 1982.

Saab has an even balance of turbo and normally aspirated car sales which Sinclair says is important "because we do not want to be too specialized."

A goal for '83, as in the past several years, is to increase sales per dealership. Sinclair notes that when he took the helm of the company, average per-dealer sales were four cars a month and is now six.

• In 1983, for the first time, Volvo of America will hit 70,000 sales, and Bjorn Ahlstrom, president, expects 1983 to be another strong demand year with sales reaching 75,000 to 78,000.

The new 760 model has generated excitement and while probably fewer than 10,000 will be available in 1983, Ahlstrom sees it as having an effect on the entire line.

The company forecasts between 9 and 10 million industry sales in the U.S. next year with most of the upswing going to domestic manufacturers.

Joseph L. Nicolato, senior vice president — car operations, says '83 is a year Volvo would like to see its dealers involved in all aspects of the business including leasing, financing and insurance.

Ahlstrom does not expect Volvo's dealer network of 410 to expand in '83, but plans on growth in sales per outlet.

factories list auction dates

Chrysler Corp.

Dec. 14—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo. Golden Gate Auto Auction, Fremont, Calif., and NuCarPrep System, Santa Fe Springs, Calif.

Dec. 15—Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Dec. 16—Northway Exchange, Clifton Park, N. Y. and Greater Albuquerque Auto Auction, Albuquerque, N. M.

Dec. 17—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Dec. 21—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 22—Dallas Auto Auction, Grand Prairie, Tex.

Model breakdown
Auction Averages

	December To Date	November	October
1982	$6,305	$6,961	$7,962
1981	6,063	6,141	6,457
1980	5,060	4,904	5,115
1979	4,146	4,479	4,511
1978	3,258	3,424	3,493
1977	2,627	2,822	2,812
1976	2,491	2,001	2,091
1975	1,409	1,188	1,355
OVERALL Average	$4,628	$4,569	$4,513

Used car sales
Auction Averages

December to date	$4,628
Month ago	$4,612
Year ago	$4,096

Subaru honors Boch for sales record

PENNSAUKEN, N. J.—Ernest J. Boch, chairman of Subaru of New England, Norwood, Mass., set a record by selling 2,683 Subaru vehicles in a single month.

Boch is the Subaru distributor for Connecticut, Maine, New Hampshire, Rhode Island, Vermont and Massachusetts. He received a special award from Tom Gibson, senior vice president, sales and marketing of Subaru of America.

Dow Corning will market Japanese silicon fiber in U.S.

MIDLAND, Mich.—Dow Corning Corp. and Nippon Carbon Co., Ltd., Japan, have announced a test marketing agreement under which Dow Corning will be the distributor in North America for Nicalon silicon carbide fiber products manufactured by Nippon Carbon.

Dow Corning will introduce Nicalon fiber into aerospace and other high-technology industries.

Nicalon continuous silicon carbide fibers are manufactured through a unique new polymer process under development in Japan. The 10 to 15-micron-diameter fibers exhibit strengths of more than 350,000 PSI and moduli greater than 26 million PSI, Dow Corning said. Good psysical properties are retained at temperatures well in excess of 1000 degrees Centigrade.

Nicalon fibers exhibit excellent chemical resistance and are readily wet by most resins and aluminum, Dow Corning said, adding that the fibers are easy to handle and can be woven or formed by conventional techniques.

Nicalon fiber is expected to be used in plastic, metal, and ceramic matrix composites. Its high temperature resistance and ability to be wet make it especially suitable for aluminum matrix composites now being developed for aerospace applications, according to Dow Corning.

The fiber may also be used for high-temperature insulation and other fibrous products.

Gene Mota adds Pontiac

PALMER, Mass.—Gene Mota Chevrolet-Oldsmobile has added Pontiac.

used-car auction directory

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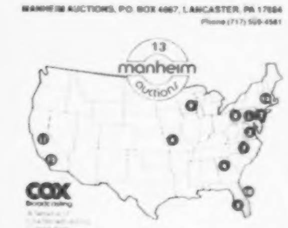

1 MANHEIM AUTO AUCTION, Manheim, Pa. 17545
2 NATIONAL AUTO DEALERS EXCHANGE, Bordentown, N.J. 08505
3 FREDERICKSBURG AUTO AUCTION, Fredericksburg, Va. 22401
4 KANSAS CITY AUTO AUCTION, Kansas City, Mo. 64127
5 LAKELAND AUTO AUCTION, Lakeland, Fla. 33802
6 ATLANTA AUTO AUCTION, Red Oak, Ga. 30272
7 HIGH POINT AUTO AUCTION, High Point, N.C. 27261
8 BUTLER AUTO AUCTION, Gibsonia, Pa. 15044
9 METRO MILWAUKEE AUTO AUCTION, Caledonia, Wis. 53108
10 FLORIDA AUTO AUCTION OF ORLANDO, Ocoee, Fla. 32761
11 FRESNO AUTO DEALERS AUCTION, Fresno, Calif. 93706
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Packwood leads effort in Senate

Opposition to local content gains

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—An attempt is being mounted in the Senate to block action during the lame-duck session of Congress on the UAW-backed auto local-content bill.

Behind the effort is Senator Robert Packwood, Oregon Republican and chairman of the Senate Commerce Committee.

Hearings are scheduled before the full committee Dec. 16 and 17—the now-scheduled and theoretical end of the 97th Congress, when all bills die.

Packwood is expected to be a strong opponent of the UAW measure which he feels may create a few auto-related jobs but steal jobs from other segments including those of UAW members working on Boeing aircraft in Oregon.

He is asserting his leadership over two other members of his committee—Senator Wendell Ford, the Kentucky Democrat who chairs the Consumer Subcommittee and who is the chief sponsor of the UAW bill, and Jack Danforth, the Missouri Republican who chairs the Surface Transportation Subcommittee.

Danforth is a strong opponent of the UAW content bill and the chief sponsor of a trade reciprocity bill.

As the House prepared at press time to ram through the UAW bill — probably with an amendment geared to save American Honda which has already spent $250 million here and is now making Accords in Ohio—the Senate move is very important.

• Last week, rumors abounded that two labor-oriented Democrats, Senators Carl Levin of Michigan and Howard Metzenbaum of Ohio, were planning to add the UAW bill to a "must" bill guaranteed to slide through the Senate at the last minute.

This would present President Reagan—an opponent of protectionist legislation — with the hard choice of vetoing a bill widely advertised as a "jobs bill."

The Packwood announcement of hearings before the full Committee should at least contain the UAW bill — even if the House, as expected, passes the bill this time 'round. But the issue is certain to reappear next Congress.

At press time, positions were hardening and tempers flaring as House action neared. With 222 House sponsors—some now wavering — it appeared certain the modified UAW bill would pass.

But equal time was being allotted to the House Energy and Commerce Committee Chairman John Dingell, Michigan Democrat, and to the House Ways and Means Trade Subcommittee and its chairman, Sam Gibbons, Florida Democrat.

During the House Rules Committee debate, there was no lack of similar opinions and invective coming from those who predicted salvation of the auto industry and those who said protection merely keeps an industry noncompetitive.

The bill has already made strange bedfellows—Democratic boll weevils, conservative Republicans and the Reagan Administration lined up with true-blue liberals on one side. On the other side were other true-blue liberals and labor supporters, especially in the Northeast-Midwest belt of auto-related unemployment who support the UAW in its final salute to retiring UAW President Douglas Fraser.

The number of opponents far outweigh the supporters, but labor has the tremendous emotional appeal of unemployment in its corner. Its argument—disputed by some including the influential Congressional Budget Office—is the bill that will entice foreign auto companies to manufacture in the U. S.

Nissan, however, which has already spent $100 million at its little truck making plant outside Nashville, says if the bill is passed, it may have to abandon its plans. It is hoping Senate majority Leader Howard Baker, Tennessee Republican, will help stem any tide in the Senate.

Opposing the bill is the entire farm lobby, as well as the National Assn. of Manufacturers, the U. S. Chamber of Commerce, the Reagan Administration, NADA, the National Independent Automobile Dealers Assn., Volkswagen of America, American Honda, General Motors, Ford Motor Co. and, standing somewhat aside—American Motors/Renault and Chrysler Corp.

Although scheduled at press time, House debate may not actually start until today (Dec. 13). But the debate will be hot and heavy and the door is wide open for amendments. The week will end with equally hot and heavy debate at the Senate Commerce Committee hearings.

obituaries

Continued from Page 3

was elected a director in 1950.

He was appointed vice president of the Ford International Group in 1957, directing the company's import-export operations and relations with overseas branches, subsidiaries and associated manufacturing and sales companies.

In 1965, Mr. Bugas was named vice president and consultant.

Robert G. Timberlake

DAYTON.—Robert G. Timberlake, president and chief operating officer of Reynolds & Reynolds Co. since 1981, died Dec. 1 in a Dayton hospital where he had undergone surgery Nov. 30. He was 51. Mr. Timberlake joined the firm in 1960 as a forms salesman. He became vice president of liaison in 1972, vice president of marketing in 1973 and executive vice president in 1976.

Otto P. Henneberger

LAKEWOOD, N. J. — Otto P. Henneberger, 86, retired executive vice president of the New Car and Truck Dealers Assn. of New Jersey, died Nov. 29. He served the association as executive vice president for 25 years. He was a past president of the national Automobile Trade Assn. Managers and was also executive secretary of the Essex County (N. J.) Automotive Trade Assn. and secretary-manager of New Jersey Automobile Exhibition Co.

Francis Litherland

BROWNSBURG, Ind.—Francis Litherland, 57, chairman and president of Hoosier Auto Show and Swap Meet, died Nov. 18.

John H. Blankenship

HOUSTON. — John H. Blankenship, 64, vice president and general manager of Sam White Oldstown here for 31 years, died Nov. 19.

C. Warren Cheely

EAST POINT, Ga. — C. Warren Cheely, 64, president of Cheely Motor Co. (Volkswagen-Subaru), died Nov. 10. He formed the company in 1960 as a Volkswagen dealership and added Subaru in 1975. Mr. Cheely retired from active management in 1976.

New Jersey Senate OKs new-car lemon legislation

TRENTON, N. J. — New-car "lemon" legislation has passed the state Senate which would require auto makers to either buy back or replace a defective vehicle if four attempts were made to fix it or if the vehicle were out of service 30 days while the car is under warranty.

It now goes to the state Assembly for final consideration.

Norman Scherbert, government relations representative for General Motors, explained the bill requires the consumer to first go through a "qualified dispute settlement procedure" before the provisions of the bill take effect.

"Qualified procedure," according to Scherbert, means procedures established by manufacturers to handle consumer disputes that follow rules of the Federal Trade Commission. The bill does not disrupt the customer-dealer relationship or the manufacturer-dealer relationship, he said.

In New Jersey, there is no "lemon law" on the books. Similar legislation has passed in California, Connecticut and Kentucky.

Charles E. Walton, president of the New Jersey Automobile Dealers Assn., noted that as it is written, the dealer group has no major problem with the bill. But he termed this a compromise bill which the association and manufacturers worked to adjust in a number of ways after it was introduced.

"All parties are comfortable" with this bill, he said.

NHTSA's Peck denies charge of 'secret' talks with makers

Continued from Page 1

cess of caution" that he decided to terminate the advance notice.

Rep. Albert Gore, Tennessee Democrat, was still critical of the meetings with industry with no input from the public or other concerned industries like the insurance industry, with a delay in opening a docket and months of delay in terminating the advanced notice of proposed rulemaking.

Throughout the hearing, Peck was critical of Claybrook's charges. He countercharged that the Public Citizen report was "unacceptably erroneous" but seemed short on specifics.

Peck defended his filing with the appellate court on the time when the industry could put passive restraints in cars and said a staff report indicated an earlier date ignores changes that would have to be made to the standard, such as omitting the center front seat position.

Asked pointblank whether the decision to rescind Standard 208 (passive restraints) was "political or scientific," Peck replied it "was as scientific as any decision could be."

Responding to Claybrook's criticism of his absence at the conclusion of the Experimental Safety Vehicle meeting in Kyoto, Japan, Peck explained he was present three minutes before the scheduled conclusions but the meeting had broken up early. The reason for his lateness, he added, was because he had witnessed an air-bag demonstration at Takata Kogyo and then been delayed in traffic.

Winkler signs

Russell S. Winkler, left, signs a Chevrolet franchise agreement to become owner of Steve Winkler Chevrolet-Cadillac, Paris, Ill., as Robert F. Svendsen, Chevrolet Peoria zone manager, looks on.

Higher sales, lower output trim car stocks

Continued from Page 1

down from 49 days.

The Dec. 1 inventory was divided this way by market segment: Subcompact, 19.75 percent; compact, 24.06 percent; intermediate, 34.56 percent; standard, 15.18 percent, and luxury, 6.45 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.84 percent; compact, 23.57 percent; intermediate, 35.71 percent; standard, 14.66 percent, and luxury, 6.22 percent.

• The Dec. 1 days-supply figures by market class were:

Subcompact — Chevette, 41; EXP, 56; Pontiac 1000, 60½; Omni, 61; Eagle SX/4, 63; Escort, 63; LN7, 64; Alliance, 65; Horizon, 66; Charger, 66½; Rabbit, 67; Turismo, 67; Lynx, 72, and Spirit, 207.

Compact — Zephyr, 30; Fairmont, 36; Camaro, 38; Firebird, 52; Cavalier, 54; Reliant, 56; Cimarron, 60; Skyhawk, 64; Pontiac 2000, 65; Firenza, 66; Aries, 72; LeBaron, 80; Mustang, 87; Capri, 91, and Dodge 400, 108.

Intermediate — Cougar ('82), 29; Cougar XR-7, 30; Granada, 33; Century, 34; Cutlass Supreme four-door, 34; Thunderbird, 39; Omega, 39, Cutlass Ciera, 39; Cutlass Supreme coupe, 39; Bonneville, 42; Regal four-door, 42; Malibu, 43; Citation, 50; Regal coupe, 54; Celebrity, 55; Monte Carlo, 55; Pontiac 6000, 55; Skylark, 55½; Grand Prix, 61; Marquis, 67; Phoenix, 67; LTD, 70; Chrysler E Class, 75; Concord, 76½; Dodge 600, 93, and Eagle, 108.

Standard — Olds 88, 34; Olds 98, 45½; LeSabre, 47; Diplomat, 50; Chevrolet, 52; Electra, 53; Crown Victoria, 56; Grand Marquis, 56; Cordoba, 61; New Yorker Fifth Avenue, 62; Gran Fury, 83, and Mirada, 122.

Luxury — Eldorado, 33; Seville, 33; Cadillac, 34, Continental, 34; Lincoln, 39; Mark VI, 41; Toronado, 47½; Imperial, 62; Riviera, 62, and Corvette, 80.

NEW-CAR STOCKS

	Dec. 1, 1982	Nov. 1, 1982	Dec. 1, 1981
Alliance	65	58	—
Spirit	207	163	143
Concord	76½	119	66
Eagle	108	106½	59
Eagle SX/4	63	65	67
AMERICAN MOTORS	79	80	76
Horizon	66	58	138
Tourismo/TC3	67	59½	118
Reliant	58	56	86
Gran Fury	83	74	—
Plymouth	61	58	100½
LeBaron	80	71	52
Cordoba	61	72½	85½
E Class	75	51	—
Fifth Ave.	62	68	57
Chrysler	71	66	96
Imperial	62	107½	124
Omni	61	65	140
Charger/024	66½	64	106
Aries	72	60	89
Dodge 400	108	108	195½
Dodge 600	93	77	—
Diplomat	50	55	89
Mirada	122	106	107
Dodge	75	68	108
CHRYSLER CORP.	69	64	103
Escort	63	83	95
EXP	56	164	119
Mustang	87	72	95
Fairmont	36	52	96
Granada '81	33	79	94
LTD	70	71	—
Thunderbird	39	42	111
Crown Victoria	56	70	—
Ford	58	74	96
Lynx	72	101	92
LN7	64	201	103
Capri	91	95	96
Zephyr	30	36	72
Cougar '81	29	52	54
Marquis	67	51	—
Cougar/XR-7	30	42	116
Grand Marquis	56	62	62
Mercury	59	71	80
Lincoln	39	41	35
Continental	34	43	98
Mark VI	41	59	49
Lincoln	39	47	54
FORD MOTOR CO.	57	71	89
Skyhawk	64	124	—
Skylark	55½	77	59
Century	34	85	—
Regal 4-door	42	77	69
Regal 2-door	54	54	79
LeSabre	47	46	79
Electra	53	60	75
Riviera	62	63	80
Buick	49	68	72
Cimarron	60	86	93
Seville	33	45	68
Cadillac	34	37	54
Eldorado	33	41	48
Cadillac	35	41	58
Chevette	41	91	90
Cavalier	54	91	117
Citation	50	101	58
Camaro	38	95	105
Malibu	43½	60	70
Celebrity	55	101	—
Monte Carlo	55	73	93
Chevrolet	52	68	69
Corvette	80	160	68½
Chevrolet	48	86	81
Firenza	66	113	—
Omega	39	74	54½
Ciera	39	64	—
Cutlass 4-door	35	45	55
Cutlass 2-door	39	39	76
Olds 88	34	37	43
Olds 98	45½	52	58
Toronado	47½	54	62
Oldsmobile	40	50½	64
1000	60½	139	149
2000	65	115	157½
Phoenix	67	122	72
Firebird	52	134	112½
Bonneville	42	48	79
6000	55	111	—
Grand Prix	61	58	82
Pontiac	57	97	106
GENERAL MTRS.	47	69	77
VOLKSWAGEN	67	72	94
TOTAL	52	69	83

Makers schedule 109,667 cars

Auto production moves up for week

U. S. auto production jumped 5.4 percent last week, the result of increases by General Motors and Ford Motor Co.

Domestic makers scheduled output of 109,667 cars last week, up from 104,044 the previous week and a 12.38-percent boost from the 97,589 assembled during the equivalent 1981 week.

GM scheduled inventory-adjustment downtime last week at its Willow Run, Framingham and Lakewood assembly plants. Additionally, GM's Bowling Green plant remained closed for model changeover. Bowling Green is scheduled to open Jan. 3. It will build the Corvette.

The GM closures were offset by overtime at four other plants. Working Saturday last week were GM Baltimore, Flint No. 40 and the Lansing "G" line. Daily overtime was slated at GM's Detroit (Cadillac) plant.

Ford San Jose and Metuchen plants remained closed last week to trim car inventories, while the company's Lorain (O.) plant remained down for model changeover.

Ford scheduled Saturday overtime work at its Wixom plant last week.

Volkswagen of America shut its Westmoreland (Pa.) assembly plant last week to trim Rabbit stocks. The plant was to reopen today (Dec. 13).

Both American Motors and Chrysler Corp. reported all plants operating on five-day schedules last week.

Year-to-date, the makers have assembled 4,889,372 cars, a 19.99 percent drop from the 6,111,683 built during the comparable period last year.

Truck production holds steady at 36,648 for week

U. S. truck production remained steady last week as increases by Ford Motor and Chrysler Corp. offset cuts by Jeep Corp.

Planned output was 36,648 units, up slightly from the 36,350 built during the previous week and up 18.58 percent from the 30,907 trucks assembled during the equivalent week in 1981.

Chrysler Corp. reopened its Warren truck plant after one week of inventory adjustment downtime. Ford resumed normal operations at its Louisville plant last week but, at the same time, shut down its San Jose point to trim truck stocks. San Jose will reopen today (Dec. 13).

Jeep closed its CJ-5/CJ-7 (junior) line at Toledo last week to balance inventories. The CJ line was to resume operations today (Dec. 13).

General Motors last week shut its Flint No. 1 plant to trim inventories. It reopens today. GM also scheduled overtime last week at its Lordstown (O.) plant.

Year-to-date, the domestic manufacturers have built 1,818,238 trucks, up 16.77 percent from the 1,557,111 assemblies of the comparable period last year.

Canadian output climbs as Ford reopens plant

Canadian car production soared 66.99 percent last week as Ford Motor reopened its St. Thomas assembly plant after a week of inventory-control downtime.

Car output last week was slated at 12,945 units, up from 7,752 the previous week, but down 14.67 percent from the 15,170 assemblies of the equivalent 1981 week.

Chrysler Corp.'s Windsor car and truck facilities remained closed last week because of a strike. American Motors' Brampton plant was closed last week to trim car stocks. It is scheduled to resume operations today (Dec. 13).

General Motors will reopen its Oshawa car and truck plant today (Dec. 13) after a two-week shutdown for inventory adjustment.

Year-to-date, Canadian makers have built 793,340 cars, up 2.87 percent from the 771,217 assembled during the comparable period last year.

Canadian truck production was targeted at 4,711 units last week, a 34.01-percent drop from the 7,139 of the previous week and down 49.70 percent from the 9,366 built during the equivalent 1981 week.

Cumulative truck production last week was 458,368 units, down 5.88 percent from the 486,987 built during the comparable period in 1981.

Truck dealers' efforts block retail excise tax collection

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — At press time, the details had not been worked out in the omnibus Gas Tax bill before the Congress, but one thing did seem clear: The nation's truck dealers appeared to be headed for one of their biggest legislative victories ever.

The House and the Senate Finance Committees, at least at press time, had agreed to lift the excise tax on most trucks and truck parts.

The point of collection of the excise tax on large trucks was to be changed from the wholesale level to the retail level. The change would be significant on a large truck. For example, the dealer would no longer have to borrow an additional $7,000 to pay the excise tax on a $70,000 truck he wished to floorplan.

NADA had been fighting for the changes for years. While it did not get all it wanted, it came closer than ever before.

Under the legislation now under consideration (and it must be noted things are still in a state of flux), the excise tax on trucks would be repealed provided the trucks had a Gross Vehicle Weight of less than 33,000 pounds.

In the case of truck parts, the House would also eliminate the excise tax but the Senate would retain it, at least for those parts unique to vehicles with GVWs of 33,000 pounds or more.

According to Capitol Hill sources, though, the Senate's tax on parts may be eliminated when the House and Senate confer to iron out the difference in their respective bills. DOT and the Department of Treasury have indicated they may support such a repeal.

Only in the excise tax on the very large trucks did the dealers actually lose ground. Both the House and the Senate Finance Committees increased it from the current 10 percent to 12 percent. But this tax will apply only to vehicles with GVWs of 33,000 pounds or more, and the tax will be collected at the retail level.

Mexico tightens import restraints

MEXICO CITY. — The government has published a list of guidelines for the automotive industry which will force it to reduce imports of foreign parts.

Among the components targeted for domestic production are 318 parts that are presently subject to import permits from the General Control Exchange. Thus, batteries, shock absorbers, axles, gasoline engines and pneumatic motors will increasingly be produced by the domestic industry.

For the first time, permits for automatic transmission imports may be withheld. All luxury items will be denied permits.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 11, 1982	Week Ended Dec. 12, 1981	Week Ended Dec. 4, 1982	Nov. Total	Jan. 1 to Dec. 12, 1981	Jan. 1 to Dec. 11, 1982
CHEVROLET	12,297	13,334	13,592	50,079	446,505	627,630
DODGE	2,300	3,114	207	8,130	92,550	117,590
FORD	15,011	4,877	14,097	47,594	596,811	665,781
GMC	4,105	4,978	4,127	12,522	166,008	216,569
INTERNATIONAL	1,030	1,150*	1,023	3,078	65,934	44,613
VOLKSWAGEN		504			36,359	8,103
JEEP	855	1,500*	2,254	7,666	83,888	82,622
AM GENERAL	50*	50*	50*	220*	3,536	2,330
MISCELLANEOUS	1,000*	1,400*	1,000*	4,400*	65,520	53,000
Total Trucks, U. S.	36,648	30,907	36,350	133,689	1,557,111	1,818,238

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 11, 1982	Week Ended Dec. 12, 1981	Week Ended Dec. 4, 1982	Nov. Total	Jan. 1 to Dec. 12, 1981	Jan. 1 to Dec. 11, 1982
CHRYSLER CORP.		2,013		1,976	82,192	92,404
FORD MOTOR	3,136	3,067	2,817	10,364*	132,162	130,421
GENERAL MOTORS	1,300	4,049	4,044	16,145	261,541	224,735
INTERNATIONAL	275	237	278	1,157	11,092	10,808
Total Trucks, Canada	4,711	9,366	7,139	29,642	486,987	458,368
N. American Trucks	41,359	40,273	43,489	163,331	2,044,098	2,276,606

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 11, 1982	Week Ended Dec. 12, 1981	Week Ended Dec. 4, 1982	Nov. Total	Jan. 1 to Dec. 12, 1981	Jan. 1 to Dec. 11, 1982
AMERICAN MOTORS	3,800	2,550	3,890	16,421	112,222	100,216
AMC Total	800		819	3,252		49,869
Spirit						
Concord				255		
Eagle	800		919	2,997		49,869
Renault Total	3,000		3,071	13,169		50,347
Alliance	3,000		3,071	13,169		50,347
CHRYSLER CORP.	14,350	16,302	14,859	50,885	735,458	573,302
Plymouth Total	5,750	6,817	6,427	19,019	359,140	230,501
Horizon	2,100	2,290	2,455	4,381	135,078	73,653
Reliant	3,600	4,527	3,912	14,345	214,475	155,421
Caravelle ('81)					2,139	
Caravelle ('83)	50		60	293		1,427
Gran Fury					7,448	
Chrysler Total	2,300	2,759	2,185	9,555	55,612	109,442
LeBaron	1,300	2,759	1,381	5,297	50,750	92,682
Chrysler					4,862	
Chrysler E-Class	1,000		804	4,258		16,760
Dodge Total	6,300	6,726	6,247	22,311	320,706	233,359
Omni	2,000	2,304	1,698	4,336	121,905	68,740
Aries	3,200	3,405	3,068	13,119	168,954	123,626
Diplomat					12,644	
Dodge 400	400	1,017	569	2,168	13,521	29,525
Dodge 600	700		912	2,688		11,468
St. Regis					3,682	
FORD MOTOR	25,007	3,334	19,611	191,281	1,263,594	1,053,152
Ford Division	15,306	1,334	11,151	61,447	853,501	657,397
Escort	4,121			18,792	338,978	251,521
Fairmont	3,008	506	3,220	14,251	170,791	122,811
Mustang	4,045		3,348	8,765	142,994	122,093
LTD/Granada	3,587	828	4,386	19,183	97,126	124,691
Thunderbird				10	61,126	29,326
Crown Victoria/Ford	545		197	55	40,886	742
EXP				391	1,600	6,213
L-M Division	9,701	2,000	8,460	39,834	410,093	395,755
Mercury Total	7,325	2,000	6,050	30,529	349,312	302,234
Lynx	1,159			5,215	113,444	77,691
Capri	435		685	1,742	47,193	32,084
Zephyr	943	250	755	4,110	49,125	38,679
Marquis/Cougar	2,434	446	1,855	7,560	46,771	57,136
Cougar/XR7				10	28,168	10,580
Gr. Marquis/Marquis	2,354	1,304	2,755	11,892	63,596	84,346
LN7				166	1,015	1,718
Lincoln Total	2,376		2,410	9,305	60,781	93,521
Continental ('82)	476		482	1,861	10,673	79,233
Lincoln	1,102		1,432	5,579	25,527	45,677
Mark VI	798		496	1,865	24,581	28,611
GENERAL MOTORS	66,435	71,812	62,725	227,698	3,840,062	3,081,305
Buick Division	14,212	14,903	15,258	54,604	843,690	719,925
Skylark	200	3,633	3,417	7,450	255,217	131,251
Skyhawk J	1,405		1,185	2,971		62,948
Century	2,515	1,998	533	7,707	99,726	107,213
Regal	4,950	4,665	5,072	16,403	255,551	200,623
Buick	3,960	3,261	3,966	16,139	166,745	176,168
Riviera	1,182	1,346	1,085	3,934	66,451	41,722
Cadillac Division	6,228	5,236	6,872	25,888	250,731	235,309
Cimarron	540	161	563	1,891	22,126	9,442
Seville	520	309	549	2,358	22,823	21,757
Eldorado	1,208	1,178	1,220	5,054	55,859	54,433
Cadillac	3,960	3,588	4,540	16,585	149,923	149,677
Chevrolet Division	22,405	26,322	20,586	60,652	1,411,728	976,213
Chevette	5,030	7,586	5,069	7,282	342,786	200,086
Cavalier	2,815	1,744	1,963	9,151	135,285	90,078
Celebrity	2,245	3,542	1,280	3,528	18,354	64,777
Camaro	3,890	2,175	3,801	12,518	96,399	207,227
Citation	2,685	4,381	1,474	6,991	292,638	152,715
Malibu	2,320	3,044	2,719	10,905	218,821	119,212
Monte Carlo	2,320	2,988	3,281	8,252	134,703	78,899
Chevrolet	1,100	261	999	2,025	145,956	40,640
Corvette		601			26,786	22,514
Oldsmobile Division	16,830	16,201	16,222	68,706*	812,527	744,066
Omega		2,280	1,722	3,297	128,958	71,552
Firenza	765	4,785	993	3,181		43,206
Cutlass	6,300	2,980	6,312	21,911	354,037	207,700
Cutlass/Ciera	2,745			11,366	18,933	117,211
Oldsmobile	6,240	5,547	6,376	25,429	267,713	271,159
Toronado	780	609	819	3,522	42,886	33,206
Pontiac Division	6,760	9,150	3,787	17,848	521,386	405,707
Acadian†		163	98	209	18,050	9,515
2000	1,765		102	2,306	87,193	38,[illegible]
1000	560	1,562	560	578	87,012	33,[illegible]
Firebird	1,640	1,042	1,379	5,122	47,791	121,[illegible]
Phoenix	715	1,304		2,067	94,103	44,[illegible]
G. Prix/B'ville ('83)	2,080	1,645	1,648	7,566	95,300	127,[illegible]
A6000		1,773			13,186	30,[illegible]
LeMans					42,027	
Pontiac		1,661			10,064	
HONDA*		75*		75*	300*	
VOLKSWAGEN			3,591	2,884	8,925	158,338
CHECKER						2,009
Total Cars, U. S.	109,667	97,589	104,044	405,510	6,111,683	4,889,379

CANADIAN CAR PRODUCTION

	Week Ended Dec. 11, 1982	Week Ended Dec. 12, 1981	Week Ended Dec. 4, 1982	Nov. Total	Jan. 1 to Dec. 12, 1981	Jan. 1 to Dec. 11, 1982
AMERICAN MOTORS		785		2,437	33,538	28,252
CHRYSLER CORP.		2,700		2,932	62,943	144,488
FORD MOTOR	8,580	3,657	3,450	19,600*	202,071	274,396
GENERAL MOTORS	4,140	7,804	4,077	31,388	461,705	336,322
VOLVO	225	225	225	720*	10,010	9,682
Total Cars, Canada	12,945	15,170	7,752	57,077	771,217	793,340
N. American Cars	122,612	112,759	111,796	462,587	6,882,900	5,682,712
N. American Trucks	41,359	40,273	43,489	163,331	2,044,098	2,276,606
North American Cars and Trucks	163,971	153,032	155,285	625,918	8,926,998	[illegible]59,318

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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EPA would do the job for almost nothing

U. S. to spend $175,000 to test politico-backed fuel device

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The Federal Government, at the behest of two congressmen and the counsel to the Vice President, C. Boyden Gray, is about to pay as much as $175,000 for the testing of an alleged fuel-economy device that the EPA would test for next to nothing.

Known as the Webster-Heise Valve, for its inventors, Sherwood Webster, Richard Heise and Douglas Heise, the device is alleged to improve fuel economy by up to 20 percent, increase torque by up to 40 percent, decrease nitrogen oxide emissions by up to 50 percent, cut carbon monoxide by up to 45 percent and cut hydrocarbons by up to 13 percent.

Further, it is alleged to allow cars to run on 75-octane gasoline.

Among investors in the valve are former President Gerald Ford; Ford's former White House Counsel, John Marsh; Senator John Warner, Virginia Republican, and former Senator Carl Curtis, Nebraska Republican.

That political clout and a letter from Transportation Secretary Drew Lewis calling the device "extremely interesting" and a possible "breakthrough with respect to pollution control, fuel economy and octane ratings" may explain why the DOT is paying for the testing of the device.

• First brought to public attention about two years ago, the device has had a rebirth of sorts in the wake of a Congressional Research Service analysis concluding that it presents the "potential for substantial national benefits in fuel efficiency, reduced dependency on imported oil, improved balance of payments position and reduced automotive air pollution," and the subsequent call for further testing of the valve by Reps. James Broyhill, North Carolina Republican, and Richard Madigan, Illinois Republican.

The usual practice on fuel-economy devices is for the investor to apply to the EPA's Technology Assessment and Evaluation Branch for confirmatory testing.

That office, specifically established to assess the value of alleged fuel-economy devices, will accept a device for complete testing at EPA's Ann Arbor (Mich.) Emissions Testing Lab free of charge to the inventor, provided preliminary data indicates a reasonable potential for fuel-economy improvement.

To get such preliminary data, inventors typically need to equip a vehicle with their device and have it tested on a dynamometer at an EPA-approved test facility and over an EPA-

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A Christmas Fantasy

Or John Z. the Snowman

'Twas the night before Christmas, Detroit was quite tense;
Sales were no better than Roger Smith's PR sense.
There were plenty of cars, there was no need to make 'em,
And with rebates we had to pay buyers to take 'em.
Efforts to sell cars were clumsy, maladroit,
Like Ford's Jackie Stewart at the Grand Prix-Detroit.

Auto persons nestled all snug in their beds,
While visions of just-in-time danced in their heads;
Local content and kanban did haunt all their sleep
and the thought of Yank soldiers driving Le Jeep.
(The names of the men at the top seemed to show
That American Motors is as French as Peugeot.)

And American workers singing "Honda over all"
And Canadian workers who won't work at all.
The Japanese found workers here an odd bunch—
Won't wear company caps or do pushups at lunch.
And DeLorean found, as have many good folk,
That things do not always go better with coke.

"To save Irish jobs I did this thing only;"
Some thought that was blarney, but most said baloney.
VW as a U. S. car maker took root,
But when things went sour, for McLernon, das boot.
"Other greats have been fired," Jim said without reticence,
And he cited his pal Iacocca for precedent.

Iacocca for president? Let's light up cigars;
He's had much experience dense-packing cars.
He'd be tough with the Russians, dealers say that's no bull—
'Cause they know he's a master of the old push-pull.
It's enough to stir up the political libido—
Now that Teddy won't run, why not go with Lido?

But now a most wonderous sight gives us pause,
There in a Full Cleveland is old Ronnie Claus.
He spoke not a word, but went straight to his work,
Tossed Gorsuch to the wolves, called Yuri a jerk,
Then waving an MX and thumbing his nose
At jolly St. Tip, up the chimney he rose.

He sprang to his sleigh and they soared off with ease
Like protectionist sentiment against Japanese.
But we heard him exclaim in a voice a bit hoarse
"Merry Christmas, Detroit—Oh, yes, stay the course!"

—Richard A. Wright

IRS probes U. S. subsidiaries of Toyota, Nissan and Honda

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The Internal Revenue Service is investigating the U. S. subsidiaries of Toyota, Nissan and Honda for possible illegal profit transfers between themselves and their Japanese parent firms that could be depriving the U. S. Treasury of millions in taxes.

According to information obtained by AUTOMOTIVE NEWS, the investigation, a so-called 482 investigation, was begun by the IRS's Special Investigations Unit in August, 1978, and involves the fiscal years 1975 through 1978.

It is being conducted out of the IRS regional office in Los Angeles. It was triggered by the release — to the IRS by the U. S. Customs Service — of documents submitted by the Japanese firms in the course of the 1975 investigation of all auto importing companies for alleged dumping. That investigation found the Japanese makers innocent of such activity.

In the present investigation, the IRS is scrutinizing the manner in which the U. S. subsidiaries of Toyota, Nissan and Honda have chosen to determine, for tax purposes, the so-called "arm's length" or transfer price of vehicles sold to the U. S. subsidiaries by their parent firms.

This price, which is an expense to the U. S. subsidiary, plays a major role in what their taxable income will be for the year.

The IRS apparently suspects

Continued on Page 30, Col. 4

Imports cut new-car stock to 51 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. was trimmed during November, not as drastically as the domestic stockpile, but an already lean import stock got even skinnier.

The inventory of new imimported cars Dec. 1 totaled 374,775—which was actually up from 365,467 a month earlier—but at the higher sales rate was only a 51-day supply, down from 56 days Nov. 1.

The increase in the unit count is normal for this time of year—generally importers build their stocks toward a peak which is reached in February or March—but the decline in the days supply is a bit unusual.

The inventory of new imported pickup trucks was also

Continued on Page 25, Col. 4

breaking news

Mitsubishi 4WD utility vehicle seen for U. S.

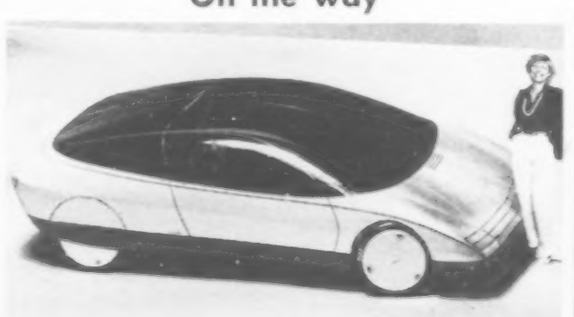
LOS ANGELES.—Mitsubishi Motor Sales of America reportedly will offer a four-wheel-drive utility vehicle in the spring. Company officials decline to either confirm or deny the report. However, such a vehicle, which is similar in concept to Toyota's Land Cruiser, is not subject to either voluntary restraints or the 25-percent truck tariff.

Mercedes 190 to be 220 in U. S.

LOS ANGELES.—The new Mercedes-Benz 190 and 190E, which recently went on sale in Europe, will be dubbed the 220E and 220D when they are introduced to the U. S. market next fall as '84 models. The cars will replace the current 240 series.

See BREAKING NEWS, Page 8, Col. 1

On the way



Saab in the 1990s

This clay mockup gives some idea of what Saab cars could look like in the 1990s. As with many cars of the future this vehicle has a rounded shape, which Saab chief designer Bjorn Envall says is aerodynamically sound.

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But Senate action on UAW-backed measure unlikely this year

House passes local-content bill

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — As expected, the UAW-backed automotive local-content bill passed the House of Representatives, but the margin — 215 yeas to 188 nays—was much closer than expected, especially since the bill had 224 sponsors.

That's probably as far as it's going this year. The bill has been sent to the Senate, but action there is unlikely before the end of the current session.

Morover, the House voted — 195 to 194—to accept a crippling amendment that — were the measure to become law—would cloud the outlook, if not gut it.

That amendment, offered by Rep. Millicent Fenwick, New Jersey Republican, added: "Notwithstanding any other provision of this Act, nothing in this Act shall be deemed to supersede the terms or conditions of any treaty, international convention, or agreement on tariffs and trade which is in existence on the date of enactment of this Act and to which the United States is a party."

The obvious reference is to the General Agreement on Tariffs and Trade (GATT). The UAW and the bill's major sponsors, Rep. Richard Ottinger, New York Democrat, and Rep. John Dingell, Michigan Democrat, say the bill does not violate GATT, but there are many others, including most trade experts, who feel that it does.

While some might view the vote as a going-away present to a lame-duck lawmaker and others as a recognition by the sponsors of trouble brewing, its existence can also be seen as giving hope to free traders — even though there is no trigger mechanism in the Fenwick amendment.

Another surprise was the overwhelming rejection given by voice vote to the "save-Honda" amendment. This was also offered by a lame duck, Rep. Clarence Brown, Ohio Republican, whose district includes the Marysville plant now producing Accords.

This was an attempt by Brown to retain a new foreign company operation and to save jobs for Ohio UAW workers and a way to say thank you to Honda for investing some $250 million and creating 2,000 new jobs in Ohio.

Honda has said it cannot meet the content requirements on the schedule set in the Ottinger-Dingell bill and will be penalized by restrictions on Civics and Preludes it must import to have a full line of cars. Honda was to be allowed lower content requirements and then to have the Secretary of Transportation decide in 1988 and later whether its content should be one-third or one-half. Honda hopes to reach 65 percent content within a few years.

But Ottinger and Dingell called the move a "sweetheart deal" for Honda that would give it a special niche and a move that would discriminate against Volkswagen which would have to meet a higher content.

Others argued that while

Continued on Page 25, Col. 1

Hold the anchovies!

Domino's pizza chain has put 10 of these unique three-wheel Aero delivery vehicles into the field for testing. Built by Tritan Ventures, Inc., Ann Arbor, Mich., the Aero weighs about 800 pounds and is powered by a 250-cc engine that reportedly can yield up to 100 MPG. A small oven in the back seat keeps the pies warm. If the vehicles measure up, Domino's officials have said they would consider buying another 5,000 to 10,000 Aeros.

Unofficial estimate of 13-month union contract

Chrysler pact to cost $155 million

By Marjorie Sorge
Labor Editor

Chrysler Corp.'s new 13-month agreement with the UAW in the U. S. and Canada will cost the company about $155 million, according to company sources.

With the new contract, workers in the U. S. will get an immediate 75-cent-an-hour raise, which jumps to $1.39 by the time the pact expires Jan. 14, 1982. In Canada, workers got a $1.15 an hour upfront wage increase and that increases to $1.79 an hour by the end of the agreement.

The more substantial increase in Canada is due to the higher inflation rate and prices in that country. The Canadian Chrysler workers approved their contract on Dec. 12 and returned to work last Monday (Dec. 13), ending a 38-day strike.

The new contract will cost the company substantially more than the pact negotiated in September and rejected by the U. S. workers. That agreement provided workers with about 50 cents an hour in quarterly cost-of-living-adjustments (COLA) and increases in wages tied to the company's profitability. It was rejected overwhelmingly by the U. S. workers.

According to a high ranking Chrysler official, Chrysler cannot afford the new contract without borrowing money from internal projects. He said much of the cost of the new pact will be taken from the marketing area, but new projects and modernization plans will be the last to be sacrificed.

But while the company must take money from other projects

Continued on Page 29, Col. 1

Fraser says Chrysler may avoid R&D cuts

By Roger Rowand

Chrysler Corp.'s new-product development budgets won't necessarily be sliced as the firm casts about to find funds to meet the cost of a new UAW contract. It's the marketing kitty that may feel the knife, UAW President Douglas Fraser said.

"Look at the enormous amount spent on merchandising. I think they can get money from that pot," he said. "There are a lot of places other than the product or new product plans to get that kind of money," Fraser said.

He is a member of Chrysler's board as well as president of the union. He withdrew from board activities during recent strike-marred negotiations that ended this month.

UAW members in the U. S. late last week were expected to approve a new 13-month contract. They reached an agreement with Chrysler after first rejecting proposals but working through a five-week strike by Canadian workers.

Canadian UAW members have

Continued on Page 29, Col. 1

UAW, Chrysler adopt new absentee policy

By Roger Rowand

DETROIT. — The UAW and Chrysler Corp. are taking a tough love approach to their chronic problem of absenteeism.

An agreement reached during contract talks calls for a wiping clean of absentees' slates for a new start. They get an even break, starting now.

However, as of July 1, 1983, a new look will be taken at attendance records of today's chronic offenders. If there has been an improvement, no further action will be taken.

But if a chronic absentee has continued in that category, the employe will be subject to further union-management efforts.

These are some of the details of what will happen under the absenteeism plan. They come from a memorandum of understanding between Chrysler and the union acquired by Automotive News.

A national attendance council will be created. It will consist of two members each from labor and management.

The council will communicate attendance procedures to employes and can adjust those procedures from time to time as it sees fit.

The council also can explore other approaches to the absent worker problem.

• A six-step procedure will start Feb. 1:

Step 1—Joint union-management counseling involving the employe's chief steward and foreman.

Step 2—Joint counseling involving the employe's chief steward and general foreman. Worker informed next offense will bring five-day disciplinary layoff.

Step 3—That five-day layoff will be accompanied by counseling by employe's committeeman and foreman. Timeoff may be waived but employe will be warned next offense could bring 15-day disciplinary layoff.

Step 4—Disciplinary time off must be served. Further counseling by local president and labor relations supervisor. Employe told next offense means 30 days off.

Step 5—Time off must be served. Worker informed that further absenteeism will result in firing. A letter from the national attendance council may be sent to the employe's home advising the employe that firing can result if more absenteeism occurs.

Step 6—Discharge.

Employes with the worst attendance records will be identified and counseled. Those will be workers with absence rates, including absences for illness and non-job injury, of 20 percent or more in six months.

Terminated employes will have the right of appeal to the national attendance council.

Early-December tally shows fifth consecutive gain

U. S.-car sales up 13 pct. for period

By Jenny L. King
Staff Writer

Sales of domestic-built new cars in the U. S. climbed 13.28 percent in early December compared with the same period a year ago. It was the fifth consecutive 10-day gain.

But the Dec. 1-10 improvement looked less impressive juxtaposed with late-November sales or with Dec. 1-10 sales of 1980.

Nudged by lower financing rates available to new-car buyers, early December sales climbed to 142,995 from 126,234 last year, an increase of 13.28 percent.

The preceding sales period (Nov. 21-30) brought 210,917 deliveries. Two years ago Dec. 1-10 sales numbered 174,898.

There were nine selling days this year and last, yielding averages of 15,888 and 14,026, respectively.

Year-to-date domestic sales of 5,451,607 were down 8.76 percent from 5,974,944 last year.

In early December, General Motors dealers reported sales of 84,620 passenger cars, up 5.93 percent from 79,880 in 1981. Ford Motor Co. sales totaled 34,971, up 41.39 percent from 24,733. Chrysler Corp. sales were up 15.65 percent, to 18,303 from 15,826.

Estimated sales of American Motors units were 3,500, up 29.63 percent from 2,700, and Volkswagen of America sales stood at 1,601, down 48.27 percent from 3,095.

Of the domestic market in early December, GM sales accounted for 59.17 percent, down four percentage points from 63.28 percent last year. Ford earned 24.46 percent, up from 19.59 percent. Chrysler edged ahead to 12.80 percent from 12.54 percent. AMC stood at 2.45 percent, up from 2.14 percent, and VWoA dropped to 1.12 percent from 2.45 percent.

Ten of the 12 Big Three makes reported sales gains this Dec. 1-10 compared with a year ago. Missing the mark were Imperial, down 45.83 percent, and Plymouth, down 3.76 percent.

Chrysler sales were up 29.99 percent, Dodge was up 28.28 percent, Ford was up 45.18 percent, Mercury was up 25.51 percent and Lincoln was up 64.22 percent.

Buick was up 0.91 percent, Cadillac was up 1.61 percent, Chevrolet was up 5.24 percent, Oldsmobile was up 3.70 percent and Pontiac was up 23.40 percent.

DOMESTIC SALES

	Dec. 1-10, 1982	Dec. 1-10, 1981
AMERICAN MOTORS	3,500†	2,700†
Chrysler	4,274	3,288
Imperial	39	72
Plymouth	6,011	6,246
Dodge	7,979	6,220
CHRYSLER CORP.	18,303	15,826
Ford	24,561	16,918
Mercury	7,858	6,261
Lincoln	2,552	1,554
FORD MOTOR CO.	34,971	24,733
Buick	16,827	16,675
Cadillac	7,308	7,192
Chevrolet	28,877	27,438
Oldsmobile	19,232	18,546
Pontiac	12,376	10,029
GENERAL MOTORS	84,620	79,880
VOLKSWAGEN	1,601	3,095
U. S. INDUSTRY TOTAL	142,995	126,234

† estimate

Slammer time rule stretched by UAW

WINDSOR, Ont. — There's been a sweetening of one odd benefit in the UAW's Canadian master agreement with Chrysler Corp. It's the one covering time in jail for traffic offenses.

Under the new pact, a UAW member may spend 120 days in the calaboose without losing seniority. Previously, seniority was lost after 90 days in the jug.

U. S. to equip 6,000 cars in '85

Air-bag demo test moves a step closer

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The air-bag demonstration program the nation's auto makers have wanted for nearly as long there has been talk about passive safety, same a step closer to reality last week.

NHTSA and the General Services Administration announced a plan to equip as many as 6,000 cars in the federal government's fleet with the devices as early as the 1985 model year.

NHTSA sources said the air bags would be mounted on the driver's side only, and that they would go in a range of car sizes, although the safety agency had wanted all of them to go into subcompacts.

The safety agency also had wanted the devices installed as original equipment, but barring a firm commitment to this end, it is prepared to accept retrofitting of the devices, a source said.

NHTSA recently contracted with the Arizona State Police to retrofit 130 of their late-model Ford LTD cruisers with driver-side air bags as part of its effort to get in-use data on the controversial devices.

The GSA plan was immediately hailed by at least one auto maker and the insurance industry as a definite step forward.

Ford Motor Co.'s Roger Maugh, director of Ford's Automotive Safety Office, said the maker welcomed the announcement as a chance to resolve questions "that can only be answered by much greater in-use experience . . ." The program could shorten development time, he said.

• "Some concerns we would like to see evaluated include system effectiveness, usage rate for the lap belt that is an essential part of the system, actual repair frequency after accidents and the general acceptance of the concept," Maugh said.

Lowell R. Beck, president of the National Assn. of Independent Insurers—the group that earlier this year convinced the U. S. Court of Appeals here to overturn the NHTSA's rescission of the passive restraint standard—said the GSA was to be commended for its action.

"This is a great step forward," Beck said. He said he thought many corporate fleets, including insurance company fleets, will be ordering similar cars from the manufacturer who fills GSA's order. NAII, meanwhile is preparing to argue before the Supreme Court to let the Appeals Court decision stand regarding the passive restraint standard.

The GSA said it would also be fitting the passenger vehicles in its fleet with a high-mounted brake light which research has shown to be effective in reducing rear-end collisions.

The GSA operates a fleet of 85,000 vehicles, but not all of these will be fitted with the extra brake light.

A similar program involving District of Columbia taxi cabs showed the devices to be very effective in reducing rear-end collisions. While NHTSA was pleased with these results, it wanted a greater data base before moving ahead with regulations regarding the device, NHTSA sources said.

NHTSA will fund the air-bag demonstration program, but it could not say what the cost would be since this is highly dependent upon whether the installation of the air bag is OEM or retrofit.

No ordinary Christmas gift

Stephen Forristall, of Forristall's GT Cars of Houston, stands beside the Ferrari 308 GTS that actor Tom Selleck drives to weekly adventure on "Magnum PI." Forristall is including six Hawaiian shirts and a cassette tape of the show's theme song for the buyer of the $55,000 car.

Won fame as car designer and builder

Colin Chapman, 'Mr. Lotus,' dies

NORFOLK, England. — Group Lotus Chairman Colin Chapman, famed race-car designer and founder of Lotus Cars Ltd., died Dec. 15 of an apparent heart attack at his home, Ketteringham Hall, near the Lotus factory here. He was 54.

Anthony Colin Bruce Chapman was born in North London on May 19, 1928. He first built racing and trial cars in 1947. He founded Lotus Cars in 1955 with the help of 25 pounds he borrowed from his girl friend, Hazel, who later became his wife.

An ex-RAF pilot and a graduate of London University, Mr. Chapman was a brilliant innovator and a shrewd businessman. His influence on race-design was legendary and brought Lotus several World Championships as well as victory at Indianapolis.

He was an amateur race driver in the 1950s and it was from this stage of his life that Mr. Chapman became involved in passenger-car production. His first road car, the 1957 Elite, was a typical Colin Chapman creation—a fiberglass-bodied monocoque powered by an engine developed from a Coventry Climax firepump.

Demand for his small-volume car increased, bolstered by his fame on the race track. The company went public in 1968 and Mr. Chapman's successes made him a millionaire.

His early cars were sold as kits which customers assembled. Taxation changes in the United Kingdom forced the company to abandon the kit market. Lotus moved upmarket with more luxurious but still very sporty machines.

The current generation of cars —the Esprit, Eclat and Elite— was launched in 1975. Making more expensive cars meant making fewer cars. The 1981 output amounted to 345 cars, but production this year has been double that figure.

In recent years, the Lotus engineering department has been hired by other auto makers for developmental work. This led to the 1978 contract to help develop the ill-fated DeLorean sports car and, more recently, a contract to design the power unit in BL's new MG Metro Turbo.

Mr. Chapman had extensive knowledge of glass-reinforced plastics, exhaust emissions and turbocharging.

He was Mr. Lotus and commanded enormous respect and loyalty from his staff at the Hethel factory, where he was known affectionately as "the old man."

Mr. Chapman's right-hand man at Group Lotus had been Fred Buchell, the firm's accountant. Managing Director of Lotus Cars is Mike Kimberley. But Mr. Chapman was so closely associated with Group Lotus that it is difficult to predict a natural successor. So many of the key Lotus decisions were Mr. Chapman's.

Colin Chapman

Mr. Chapman is survived by his wife and three children, Jane, Sarah and Clive.

His unexpected death comes at a time when the fortunes of his company are at their lowest ebb. Two weeks earlier, Group Lotus had belatedly announced its 1981 financial results, showing a net loss of 109,000 pounds ($177,000) on greatly reduced sales.

Lotus needs a new financial backer. Its five-year loan agreement with American Express expired in September and has been extended through Dec. 31. Lotus' debt with AmEx amounts to 1.7 million pounds ($2.8 million).

Against this financial background, Lotus is re-establishing its own sales network in the U. S. following the breakup with Rolls Royce. The U. S. is considered a key market for Lotus, though for a period of about one year Lotus stopped building cars for the U. S. market to trim heavy inventories.

—Richard Feast

Ford airs big plans in paint technology

By Al Fleming
Industry Editor

Ford Motor Co. is applying a broad brush to plans for innovative automotive paint products during the next five years.

From now through 1987, development efforts in paint and coatings technology — including corrosion-resistant coatings, stone chip-resistant coatings and low-emission coatings — are expected to lead to:

1. Introduction of chip-resistant primers and stone chip-resistant coatings on upcoming 1984-model Ford Tempo and Mercury Topaz replacements for Ford Fairmont and Mercury Zephyr.

2. Unveiling of "unibase" materials — flexible, durable polymers—for use as a paint base coat on both steel and plastic auto exteriors; these are targeted for appearance on 1984 Mark VII and future models.

3. Breakthrough application of high-solids clearcoat and base coat polymers that reduce paint-operation emissions and are expected to go on the 1985 Ford Sierra and, later, the company's luxury models.

4. Full implementation by calendar year 1987 of emission-reducing paint systems throughout Ford Motor Co.'s network of U. S. assembly plants.

The research, development and trial projects have been under way in Mt. Clemens, Mich., where on Dec. 10 Ford unwrapped a new $5 million facility staffed by 76 engineers and technicians. Their job is to improve the corrosion resistance, durability, appearance and emissions of Ford paints and coatings.

• The new chip- and stone-resistant primer/coating slated for Tempo/Topaz models will replace vinyl coatings for lower-body side protection. The intent is to improve exterior appearance, get equivalent protection at half the coating thickness and eliminate in-plant "masking" operations required for vinyl applications.

Although impact-resistant materials already are used on some Ford and other cars in Europe, engineers in Mt. Clemens claim their new coating offers additional benefits of lower-temperature curing and much-improved corrosion resistance.

Following introduction on Tempo/Topaz in March, the new coating is planned for other car lines during the next few years.

Another project involves polymer development for high-solids enamels, basecoats/clearcoats and primers.

Several projects are moving ahead in Mt. Clemens including

Continued on Page 8, Col. 1

Mardikian firm files Chapter 11 bankruptcy

SANTA ANA, Calif. — Albert Mardikian, owner of Trend Import Sales, Inc., of Newport Beach, has filed for bankruptcy under Chapter 11 in U. S. District Court here.

According to papers filed by Mardikian, he has claims and debts totaling $3,605,504.77 against his company and assets of about $1 million. Mardikian told several local papers that the California Air Resources Board's civil lawsuit seeking at least $310,000 in penalties forced him into the move.

In his papers, Mardikian reported $2.6 million in claims resulting from two lawsuits currently in litigation. The CARB action is listed at $1.6 million, while the other, a $1 million lawsuit, was filed 18 months ago by Dr. Rick Hartbrodt in a Torrance (Calif.) superior court.

According to Hartbrodt's attorney, the lawsuit was filed after several cars purchased by his client from Mardikian were seized by government agents as stolen cars. Although Mardikian was never implicated in the thefts, Lee Lipscomb, Hartbrodt's attorney, said the seller should be responsible for the financial loss.

By filing bankruptcy, Mardikian was able to obtain a stay on the litigation pending against him. Susan Durbin, the state's assistant attorney in charge of CARB's case, said she will file a motion asking that the stay be lifted.

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58th year — No. 4946

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shop talk

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4 percent, asuming an inflation rate of 4 to 5 percent."

Because of the increased age of cars on the road, Pond said the demand for parts should remain strong for the foreseeable future.

"However, given the 10 percent increase in car age since 1979, we have not seen the level of growth in repair activity that we would expect," he said. "The reason for this is some deferral of maintenance."

Pond said the high level of unemployment and the lack of growth of discretionary income over the last three years has caused many drivers to seriously neglect their cars.

"Fortunately, we do not see this as a long-term trend and, when the economy once again picks up steam," he said, "I think we are going to see a release of purchasing power for car maintenance and parts that should translate into strong sales growth for the industry in 1983."

Turning to the outlook for the shock and strut market overall, Peter J. Huber, Maremont's vice-president, sales and marketing, Domestic Automotive Group, said the firm is continuing its program to increase production of struts and strut cartridges, although this market is still in its relative infancy.

"While we are projecting total strut units shipped to grow from only 4.7 percent of the total market, or 2.2 million units, in 1981, to 10.6 percent or 4.75 million units by 1985," he said, "struts will account for 26.2 percent of total retail sales dollars in 1985."

For the shock and strut market as a whole, Huber predicted an overall flat to slightly declining market in total units between now and 1985.

"Total retail sales, however, should grow from $800 million in 1981 to slightly more than $1 billion in 1985," Huber said. "Beyond 1985, we are projecting continued sales growth due to the increasing number of strut-equipped vehicles."

While some 95 percent of all new domestic and import vehicles will be strut-equipped by 1985, Huber noted that only 45 percent of cars on the road will be strut-equipped at that time. Struts, with a higher ticket and absolute dollar profit margin, will continue to grow in unit volume and sales value well into the 1990s, he said.

• Huber noted further changes in the shock and strut business.

"Today, about one-third of all shock sales are in the do-it-yourself category," he said. "We expect this number to drop correspondingly with the increased usage of struts, since the do-it-yourselfer will be discouraged by the cost of the tools needed, the difficulty of replacement and the fact that a front-end alignment is often required when replacing struts."

On the exhaust side of the aftermarket, Huber said total aggregate volume in the industry has declined 1½ to 2 percent per year since the early 1970s, adding up to a decline of 18 percent in mufflers shipped by major manufacturers in the last decade.

"However, the declining unit volume doesn't tell the whole story," Huber said. "From 1970 to 1981, the total dollar value of the exhaust market increased approximately 170 percent from $650 million to $1.75 billion at retail."

Because of its market size, ranked third behind tires and batteries, Huber said the distributor and retailer cannot overlook the opportunities the exhaust market presents.

Huber estimated that one out of every four cars and light trucks on the road have some exhaust system work done on them each year and noted that there are several key factors which should result in an overall increase in exhaust-system repair work and total exhaust sales.

"These factors," Huber said, "include the growing number of vehicles on the road, the increase in the average age of vehicles on the road, the continued increase of total miles driven and the move to lighter gauge materials which reduce vehicle weight, which should increase exhaust wear.

"This past year we have seen indications that exhaust replacements on recent model cars are returning to pre-catalytic-converter era wearout rates," Huber said. "By 1985, we are projecting total retail sales of exhaust system parts to reach $2.25 billion, an increase of 28.5 percent over 1981 sales."

In addition, Huber projected a slight upturn in exhaust unit volume, reversing a 10-year decline.

Model breakdown

Auction Averages

	December To Date	November	October
1982	$6,763	$6,961	$7,962
1981	6,086	6,141	6,457
1980	4,812	4,904	5,115
1979	4,111	4,479	4,511
1978	3,247	3,424	3,493
1977	2,677	2,822	2,812
1976	2,260	2,001	2,091
1975	1,269	1,188	1,355
Overall Average	$4,560	$4,569	$4,513

Used car sales

Auction Averages

December to date	$4,560
Month ago	$4,580
Year ago	$4,049

factories list auction dates

Chrysler Corp.

Dec. 21—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Dec. 22—Dallas Auto Auction, Grand Prairie, Tex.

Thornton comes home

JEFFERSON CITY, Mo.—Lee Thornton, a native Missourian, has returned to his home state to head Lee Thornton Pontiac-GMC-Honda here. Most recently, he had been a general manager for Don Carlson Honda in Tulsa.

Lincoln-Mercury deal

John Darvish, center, signs a Lincoln-Mercury sales and service agreement making him the dealer at Wilson Powell Lincoln-Mercury, Temple Hills, Md. With him are T. F. O'Hare, left, Eastern regional sales manager, and J. E. Wright, Washington district sales manager.

truck personnel

Continued from Page 14

nel. Formerly with Ford, he joined Chrysler in 1981 as truck sales director.

GM Truck-Bus Group

Four Chevrolet engineering executives have been transferred to the General Motors worldwide Truck & Bus Group.

The men and their new positions in the Truck and Bus Engineering Operations are: **H. B. Ernst**, executive engineer; **John H. Gebo**, director of experimental engineering; **Paul R. Johnson**, chief engineer in charge of engine and component design, and **Ralph C. Mangold**, chief engineer for design activities.

At Chevrolet, Ernst was executive engineer in charge of administration; Gebo was director of engineering resources; Johnson was chief engineer in charge of chassis components, and Mangold was staff engineer in charge of design services.

Rockwell's Darragh gets aftermarket post

J. F. Kent Darragh has been named aftermarket sales director for the Service Parts Division, Rockwell International Heavy Vehicles Component Operations.

Darragh began his automotive career in 1970 at Ford of Canada, where he held several positions in finance before joining Rockwell in 1974. Prior to his promotion, he was controller of North American Field Sales/Marketing and the Service Parts Division.

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Hikes are $100 to $300 on 200-SX and 280-ZX; most trucks unchanged

Nissan ups prices on sporty models

CARSON, Calif. — Nissan U.S.A. has completed the pricing of its '83 models with boosts of $100 to $300 on 200-SX and 280-ZX autos.

Prices of eight pickup truck models are unchanged for '83, and five others rose $190 each.

Earlier, Nissan announced hikes of $100 to $300 on its Sentra, Stanza and Maxima cars (AUTOMOTIVE NEWS, Sept. 27). The company said the increase on its full line of '83 cars and trucks averages $198, or 2.2 percent.

Destination and handling charges were boosted $10 to $175.

Nissan also placed stickers on the rest of its Pulsar line, which replaces the 310 series for '83. The Pulsar two-door sedan is $6,299, and the four-door sedan is $6,499. They join the Pulsar NX coupe, previously announced at $7,399.

The newly priced 200-SX and 280-ZX are Nissan's sporty models. In the 200-SX line, the Deluxe hardtop and hatchback coupes rose $260 each, and the Sports Luxury hardtop and hatchback went up $100. The 200-SX models are priced from $7,999.

On the 280-ZX, Nissan announced increases of $300 across the board — the 2-seater and 2+2 coupes and the Turbo versions of those models. Prices of the 280-ZX start at $14,799.

Pickup truck prices start at $5,858 for the Standard regula bed. The Deluxe regular bed $6,529, and the Deluxe long b is $6,729. All are unchang from final '82 prices. Prices diesel pickups also are u changed.

Up $190 are the Sports Tru (2WD and 4WD), the Delu King Cab GL (2WD) and t 4WD regular bed and long b units.

Neoclassic maker finds showroom

CHICAGO. — Neoclassic-car maker Baroque Motorcars has entered into an agreement with its dealer here to use his new showroom for Baroque's national showroom.

Baroque President Russell A. Knudsen said the decision was prompted by changing flight schedules, which make access to the maker's manufacturing facility in Omaha difficult.

Remodeled facilities of Carriage Works, Ltd., here, feature Baroque models as well as other restored classic and exotic cars. Dealer is Marvin Guccione.

Toyota sweetens truck incentives

TORRANCE, Calif. — Toyota has added two programs to its "82 Record Challenge" truck incentive, which pays $250 on 4x4 gasoline pickups, $400 on 4x2 gasoline pickups and $550 on 4x2 diesels.

A new "Record Run" program, going from Dec. 3 to Jan. 2, 1983, pays dealers an extra $200 on every '82 or '83 truck they sell, once they hit a 100 percent qualifying December objective. The still-current Record Challenge program paid off only on '82s.

Under a "Pull for the Record," also from Dec. 3 to Jan. 2, salesmen receive a pull on a regional board, each time they se a truck, giving cash awards of $50 to $500. Sales managers earn a 25 percent bonus, based on whatever their salesmen earn.

Adams Motor Co.'s 50th year

Julian O. Adams, center, and his son, Julian R. Adam right, are joined by L. W. Baker, Washington zone manage for Chrysler Corp., on the occasion of the 50th anniversa of Adams Motor Co., a Chrysler-Plymouth dealership locate in Lynchburg, Va.

IMPORT SALES BY MODEL

	November, 1982	November, 1981	Jan.-Nov., 1982	Jan.-Nov., 1981
Alfa Romeo	184	171	1,953	2,033
Audi	3,791	4,057	41,877	46,230
4000	951	1,065	12,169	17,421
4000d	286	43	2,803	43
5000	1,433	1,709	15,226	15,883
5000d	33	363	1,308	5,731
5000 Turbo	302	473	3,771	5,016
5000 TD	317	.....	2,546	.....
Coupe	433	404	3,831	2,136
Quattro	36	.....	223	.....
BMW	4,364	2,417	46,178	37,536
320	3,178	1,935	32,603	29,136
528	745	271	9,089	5,396
633	96	81	1,268	977
733	345	130	3,218	2,027
Chrysler/Mitsubishi	5,468	8,380	95,153	102,651
Colt	3,733	3,393	70,221	39,602
Sapporo	945	830	11,785	12,451
Challenger	790	883	13,147	11,680
Champ '82	.....	3,274	.....	38,918
DeLorean	.....	654	2,830	2,367
Fiat	404	1,191	13,540	30,961
Strada	92	229	4,364	6,555
Brava	34	222	2,392	7,135
X-1/9	49	234	2,247	6,138
Spider	229	506	4,537	11,114
Honda	29,618	22,010	337,779	343,623
Civic	11,541	11,097	122,692	144,385
Accord	15,458	9,058	178,775	158,475
Prelude	2,619	1,855	36,312	40,763
Isuzu	1,698	1,432	14,103	16,602
Jaguar	1,384	469	9,130	4,135
Lancia	75	41	1,050	1,018
Mazda	14,712	11,995	149,865	155,810
GLC	5,587	4,069	50,328	58,714
626	4,749	4,402	53,902	56,707
RX-7	4,376	3,524	45,635	40,389
Mercedes-Benz	5,444	4,929	58,564	56,643
240D	895	1,133	12,157	13,131
300D	1,715	980	15,038	12,097
300CD	120	204	1,543	1,240
300TD	215	250	2,585	2,978
300SD	1,281	1,288	14,929	14,829
280E	.....	23	28	1,169
280CE	.....	12	1	581
380SEL	361	230	3,160	2,149
380SL	719	795	7,507	7,071
380SEC/SLC	136	10	1,590	1,306
Miscellaneous	2	4	26	92
Mitsubishi	1,515	.....	2,690	.....
Starion	441	.....	802	.....
Cordia	584	.....	1,017	.....
Tredia	490	.....	871	.....
Nissan	41,362	33,027	430,467	431,746
210	230	11,160	59,287	149,360
Sentra	16,872	.....	116,180	.....
310	1,558	3,808	42,566	74,537
Pulsar	4,313	.....	4,488	.....
510	.....	.....	.....	32,684
Stanza	4,893	4,245	55,550	9,365
Maxima	5,847	3,284	48,655	31,908
200SX	2,663	4,960	45,677	72,335
280ZX	3,323	4,641	52,901	57,590
Hawaii	1,663	926	5,549	3,863
Other	.....	3	.....	105
Peugeot	1,065	1,078	13,106	15,708
504	94	131	1,459	2,325
505	420	130	4,441	2,054
505D	24	105	684	2,065
505TD	448	601	5,553	8,574
604TD	57	90	705	497
Tourist	22	21	264	193
Porsche	1,270	977	12,246	9,983
924	5	292	1,678	2,892
924 Turbo	9	144	641	1,749
944	748	.....	4,110	.....
911SC	387	350	4,036	3,530
928	121	191	1,781	1,781
930 Turbo	.....	.....	.....	1
Renault	3,397	2,885	35,509	28,832
Le Car	2,621	2,214	19,158	18,721
18i	145	671	7,378	10,111
Fuego	631	.....	8,973	.....
Saab	1,902	1,415	17,038	13,326
99	.....	3	1	314
900	418	189	4,111	1,975
900S	424	450	3,751	4,348
Turbo	1,050	769	8,911	6,581
Tourist	10	4	264	108
Subaru	13,512	10,548	138,741	140,855
Toyota	42,792	36,096	484,099	534,718
Starlet	1,339	1,561	18,188	31,042
Corolla	12,744	11,733	162,104	227,872
Tercel	13,247	7,760	121,920	111,517
Celica	8,186	8,440	106,134	94,538
Supra	2,784	1,995	31,261	13,778
Corona	8	1,065	3,105	21,187
Cressida	3,247	2,314	33,730	27,219
Land Cruiser	280	172	2,776	1,762
Hawaii	957	1,056	4,881	5,753
Other	.....	.....	.....	50
Volkswagen	6,390	4,369	61,106	76,971
Rabbit Convertible	799	580	8,198	11,431
Jetta	1,866	1,853	18,596	26,072
Vanagon	1,132	655	11,778	10,084
Quantum	1,197	115	10,099	115
Dasher	13	329	616	13,309
Scirocco	1,383	837	11,819	15,960
Volvo	4,712	4,419	68,974	61,397
DL	2,393	2,436	37,882	37,602
GL	940	865	10,884	9,769
GLT	.....	129	197	3,497
GLT Turbo	739	497	9,591	3,202
GLE/760	178	203	2,569	3,905
DL Diesel	.....	33	516	1,466
GL Diesel	411	199	6,469	219
Coupe	.....	28	78	1,111
Tourist	51	29	788	349
GT	.....	.....	.....	277
TOTAL IMPORTS	185,059	152,560	2,035,998	2,113,027

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November total swelled by light-truck incentives

Truck sales highest in five months

Continued from Page 14

than triple the year-ago 10,650. The 11-month count of 341,336 units was more than seven times greater than last year's 47,592.

The Motor Vehicle Manufacturers Assn. reported 197,273 sales in November by dealers franchised by its members, an increase of 42.7 percent over last year's 138,244 units.

Through November, the total was 2,070,679, an increase of 12.1 percent over the 1,846,628 units sold in the like period in 1981.

No. 1 Chevrolet said its dealers sold 78,279 vehicles during the month, a gain of 46 percent over last year's 53,599. The 11-month total of 750,169 units was 18.5 percent higher than the year-earlier 633,281.

During the month, Ford dealers retailed 67,376 new trucks, up 47.3 percent from the year-ago 45,756. The January-November count was up 7 percent to 725,800 units, compared with 678,279 in 1981.

November sales by Dodge and Plymouth dealers totaled 17,574, an increase of 33 percent over last year's 13,223. Through November, the count was 226,140, up 32 percent from the year-earlier 171,329 units.

GMC dealers sold 21,629 vehicles during the month, an increase of 82.7 percent over last year's 11,836 units. The 11-month total was up 32.8 percent, from 158,850 units a year ago to 210,947.

Sales of four-wheel-drive Jeep vehicles during the month totaled 5,512 units, a gain of 7.3 percent over the year-earlier 5,139. The January-November count was down slightly from a year ago, 58,369 versus 58,639.

Volkswagen pickup sales were down drastically for both November and the 11 months. The November total was down 55.2 percent, from 2,222 units in 1981 to 996, and the 11-month count was off 61.1 percent, from 31,046 a year ago to 12,072.

Toyota pickup sales during the month totaled 11,125 units, up 23 percent from the year-ago 9,044. Through November, the count was up 4.2 percent to 131,212 units, compared with 125,866 a year ago.

In November, Datsun dealers sold 13,789 units, 71.2 percent higher than the previous year's 8,054. The 11-month count was 97,267, down 11 percent from last year's 109,260 units.

• Mazda reported a gain of 142.5 percent increase in November sales, from 1,585 units a year ago to 3,844. The January-November count was 131 percent higher than last year, 36,736 versus 15,903.

Isuzu dealers retailed 1,523 new pickups during the month, an increase of 31.4 percent over the year-earlier 1,159. Through November, the total was 16,263 units, a gain of 85.3 percent over last year's 8,775.

During the month, Mitsubishi dealers sold 442 units, bringing the newcomer's two-month total to 694 vehicles.

Big Three November, year-to-date truck sales

	November		Year to date	
	1982	1981	1982	1981
Ford				
Vans	10,208	7,539	115,675	101,599
Club Wagon	2,857	1,662	29,934	22,938
Ranger	9,818	.....	94,203	.....
Courier	3,527	4,859	31,320	60,056
Bronco	3,574	2,736	37,054	32,817
Conventional Pickups	34,463	25,544	376,079	413,279
Mediums	NA	2,765	NA	38,843
Heavies	NA	651	NA	8,747
Chevrolet				
Vans	9,635	6,853	93,686	82,391
Sportvan	1,618	1,276	14,461	12,819
S-10	17,253	6,769	156,279	8,249
S-10 Blazer	2,973	.....	4,330	.....
LUV	1,633	2,475	21,485	60,028
El Camino	2,456	2,131	21,272	31,558
Blazer	1,899	1,617	22,406	20,058
Suburban	2,629	1,240	25,102	18,534
Conventional Pickups	37,480	30,286	367,311	379,815
Mediums	703	952	13,837	19,829
Chrysler				
Vans	4,729	3,754	56,527	45,607
Voyager	357	305	4,503	4,295
Sportsman	2,139	1,583	26,890	17,902
Rampage	1,076	.....	15,518	.....
Scamp	197	.....	386	.....
Arrow	145	501	5,034	8,182
Ram D-50	2,518	1,296	31,737	23,267
Trail Duster	.....	67	244	1,575
Ramcharger	1,179	362	9,863	4,711
Conventional Pickups	5,234	5,355	75,438	65,790
GMC				
Vans	2,619	1,470	25,255	21,257
Caballero	237	218	2,387	3,800
S-15	4,556	840	36,184	1,009
S-15 Jimmy	481	.....	591	.....
Jimmy	514	331	6,103	4,377
Suburban	873	287	8,496	4,101
Conventional Pickups	10,966	6,626	101,422	90,973
P models	254	279	3,501	3,322
Mediums	664	999	19,017	19,048
Heavies	465	786	7,991	10,963

Pennsylvania order prompts bus builder to expand

Continued from Page 14

foot structure near the main plant.

Scheduling material continues to be the biggest production problem, according to Harvey Dick, operations vice president.

"Hand rails don't come in or carpeting doesn't show up in time, and we have those buses just sitting there," he said.

Most of the steel products used are sourced in the U. S.

The company's major supplier of steel tubing is Pioneer Steel in Denver. "Forty-thousand to 90,000 pounds a week make Neoplan one of our major clients," said Harry Barnett, Pioneer salesman.

Local suppliers aid Neoplan's small-warehouse operation. A bus air-conditioning firm has been opened in the industrial area around Neoplan, and fiberglass is supplied daily from another satellite industry. Electrical materials are also purchased in Lamar.

Will the plant ever do its welding with robots? Probably not, said Dick.

"Robots are OK where you're building one after another of the same car, but we couldn't afford the investment required to accommodate the many variations that mean different materials along the lines here," he explained.

"We hit the break-even point in May and the plant has been profitable since June," Dick said.

Though it is an American factory which hires hometown workers, German is occasionally heard in the plant.

Approximately 30 skilled craftsmen from Neoplan's German plant have been brought to Lamar to aid in training. Lamar Community College also offered a training program for many of the local men and women.

In 1953 the firm came up with a new design for attaching axles to a bus steel skeleton. It was called "neoplan," meaning new idea, and the name has remained.

Loss rate high on unibody cars; too many 'totaled'

Continued from Page 14

car buyers by rating each make and model in terms of projected comprehensive and collision premiums.

3. Vehicle re-inspection should be mandatory when repair cost exceeds a predetermined level.

4. The department of motor vehicles should adopt a monitored mechanic training program, including standards for instructors.

5. The insurance department or the insurance trade associations should have an ongoing program to determine and monitor the relationship of total losses to all types of collision losses.

6. The Federal Trade Commission and other relevant bodies should act to bring the prices of replacement parts in line with their actual costs.

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11 weeks later than in 1981

Auto production reaches 5 million

By Patricia Hoffman
Staff Writer

The five-millionth automobile of this year was produced in the U. S. last Friday, (Dec. 17), about 11 weeks later than in 1981. Last year, the makers reached the five-million mark on Oct. 1.

Year-to-date, there have been 5,005,484 cars assembled, a 19.59 percent decline from 6,225,156 built in the comparable period last year.

The makers slated 118,332 units last week, a 10.13 percent gain from the previous week's 107,447, and up 3.42 percent from 114,416 built in the same 1981 period.

Breakdown for the week by company was: General Motors, 59.40 percent; Ford Motor, 22.85 percent; Chrysler Corp., 12.38 percent; Volkswagen of America, 2.75 percent; American Motors, 2.54 percent, and Honda, 0.08 percent.

AMC's Kenosha facility was idle last week due to high inventories.

Still down last week for model changeover were GM's Bowling Green (Corvette) point and Ford's Lorain (Thunderbird-Cougar) facility. Both plants are scheduled to resume output in January.

Four assembly points returned last week following downtime to cut inventories. They were: GM's Willow Run plant, Ford's Metuchen and San Jose facilities and VWoA's Westmoreland point.

The GM Detroit plant operated 1.6 hours of daily overtime last week.

Also working overtime was Ford's Wixom point. Wixom operated Saturday, (Dec. 18).

Canadian car output climbs 73 pct. with strike settlement

Canadian auto and truck production last week showed substantial gains from the previous week's output as Chrysler Corp.'s Windsor facilities resumed operations after a five-week-long strike. Also helping boost last week's total was the return of General Motors' Oshawa points and the American Motors' Brampton facility, which had closed to cut high inventories.

Last week's auto output was estimated at 22,570 units, up 73.20 percent from the previous week's 13,031, and up 42.81 percent from 15,804 units built in the comparable 1981 period.

Car manufacturers have built 815,996 so far this year, a 3.92-percent gain from last year's 785,181.

Truck production last week reached 10,043 units, up 79.02 percent from the prior week's 5,610. But the total was 19.93 percent below the 12,542 units produced during the same time last year.

So far this year, the truck makers have finished 469,310 units, a 5.74-percent decline from 497,895 units built in the comparable 1981 period.

Chrysler's Windsor car and truck facilities resumed operations last week (Dec. 13) ending a five-week strike which began Nov. 5.

GM's Oshawa car plant and truck facility returned last week following downtime to control high inventories. Also back from inventory adjustment downtime was AMC's Brampton point.

All Canadian car and truck facilities were operating last week.

Truck production rises slightly as Ford, Jeep return

Domestic truck production last week rose 5.33 percent from the previous week's total, as operations resumed at Ford Motor's San Jose facility and Jeep's Toledo CJ-5 and CJ-7 lines started up, after downtime to cut high inventories.

Last week's output was estimated at 38,366 units, up from 36,424 built the previous week. But the total fell slightly below the 38,629 trucks assembled in the comparable 1981 period.

To date, there have been 1,856,280 units completed, a 15.91-percent gain from last year's 1,601,517.

The light-truck line at General Motors' Flint facility remained idle last week (Dec. 13) due to high inventories. Operations are slated to resume today (Dec. 20).

Also still down last week was Volkswagen of America's Westmoreland truck line. That line, idled June 28 for model changeover, is scheduled to return with 1983 models Feb. 7.

All other truck facilities were operating last week.

NHTSA backs world symbols for U. S. instrument panels

WASHINGTON. — The move toward development of a "world car" took another small step forward last week as the NHTSA offered a proposal that would allow auto makers to use internationally recognized instrument panel symbols in their cars, trucks and buses as early as 1983.

In responding to a petition by Renault, the safety agency said it would like to substitute the International Standards Organization (ISO) master lighting control symbol for the headlight and taillamp control currently in use and modify slightly the symbol specified for the clearance lamp system control.

NHTSA said it would also like to adopt the ISO-approved symbols for displays depicting brake failure and engine failure and for manual choke, horn and several heating and air conditioning controls.

The rationale for going to the ISO symbols is that they convey information more quickly and more accurately in addition to saving the manufacturers money by not having to produce separate instrument panels, controls and displays, NHTSA said.

The safety agency is proposing Sept. 1, 1985, as the effective date but said it would allow makers to adopt the ISO symbols as soon as it finalized its proposal, which should be in 1983 unless there is serious objection.

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 18, 1982	Week Ended Dec. 19, 1981	Week Ended Dec. 11, 1982	Dec. to Date	Jan. 1 to Dec. 19, 1981	Jan. 1 to Dec. 18, 1982
CHEVROLET	11,793	13,703	12,187	32,135	465,207	639,313
DODGE	2,300	3,456	2,341	4,765	95,964	119,931
FORD	15,885	13,293	14,981	39,324	610,074	681,636
GMC	4,128	4,633	3,955	10,560	171,581	220,547
INTERNATIONAL	1,050	.....	1,038	2,702	65,934	45,671
VOLKSWAGEN	.....	594	.....	.....	36,863	8,103
JEEP	2,160	1,500*	872	4,384	85,388*	84,799
AM GENERAL	50*	50*	50*	130*	3,586*	2,380*
MISCELLANEOUS	1,000*	1,400*	1,000*	1,600*	66,920*	54,000*
Total Trucks, U. S.	38,366	38,629	36,424	96,600	1,601,517	1,856,380

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 18, 1982	Week Ended Dec. 19, 1981	Week Ended Dec. 11, 1982	Dec to Date	Jan. 1 to Dec. 19, 1981	Jan. 1 to Dec. 18, 1982
CHRYSLER CORP.	2,556	1,943	.....	2,556	84,205	94,960
FORD MOTOR	3,112	3,215	3,087	7,889	135,199	133,484
GENERAL MOTORS	4,100	7,384	2,246	8,772	267,400	229,781
INTERNATIONAL	275	.....	277	719	11,091	11,085
Total Trucks, Canada	10,043	12,542	5,610	19,936	497,895	469,310
N. American Trucks	48,409	51,171	42,034	116,536	2,099,412	2,325,690

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Signature

Menasha (Wis.) dealer Robert H. Rector, center, signs with Pontiac as Peter F. Carroll, left, zone manager, and B. A. Schuman, district manager, observe.

U. S. CAR PRODUCTION

	Week Ended Dec. 18, 1982	Week Ended Dec. 19, 1981	Week Ended Dec. 11, 1982	Dec. to Date	Jan. 1 to Dec. 19, 1981	Jan. 1 to Dec. 18, 1982
AMERICAN MOTORS	3,000	2,550*	3,715	9,049	114,772*	103,131
AMC Total	.....	.....	834	1,325	.....	49,903
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Renault Total	3,000	.....	2,881	7,724	.....	53,228
Alliance	3,000	.....	2,881	7,724	.....	53,228
CHRYSLER CORP.	14,650	9,127	14,858	38,423	744,660	588,460
Plymouth Total	5,850	4,408	5,726	15,432	363,957	236,327
Horizon	2,100	2,219	2,055	5,628	137,568	75,708
Reliant	3,700	2,189	3,590	9,637	216,802	159,111
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	50	.....	81	167	.....	1,508
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,600	1,260	2,441	6,352	56,771	112,183
LeBaron	1,200	1,260	1,395	3,424	51,909	93,977
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,400	.....	1,046	2,928	.....	18,206
Dodge Total	6,200	3,459	6,691	16,639	323,932	239,950
Omni	2,000	2,032	2,172	5,191	123,809	70,912
Aries	3,200	1,427	3,369	8,410	170,359	126,995
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	400	.....	477	1,218	13,438	30,002
Dodge 600	600	.....	673	1,820	.....	12,041
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	27,042	25,113	25,157	63,966	1,288,626	1,080,344
Ford Division	16,596	16,179	15,408	38,695	869,333	674,095
Escort	7,052	4,106	4,252	11,304	343,088	258,704
Fairmont	2,983	3,162	3,003	7,918	173,933	125,789
Mustang	2,089	4,051	4,022	8,120	146,879	124,159
LTD/Granada	3,622	3,389	3,664	9,918	100,372	128,390
Thunderbird	.....	1,471	.....	.....	62,575	29,326
Crown Victoria/Ford	675	.....	467	1,260	40,886	1,339
EXP	175	.....	.....	175	1,600	6,388
L-M Division	10,446	8,934	9,749	25,271	419,293	406,249
Mercury Total	8,030	7,291	7,339	18,999	356,869	310,278
Lynx	2,173	1,174	1,028	3,201	114,614	79,733
Capri	183	1,355	458	1,052	48,680	32,290
Zephyr	968	1,449	972	2,393	50,580	39,676
Marquis/Cougar	2,425	1,840	2,416	5,954	48,744	59,543
Cougar/XR7	.....	162	.....	.....	28,332	10,580
Gr. Marquis/Marquis	2,228	1,311	2,465	6,346	64,904	86,685
LN7	53	.....	.....	53	1,015	1,771
Lincoln Total	2,416	1,643	2,410	6,272	62,424	95,971
Continental ('82)	499	822	482	1,270	11,495	19,738
Lincoln	1,120	481	1,126	3,105	25,976	46,821
Mark VI	797	340	802	1,897	24,953	29,412
GENERAL MOTORS	70,290	73,434	63,642	171,567	3,913,160	3,148,802
Buick Division	17,634	14,578	14,233	41,022	858,713	737,580
Skylark	3,620	3,261	190	5,860	258,879	134,861
Skyhawk J	1,405	.....	1,366	3,482	.....	64,314
Century	2,515	2,102	2,504	5,339	101,724	109,717
Regal	4,950	4,751	5,035	13,028	260,216	205,658
Buick	3,960	3,065	3,941	10,281	170,006	180,109
Riviera	1,184	1,399	1,197	3,032	67,888	42,927
Cadillac Division	6,225	5,250	6,251	16,599	256,063	241,557
Cimarron	540	124	618	1,496	22,282	10,060
Seville	520	322	522	1,371	23,153	22,279
Eldorado	1,205	1,237	1,214	3,151	57,117	55,644
Cadillac	3,960	3,567	3,897	10,581	153,511	153,574
Chevrolet Division	21,605	28,073	21,028	54,985	1,439,921	996,441
Chevette	4,420	8,529	4,879	12,341	351,535	204,355
Cavalier	2,665	1,901	2,680	6,523	137,084	92,608
Celebrity	2,245	3,902	1,279	4,292	22,215	66,056
Camaro	3,850	2,479	3,892	10,023	98,902	211,079
Citation	2,685	4,434	2,681	6,250	297,024	155,463
Malibu	2,784	2,777	2,715	7,130	221,711	122,389
Monte Carlo	1,856	3,191	1,803	5,628	137,845	80,238
Chevrolet	1,100	256	1,099	2,798	146,218	41,739
Corvette	.....	604	.....	.....	27,387	22,514
Oldsmobile Division	17,511	17,185	15,422	42,666	828,869	760,163
Omega	1,640	3,060	.....	2,673	131,286	73,176
Firenza	765	.....	814	2,175	.....	44,015
Cutlass	5,340	4,753	4,978	14,105	358,822	211,723
Cutlass/Ciera	2,745	3,210	2,736	5,481	21,948	119,948
Oldsmobile	6,240	5,520	6,109	16,175	273,260	277,308
Toronado	781	642	785	2,057	43,553	33,993
Pontiac Division	7,315	8,348	6,708	16,295	529,594	413,061
Acadian†	.....	331	30	89	18,218	9,617
2000	1,765	.....	1,815	3,641	87,193	40,402
1000	1,075	500	479	1,890	87,411	34,874
Firebird	1,680	1,199	1,605	4,112	48,987	122,890
Phoenix	715	1,159	711	1,426	95,409	45,019
G. Prix/B'ville ('83)	2,080	3,285	2,068	5,137	125,266	129,917
A6000	.....	1,874	.....	.....	15,019	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	100*	.....	75*	220*	.....	510*
VOLKSWAGEN	3,250	4,192	.....	4,980	161,929	82,074
CHECKER	.....	.....	.....	.....	2,009*	2,163*
Total Cars, U. S.	118,332	114,416	107,447	288,205	6,225,156	5,005,484

CANADIAN CAR PRODUCTION

	Week Ended Dec. 18, 1982	Week Ended Dec. 19, 1981	Week Ended Dec. 11, 1982	Dec. to Date	Jan. 1 to Dec. 19, 1981	Jan. 1 to Dec. 18, 1982
AMERICAN MOTORS	1,133	1,173	.....	1,133	34,322	29,385
CHRYSLER CORP.	4,128	3,071	.....	4,128	67,059	148,616
FORD MOTOR	8,504	1,950	8,694	19,268	203,895	283,214
GENERAL MOTORS	8,580	9,385	4,112	15,138	469,670	344,874
VOLVO	225	225	225	585	10,235	9,907
Total Cars, Canada	22,570	15,804	13,031	40,252	785,181	815,996
N. American Cars	140,902	130,220	120,478	328,457	7,010,337	5,821,480
N. American Trucks	48,409	51,171	42,034	116,536	2,099,412	2,325,690
North American Cars and Trucks	189,311	181,391	162,512	444,993	9,109,749	8,147,170

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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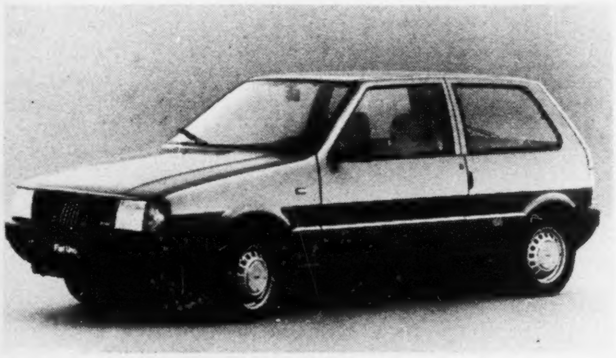
Newest Fiat



Uno to be unveiled for Europe

Fiat will launch its high-volume, lower-middle-price-range Uno in Florida next month in conjunction with the launch of the space shuttle, even though the car is to be marketed only in Europe. Styled by Giugiaro, the Uno hatchback is 143 inches long, 61 inches high and is available with 900-, 1,100- and 1,300cc powerplants. Story on Page 2.

Year's car production slumps to 5,055,551, lowest since '58

By Patricia Hoffman
Staff Writer

The 1982 calendar year was a losing battle for domestic auto makers as sluggish sales slashed car output to its lowest point in 24 years.

The industry produced an estimated 5,055,551 cars this year, down 19.50 percent from 6,280,045 in 1981. It was the lowest total since 1958 when only 4,244,045 cars were assembled.

Each of the auto companies suffered losses in 1982, with Volkswagen of America suffering the most on a percentage basis. It built 84,707 cars, a 49.51 percent decline from last year's 167,755. Also down this year was American Motors with 58,062 units, 46.89 percent behind 109,319 in 1981.

Declines by the Big Three were higher numerically but lighter on a percentage basis: Chrysler Corp., 600,180 for 1982, down 19.94 percent from 749,687 for 1981; General Motors, 3,207,593, down 18.39 percent from 3,930,176, and Ford Motor, 1,102,236, a 16.51 percent decline from last year's 1,320,198.

Checker Motors, which closed down operations in July, built 2,163 units in 1982, down 25.67 percent from 2,910 units produced during a full year of production in 1981.

Honda has built an estimated 610 units in the U. S. since production began Nov. 1.

• For December, the car manufacturers slated 386,568 units, an 8.99 percent gain over 354,697 built in December last year, but fourth-quarter output was estimated at only 1,208,743 units, down 7.64 percent from 1,308,774 finished in the final three months of 1981.

It is the lowest fourth-quarter total since 1975 when 1,931,648 cars were produced, and the lowest for any quarter since only 1,087,000 units were completed in the first quarter this year.

Truck production for the 1982 calendar year is estimated at 1,889,736 units, up 11.09 percent from last year's 1,701,122. It is the highest yearly output since 1979 when 2,973,498 trucks were assembled.

In December, the truck manufacturers scheduled 129,956 units, an 11.34 percent gain from 116,716 built in the comparable 1981 month.

For the final three months of 1982, the truck makers estimated 415,130 units, up 3.64 percent from 400,548 built during the fourth quarter last year.

Due to the shortened holiday week last week, domestic car production was estimated at 97,043 units, down 18.90 percent from 119,652 built during five days of assembly the previous week. Output rose 39.08 percent from last year's 69,775 units.

Breakdown for the week by company was: GM, 59.62 percent; Ford, 22.41 percent; Chrysler, 12.08 percent; AMC, 3.13 percent; VWoA, 2.68 percent

Continued on Page 23, Col. 1

Seeks to avoid 'severe burdens' on industry and consumers

EPA to ease high-altitude rules

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—The EPA is about to take step two in its bid to help out the U. S. auto industry.

On the heels of its previously announced two-year delay in the tough 1985 diesel particulate emission requirement, it will propose a significant easing of the 1984 and later high-altitude emissions requirements.

According to a draft of the proposed interim final rule, the EPA would require of the auto makers, not that their 1984 cars and light trucks meet low-altitude tailpipe standards at any and all altitudes as Congress apparently mandated, but rather that they display such emission control only when tested at 5,300 feet, or the Denver test facilities.

By adopting this approach, the agency avoids the necessity of having the auto makers mount "complex electronic controls or expensive turbochargers" on many vehicles sold nationwide to meet the requirements, the draft says.

"We do not believe Congress intended that its objectives regarding improved air quality at high altitudes be met by placing unwarranted and severe burdens on the industry and consumers," the EPA says in justifying this "creative" interpretation of the high-altitude requirement.

In this vein, the agency also will propose to exempt certain low-powered vehicles from the high-altitude requirements altogether, arguing that the cost of modifying them for 1984 high-altitude compliance would make them so expensive that they would be unsaleable at both high and low altitude.

"We do not believe that Congress wanted the high-altitude requirements to result in a nationwide loss of model availability," the EPA says.

To get the exemption, makers can apply the same criteria as the agency now accepts under its 1982-1983 high-altitude re-

Continued on Page 22, Col. 3

breaking news

Fiat rebate aims at boosting sports car sales

HASBROUCK HEIGHTS, N. J. — Fiat Motors of North America, in an effort to cut 1982-model inventories and ease the transition to the '83s, is offering some new and hefty dealer incentives. Until further notice, a rebate of $2,000 will go to the dealer with retail delivery of each 1982 Fiat X 1/9, $1,500 with each Spider 2000 and $1,500 with each Spider Turbo. Fiat said a total of 4,978 units are eligible for the incentive.

See BREAKING NEWS, Page 8, Col. 1

Lyles says dealers are more confident now than when he took office a year ago

Outgoing NADA chief is guardedly optimistic about 1983

By Al Fleming
Industry Editor

When George Lyles became 1982 NADA president last February, car dealers were guardedly optimistic that the next 12 months would bring an end to the three-year decline in new-vehicle sales.

Even though interest rates — one of the major factors impacting dealers — have dropped since then, and the inflation rate is down, auto sales continued to slump in 1982. The hoped-for turnaround did not materialize.

Now, as Lyles approaches the end of his one-year term as head of the nation's franchised new-car and truck dealers (he will be succeeded by current First Vice President William C. Turnbull at the 1983 NADA convention in Las Vegas in February), he remains guardedly optimistic.

"The (NADA) forecast for 1983 is for a slight upturn, possibly 10 percent higher sales than '82. The lower interest rates and inflation slowdown have improved consumer confidence somewhat," Lyles said during an AUTOMOTIVE NEWS interview in Detroit.

He added: "What happens to the general economy will be the controlling factor in how far sales climb, but we see signs of improvement, and if the voluntary restrictions by the Japanese on imports continue, the improvement will be mostly in domestic products."

Lyles said he believes the Reagan Administration's economic policies are working and that "no one within NADA has proposed that we take a position opposing the Administration's programs."

He said a survey of dealers taken by NADA shows they are more confident now than a year ago, especially those in the Midwest and Sunbelt areas.

• Lyles said dealer attrition continued in 1982, but that it may have bottomed out: "Throughout most of 1982, the number of dealers going out of business continued on a track of about 100 a month, but indications are the last quarter of '82 is not going to be nearly as severe as a year ago. Last year (the fourth quarter) was in the vicinity of 300. About 200 might be a pretty good estimate this year."

He said the nation's dealer body shrank by nearly 4,000 during the last four years and now numbers about 19,000 franchised new-car and truck dealers, domestic and import, in NADA.

Lyles, president of Lyles Chevrolet and Transco Inc., a Rolls-Royce franchise, both in High Point, N. C., added an AMC/Jeep/Renault franchise in High Point this year.

He said dealers hope auto manufacturers won't rush to fill in open points vacated by those who have gone out of business during the economic downturn.

"If there's a sudden demand for new vehicles and manufacturers want to fill in dealer points, we're prepared to encourage a program that will not put us back in an over-dealered situation," he said.

He said that if the sales rebound comes quickly and sharply rather than gradually, and if 1983 turns out to be an 11-million rather than 8 million-unit car year, "we are concerned the manufacturers will ask us to provide new facilities, larger-size dealerships and larger stocks — they may be eager to re-establish some of the dealerships they lost."

Noting that the current slump is "the longest downturn we've had — four years," Lyles said, "we believe a gradual comeback would help us keep on top."

The NADA president called the reduction in the dealer body a needed trend that should strengthen remaining dealers.

"It's the only way the retail body is going to survive," he said. "We knew five or six years ago we were over-dealered, especially General Motors and Ford in the Northeast."

He said the attrition of some 3,500 to 4,000 dealerships since then was needed because the record new-vehicle volumes that had been predicted for the 1980s are not likely to evolve.

"It's very possible that we'll never see, in the next 10 years, those record levels and increases of the 1960s and '70s," he said.

He underscored that possibility by noting in 1973, when Lyles was chairman of the Chevrolet Dealer Council, the big GM di-

Continued on Page 22, Col. 1

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Policy of cooperation with auto industry outlined at ESV conference in, appropriately, Japan

NHTSA changes approach to safety research management

By Helen Kahn
Washington Bureau Chief

KYOTO, Japan.—The change in the management approach in automotive safety research by NHTSA was announced during the Ninth International ESV Conference in Japan by Michael Finkelstein, NHTSA's associate administrator for R&D.

In order to introduce research results as early as possible into production cars, NHTSA has set up a cooperative research program, concentrating on transfer of technology. It has redirected a program to address safety improvements in subsystems, and it is giving more attention and priority to the crash avoidance area.

Finkelstein also explained that the cooperative program with the domestic industry was being expanded to include the European Experimental Vehicles Committee and the Government of Japan.

In the crash avoidance area, Finkelstein noted NHTSA is stressing improving mirror systems, rear lighting systems, driver operated controls, headlighting, brake systems and vehicle stability and generally looking at the different dynamics and geometrics associated with the new breed of smaller vehicles.

So far, work on rear lighting shows that rear-end car crashes can be reduced by more than half by using a single, high-mounted brake light.

Research is under way to find ways to reduce rear-end truck collisions, specifically "identifying means to increase heavy truck conspicuity using both reflectorization and signal lights that could be fleet tested to determine their real-world effect on accidents."

• Past NHTSA research has shown the feasibility of upgrading mirror systems, and Finkelstein noted that one vehicle class expected to benefit would be vans.

NHTSA's headlight research program addresses the light distribution pattern of low beams, and one beam pattern seems to be able to raise visibility distance without significantly increasing glare for oncoming drivers. NHTSA will evaluate this low-beam pattern by comparing it with typical U. S. and European beam patterns.

In the area of brakes, NHTSA is assessing a prototype electrohydraulic motorcycle antilock brake system. Work is also being done to develop a new test procedure for the federal safety standard for motorcycle brakes —refining general test equipment and developing a new wet brake fade and recovery procedure.

Two programs dealing with car stability have been completed. One analyzed the effects of mixing various tire types, sizes and makes and produced a system rate tire lateral performance. The other used scale model wind tunnel tests to analyze the effects of crosswinds on car-trailer combinations.

• Finkelstein added that NHTSA plans future research into the differences in stability and braking of the new smaller vehicles vis-a-vis older full-size ones—focusing on problem areas such as rollover propensity of small cars and their lateral spin-out characteristics under extreme braking conditions.

In addition, a parametric analysis of factors affecting heavy-truck stability will be concluded soon.

In the area of heavy-truck safety, Finkelstein said current research is nearing completion in the following areas:

1. Evaluation of truck splash and spray suppression devices to improve visibility for all drivers on wet roads.

2. Assessment of vehicle deceleration technique, mobile traction dynamometer and indoor flat roadway tests to produce repeatable tire traction measurements.

3. Evaluation of the performance characteristics and in-service costs of retarders for heavy vehicles, including how to measure controllability of retarder-equipped vehicles and how to teach drivers to get the best safety benefits from retarders.

4. Development of baseline truck driver anthropometric and seating preference data in cooperative effort with industry and labor.

In addition to NHTSA's new work attacking drunk driving and increasing use of seat belts, the agency is also fostering international harmonization of vehicle safety standards so long as that does not interfere with legal requirements and procedures the agency must follow and so long as that does not compromise safety in the U. S.

• As Finkelstein explained, there are four levels where standards can be harmonized:

1. Standards of different countries can be made compatible to ensure that cars can comply with all standards without altering design or construction.

2. The same test procedures can be used to reduce compliance costs.

3. Levels of performance and specifications can be made compatible or the same.

4. Ways to determine compliance, whether by homologation, self-certification, or otherwise, can be made the same.

Finkelstein added that since the Administration is engaged in "regulatory reform" and because it is considering new standards in the area of side-impact protection, pedestrian protection, truck rear-underride protection, center high-mounted stop lamps and headlighting, NHTSA is in a good position to foster harmonization.

Chrysler tries to crack tough market

Spend big to sell small in California

By Joseph Bohn
Marketing Editor

Chrysler's special California marketing program was expensive. No doubt about it.

Chrysler Corp. spent $10 million in California in 1982, selling 8,000 Mitsubishi-built cars. That's $1,250 per car in marketing costs — or more than the company earned on the vehicles.

But the idea was to learn how to market vehicles to the unique California consumer and to "change the historical pattern" in which Chrysler has been selling imports nationally, said Victor Olesen, executive vice president of Kenyon & Eckhart's Los Angeles office.

The agency office handles not only the California program, but all Chrysler import advertising nationally.

Chrysler officials haven't made any final decisions about continuing the program in 1983 — but industry sources say it may be continued with modifications.

Olesen said, "If they don't win in California, they won't win anywhere. That goes for GM and Ford, as well as Chrysler."

All the domestics have made attempts to crack the market, with limited degrees of success. The feeling is that if they can crack the California market — in any way, shape or form — it represents real penetration gains, rather than cannabilizing the domestic-car market.

Meanwhile, Olesen considered it a triumph that "we sold every Mitsubishi they allowed us." He thinks under Chrysler's new import manager, Darryl Davis, more Mitsubishi cars will be shipped into the state next year.

Mitsubishi products accounted for only 2 percent of the 6 percent market penetration Chrysler has in California, which is far below its national average.

Chrysler sold only about 100,000 Mitsubishis nationally last year. But Olesen said, "Who knows how long the import quotas will stay on? But if we get 150,000 or 200,000 Mitsubishis, we want to sell a helluva balance in California."

Chrysler has gone through twists and turns, trying to market cars in California, according to former K&E sources associated with the program.

K&E research originally indicated that, because of the salt-free streets there, the company's old, gas-guzzling cars lived on much longer than in the Midwest and other high-rust areas.

It was (and to some degree, is) these cars upon which Cali-

Continued on Page 8, Col. 1

GM chooses Motorola to make AM stereo sets

By Roger Rowand
Engineering Editor

DETROIT. — General Motors has picked Motorola, Inc., to supply AM stereo systems that may appear as an option during the 1984 model year on some GM cars.

Only a very few stations broadcast in AM stereo, but the number is expected to grow rapidly in the years ahead.

Delco Electronics Division, Kokomo, Ind., GM's radio supplier, does not make the decoder needed for AM stereo.

An AM stereo radio receives only broadcasts from a transmitting unit made by the company that made the radio. In other words, one maker's radio will not decode another's signal.

Early in 1982 the Federal Communications Commission said it would not set standards for decoders and AM stereo systems. The marketplace would do that, the FCC said.

In April, Delco Electronics announced it would evaluate mobile systems for GM car divisions. It invited six makers of systems to participate and three accepted.

They were Motorola, the eventual winner; Harris Corp. and Magnavox Division of North American Phillips Corp.

The shape of the future?

An experimental hybrid sedan made its public debut at the international auto show in Birmingham, England. It is the work of Lucas Chloride EV Systems (the electric drive), Reliant Motor (gasoline engine and running gear) and Ogle Design (styling). The companies report that it could go into production within five years.

Deliveries of North American units plummet almost 33 percent

Domestic car sales slump in Canada

By Jenny L. King
Staff Writer

November sales of North American - built passenger cars in Canada suffered their sharpest decline since March, 32.63 percent from 1981, while truck sales fell 38.91 percent. Sales of both types of vehicles have been down every month of 1982 compared with 1981 totals.

November new-car sales totaled 41,021, down 32.63 percent from 60,886 last year. Year-to-date sales numbered 459,857, down 25.08 percent from 613,762. Truck sales in November reached 11,303 units, down 38.91 percent from 18,503. They were down 34.25 percent for the 11 months, to 148,582 from 225,978.

General Motors reported sales of 22,051 passenger cars in November, down 39.92 percent from 36,700 a year ago. Ford sales were 7,323 for the month, down 36.51 percent from 11,534.

Chrysler was down 11.65 percent, to 8,606 from 9,741. Volvo slipped 13.29 percent, to 587 from 677, and American Motors was up 9.85 percent, to 2,454 from 2,234. AMC sales included 722 imported Renaults this year compared with 979 in 1981.

GM's share of the November new-car market plunged to 53.76 percent from 60.28 percent. Ford slipped to 17.85 percent from 18.94 percent. Chrysler picked up more than four percentage points, rising to 20.98 percent from 16.00 percent. AMC was up to 3.98 percent from 3.67 percent, and Volvo was up to 1.43 percent from 1.11 percent.

All four major North American companies watched truck sales fall in November.

Ford suffered the greatest decline, down 45.35 percent to 3,728 from 6,821 last year. GM was down 37.89 percent, to 5,705 from 9,185. Chrysler dropped 26.64 percent, to 1,655 from 2,256, and AMC Jeep sales were down 10.79 percent, to 215 from 241. Truck sales include captive imports.

GM earned 50.48 percent of the truck market in November, up from 49.64 percent in 1981. Ford dropped to 32.98 percent from 36.87 percent. Chrysler was up to 14.64 percent from 12.19 percent and AMC edged ahead to 1.90 percent from 1.30 percent.

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58th year — No. 4947

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IH loss soars to $1.6 billion for fiscal 1982

CHICAGO.—International Harvester reported what is believed to be the largest three-month deficit in American corporate history in the quarter ended October 31, causing the struggling manufacturer a net loss of $1.64 billion for fiscal 1982, also one of the biggest.

In the final three months of its fiscal year, Harvester posted a net loss of $1.01 billion, which was larger than the quarter's sales of $979.5 million. A year ago, the deficit amounted to $318.9 million on revenues of $1.59 billion.

It was the third consecutive year of losses for the manufacturer of heavy trucks and farm equipment. Both markets have been in deep slumps since 1979.

In fiscal 1981, Harvester had a loss of $393.1 million on sales of $6.29 billion. Sales in 1982 dropped more than 30 percent to $4.29 billion.

Contributing to the higher deficit in fiscal 1982 were a $393.7 million loss from discontinued operations and restructuring costs of more than $440 million.

Harvester said the results also included a $42 million gain from foreign-currency translation, compared with $83 million in 1981, and an extraordinary cred-

Continued on Page 21, Col. 1

3406 conversion cuts fuel costs, Cat says

PEORIA, Ill. — Caterpillar Tractor Co. has introduced a kit to convert to direct fuel injection its 3406 truck diesels with precombustion-chamber fuel systems.

A spokesman estimated that the conversion will improve fuel economy 7 to 11 percent, increase the engine's resale value and provide improved cold-weather starting, better cooling and improved torque rise.

Wartime Jeep's buddy takes the wheel

Bill Mauldin, who immortalized the World War II Jeep in cartoons, is at the wheel of a 1941 military Jeep presented by AM General Corp. to the Army Transportation Museum in Fort Eustis, Va. With Mauldin are Lawrence H. Hyde, left, AM General president, and Maj. Gen. Harold I. Small, the fort's commanding officer.

AM General presents WWII Jeep to museum

FORT EUSTIS, Va. — Bill Mauldin, who immortalized the World War II Jeep in cartoons, was on hand for the recent presentation by AM General Corp. of a 1941 Military Jeep to the U. S. Army Transportation Museum.

One of Mauldin's most famous cartoons depicted an enlisted man holding a pistol over his Jeep, one hand over his eyes.

There was no caption, but it was obvious to the viewer that this soldier's faithful Jeep had taken a mortal blow and the soldier was about to mercifully do away with his longtime friend.

In presenting the military Jeep to the museum, Lawrence H. Hyde, AM General president, pointed out that AM General traces its history to predecessor Willys-Overland, which designed and manufactured the quarter-ton vehicle that was the workhorse of World War II.

"More than 350,000 Jeep vehicles were produced during World War II," said Hyde. "In fact, George C. Marshall called the Jeep vehicle 'America's main contribution to modern warfare.'"

Hyde said the World War II Jeep was used by generals as well as statesmen. It was used and loved by fighting men in every part of the world, from bases in the U. S. to the most remote jungle outpost, he added.

• "The military Jeep could go just about anywhere and do almost anything," said Hyde. "In fact, it was a military Jeep that led the Fifth Army into hundreds of towns and cities as the war moved across Europe.

"Not only the American Army, but every allied nation depended on the versatile Jeep in battle

Continued on Page 11, Col. 2

Lifetime ambition achieved

Bill Witcher, center, achieved what he called the ambition of a lifetime when he purchased the final shares of stock from H. A. (Red) Poling, left, executive vice president, Ford Motor Co. North American Automotive Operations, to complete the buyout of Alameda Ford Truck Sales, Los Angeles. Looking on is Edson P. Williams, general manager, Ford Truck Operations.

Terex phasing out output at plant in Cleveland area

CLEVELAND. — Terex Corp., caught in the slump in sales of heavy equipment, is putting the Greater Cleveland Brooklyn plant in mothballs and moving production on current orders to the nearby Hudson plant.

The Cleveland unit had 800 employes two years ago. Currently, 260 hourly workers and 60 salaried employees have been notified of the phasing down over the next eight months during the shift of production to Hudson.

The Hudson operation had 1,400 employes at its peak, and is now down to 307 hourly and 490 salaried workers.

Terex, which makes heavy equipment for the construction and mining industries, was sold by General Motors in 1981, but GM still has a 19.6 percent interest in the company. Dallah Establishment, a Saudi Arabian investment group, holds another 19.6 percent.

Terex is owned by IBH Holding AG of Mainz, West Germany, and is headed by Horst-Dieter Esch.

truck industry news

Total is highest since July

Light-truck gains boost October registrations

The late-summer increase in light-truck sales as the result of a wave of new incentives was reflected in October registrations of new trucks in the U. S. The total was higher than a year ago for the first time since July.

During the month, 193,243 vehicles were registered in the 49 reporting states, according to R. L. Polk & Co. statistics. The count was 13.3 percent higher than the year-earlier 170,584 units.

Light-truck tallies in October totaled 180,140 units, accounting for 93.2 percent of the month's count. The total was 18 percent higher than the 152,702 light vehicles registered in October, 1981.

The Group 1 total for the month was up 22.9 percent, from 87,155 last year to 107,091. In Group 2, there were 71,505 tallies, 10.9 percent higher than a year ago. Group 3 was up 48.3 percent to 1,544 units, compared with 1,041 in October, 1981.

Through October, the industry total was 1,969,158 units, an increase of 7.2 percent over the 1,836,260 registered in the corresponding period in 1981. Light trucks were the only segment to show an improvement over the year-earlier count.

Over the 10-month span, 1,824,812 light trucks were registered in the U. S., a gain of 10.2 percent over last year's 1,656,180 units.

Medium trucks dropped 19.5 percent, from 46,339 units a year ago to 37,305. There were 107,041 heavy-truck registrations in the January-October period, a decline of 20 percent from last year's 133,741.

Registrations were higher in all three light-truck groups for

Continued on Page 11, Col. 1

HD registrations through October decline 20 pct.

Registrations of new heavy trucks in the January-October period in the U. S. dropped 20 percent below those in the comparable period a year ago.

Through October, according to R. L. Polk & Co. statistics, 107,041 new Groups 7 and 8 trucks were registered in the 49 reporting states, compared with the year-earlier 133,741 units.

Tallies were down 31.6 percent for the month, from 13,465 units in October, 1981, to 9,212.

The totals for the two big-truck groups were off for both the month and the January-October period.

Through October, 46,530 Group 7 trucks were registered in the U. S., a decrease of 17 percent from the year-earlier 56,039 units. October's 3,412 tallies were 34.7 percent below last year's 5,223 units.

Group 8 registrations for the 10 months totaled 60,511, down 22.1 percent from the year-ago 77,702. In October, the count was 5,800, a decline of 29.6 percent from the 1981 total of 8,242 units.

U. S. TRUCK REGISTRATIONS

10 MONTHS, 1982 VS. 1981★

	10 mos., 1982	Percent Share of '82 market	10 mos., 1981	Percent Share of '81 market	'82-'81 Change, Pct. pt.
Chevrolet	611,862	31.07	543,942	29.62	+ 1.45
Ford	593,900	30.16	596,269	32.47	— 2.31
Dodge	182,999	9.29	136,865	7.45	+ 1.84
GMC	172,939	8.78	133,293	7.26	+ 1.52
Jeep	49,652	2.52	47,886	2.61	— 0.09
International	37,973	1.93	52,880	2.88	— 0.95
Mack	12,642	0.64	15,827	0.86	— 0.22
Plymouth*	8,622	0.44	12,684	0.69	— 0.25
Kenworth	6,086	0.31	8,786	0.48	— 0.17
Freightliner	5,799	0.29	7,311	0.40	— 0.11
Peterbilt	4,603	0.23	5,250	0.29	— 0.06
Mercedes-Benz	2,495	0.13	2,947	0.16	— 0.03
White	2,140	0.11	2,340	0.13	— 0.02
Volvo	558	0.03	1,398	0.08	— 0.05
Western Star	550	0.03	669	0.04	— 0.01
Autocar	505	0.03	998	0.05	— 0.02
Miscellaneous**	275,833	14.01	266,915	14.53	— 0.52
TOTALS	1,969,158	100.00	1,836,260	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

10 MONTHS, 1982 VS. 1981★

	10 mos., 1982	Percent Share of '82 market	10 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	25,122	23.47	28,203	21.09	+ 2.38
International	23,943	22.37	34,441	25.75	— 3.38
GMC	18,184	16.99	18,216	13.62	+ 3.37
Mack	10,917	10.20	14,581	10.90	— 0.70
Chevrolet	6,545	6.11	8,872	6.63	— 0.52
Kenworth	6,086	5.69	8,786	6.57	— 0.88
Freightliner	5,799	5.42	7,311	5.47	— 0.05
Peterbilt	4,603	4.30	5,250	3.93	+ 0.37
White	2,140	2.00	2,340	1.75	+ 0.25
Mercedes-Benz	827	0.77	730	0.54	+ 0.23
Volvo	558	0.52	1,383	1.03	— 0.51
Western Star	550	0.51	669	0.50	+ 0.01
Autocar	505	0.47	998	0.75	— 0.28
Miscellaneous	1,262	1.18	1,961	1.47	— 0.29
TOTALS	107,041	100.00	133,741	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.

Time for innovation, Petersen says

Ford honors 24 engineers, scientists

DEARBORN. — Ford Motor Co. honored 24 of its scientists and engineers from the U. S. and Europe for achievements in research product engineering and manufacturing.

It was the second annual presentation of Henry Ford Technological Awards. Award ceremonies were at Ford World Headquarters here.

In congratulating the award recipients, Ford President Donold E. Petersen said:

"Your achievements provide clear evidence that innovation is alive and well at Ford."

Discussing innovation and new technology and the role they are playing in directing Ford's future course, Petersen said the company "is committed, as never before, to making certain the voice of the technical community is heard on a continuing basis at the top levels of Ford Motor Co."

"We've recognized that we must broaden our horizons and extend our product development thinking and planning," he said. "In the past, I know we have failed to encourage risk-taking . . . taking chances became tantamount to living dangerously.

"We are determined to change these rules. Today, I can assure you, we're looking for wise risk-takers and action-oriented people. Timidity has no place in our organization.

"If challenge and change are catalysts to innovation, then the time is ripe. Perhaps at no moment in recent history has there been a higher premium placed on creative thinkers, innovators and risk-takers than there is today."

Research awards recipients are George C. Davis, Ann Arbor, principal research engineer associate, and Rodney Tabaczynski, Northville, Mich., principal research engineer, both in the Powertrain Research Laboratory, Engineering and Research Staff, joint awards.

Also, Neill Weber, Dearborn, staff scientist, Long Range and Systems Research Laboratory, and Joseph T. Kummer, senior staff scientist, Chemical Sciences Laboratory, both Engineering and Research Staff, joint award; F. Gordon Willis, principal staff engineer, Vehicle Concepts Research Laboratory, Engineering and Research Staff.

• Product engineering awards were given to Thomas M. Cairns, Beverly Hills, Mich., principal design engineer, Components Engineering, Body and Electrical Product Engineering; Sumorfin Salazar, Toledo, product design engineer, Components Engineering and Stanley L. Pierce, Northville, Mich., Advanced Transmission Engineering Section supervisor, Transmission and Axle Engineering, Powertrain and Chassis Product Engineering.

Also, Frank E. Rowland, components engineer, Chassis Engineering, and Kilian Hadank, principal vehicle engineer, Vehicle Engineering, both Ford of Europe, joint award.

Peter F. Salamon Jr., Dearborn, principal design engineer, Engine Engineering, Powertrain and Chassis Product Engineering, and Walter L. Doelp Jr., Livonia, Equipment Research and Development Section supervisor, Service Engineering, Ford Parts and Service Division, joint award.

Marcello Veneziano, Novi, Mich., and Thomas A. Spoto, Royal Oak, Mich., both product design engineers in Electronic Instrumentation and Features Engineering, Electrical and Electronics Division, joint award.

Manufacturing award recipients are Bryce D. Dell, Woodhaven, Mich., production equipment designer, Plant Engineering, Dearborn Engine Plant, Engine Division.

William J. Fuhrman, Birmingham, Mich., advanced manufacturing planning engineer, Manufacturing Development, Transmission and Chassis Division, together with Benjamin I. Bachrach, Dearborn, principal research engineer associate, Vehicle Concepts Research Laboratory, and Shyam K. Samanta, Ypsilanti, Mich., principal staff engineer, Material Sciences Laboratory, both Engineering and Research Staff, joint award.

Thomas C. Gordon, Irvine, Calif., engineering specialist, Electronic Engineering Department, DIVAD Division, Ford Aerospace & Communications Corp.; Rudiger Kresse, Manufacturing Engineering supervisor, Tooling, Body and Assembly Operations, Ford of Europe.

Also, Robert F. Muglia, advanced manufacturing engineer, and Gary A. Webb, West Bloomfield, Mich., Computer Aided Design Section supervisor, both of the Manufacturing Engineering Office, Body and Assembly Operations, joint award.

William H. Spicer, Holland, Pa., and Sylvester Karpchuk, Churchville, Pa., both manufacturing equipment design engineers, Electrical and Electronics Division, joint award.

Museum given WWII Jeep by AM General

Continued from Page 10

as a command car, troop carrier, supply vehicle, gun platform, radio car and ambulance," he added.

Hyde said the World War II Jeep was modified and improved over the years.

"Today's version is designated as the M151A2 ¼-ton, 4x4 tactical utility truck, but it will always be a 'Jeep' in the soldier's mind. Today U. S. Marines are patrolling the streets of Beirut in the M151A2, the successor to the World War II Jeep.

"AM General's proud heritage results from more than 40 years of experience in producing military vehicles beginning with the World War II Jeep and continuing through the current contracts for vehicles ranging in size from ¼-ton through 20-ton military trucks."

Hyde said that, "in addition, George W. Scharbach, who has nearly 40 years of experience designing military trucks and is now our vice president of engineering and product development, may have actually installed the gas tank on this particular military Jeep since he worked on the assembly line at Willys-Overland while a student in college."

Drunk driving crackdown

TRENTON, N. J.—The State Assembly has given final approval to legislation imposing a mandatory four-month jail sentence for conviction of death by auto while under the influence of liquor or drugs. Four months of community service can be substituted for the jail term.

Light-truck gains boost registrations in October

Continued from Page 10

the 10-month period, while there were decreases in all of the big-truck classifications.

Through October, there were 1,031,262 Group 1 tallies, up 11.9 percent over the previous year's 921,740. The Group 2 count was 777,257, a gain of 7.4 percent over the year-ago 723,951. In Group 3 the increase soared to 55.3 percent, from 10,489 units in 1981 to 16,294.

Only seven Group 4 vehicles were registered in the first 10 months, four fewer than a year ago. The Group 5 count was off 20.7 percent to 1,247 units, compared with 1,573 in 1981.

Group 6, which continues to lose ground to Group 7 in the growth of mid-range diesel power, had 36,051 tallies through October, down 19.4 percent from the year-ago 46,339.

At the same time five years ago, the Group 6 total was the third highest, with slightly more than 126,000 units. Today it ranks fifth.

Group 7 registrations for the 10 months totaled 46,530 units, down 17 percent from last year's 56,039. The Group 8 count was off 22.1 percent, from 77,702 units in 1981 to 60,511.

Chevrolet widened its lead over Ford in October, boosting its 10-month total to 611,862 units. Ford's total for the same period was 593,900. At the same time a year ago, Ford was the leader, 596,269 versus 543,942.

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Alcohol use is strong

Octane stimulant sales shining

Continued from Page 13

gallons, up 194 percent from last year.

The volume of alcohol fuel being produced is catching some by surprise.

In September, alcohol plants produced 162 million gallons of fuel, compared with production a year earlier of only 55 million gallons.

The product is selling for around $1.70 a gallon, but at the retail level as octane booster, it is selling for anywhere from 79 cents to above $2 for less than a pint.

Alcohol is competitive with the other fuel additives, said Tim Galvin, an aide to Rep. Berkley Bedell, Iowa Democrat, who continues to boost the use of corn and other grains. He sponsored legislation allowing the agricultural secretary to allocate surplus grains into alcohol production.

Alcohol is being produced in large quantities, albeit without fanfare, even as highly publicized coal gasification projects are being downgraded.

W. R. Grace & Co. is the latest to say it is scaling down a proposed gasoline project, one at Basket, Ky. Ashland Oil Co. said it had decided not to build a $3 billion commercial plant in Breckenridge County, Ky., because of low world oil prices and the amount of capital required.

According to the Renewable Fuels Assn. in Washington, there are now about 100 commercial plants in operation producing fuel alcohol. They range in capacity from 500,000 gallons a year to 60 million gallons.

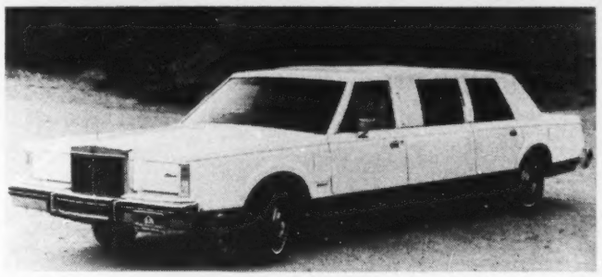
• Archer - Daniels - Midland, of Decatur, Ill., is the king of the alcohol distillers. The company produces an estimated 220 million gallons a year and plans to increase that to 300 million a year with a new plant at Clinton, Ia.

A. E. Staley Co. operates a large plant at Loudon, Tenn.

Farm organizations are continuing to push for more grain conversion to alcohol. They point to the eight-billion-bushel corn crop this year. Iowa and Idaho, where the potato crop is large, contends surplus potatoes can be converted to alcohol fuel.

Corn prices have dropped to below $3 a bushel, causing farmers to push for greater usage for not only feed but for fuel as well.

If Congress passes the five-cents-a-gallon tax, sources say, it may mean more sales of gasohol or octane boosters. Motorists may go back to the tight days of gasoline and try to get more miles per gallon.



Once a Lincoln, now a Savoy

O'Gara Coachworks, Simi Valley, Calif., converts the Lincoln Continental (shown) or Mark VI into its Savoy Limousine, with Corinthian elm and burled walnut cabinet, television, stereo, crystal beverage set, ice storage compartment and gold-plated insignia. The conversion is a 46-inch stretch which adds about $36,500 to the price of the original.

Ceramic engine fired up, Irish researchers report

Continued from Page 13

cles, apart from his academic work, is enthusiastic about the development.

"Apart from the obvious advantages of getting rid of the cooling system required by conventional engines, the new engine makes it practical to reduce fuel consumption by about one third. The 100-miles-per-gallon family car comes a bit closer," he said.

Work on the engine, said to be quieter and cleaner than conventional engines has been under way for five years. It has recently had 2½-hour runs in Dublin for the team from Carborundum.

Timoney told newsmen, "Carborundum is hoping to get an extended contract from the U. S. government to develop this engine and we in UCD in Ireland would be taking part in this project."

Carborundum supplied the materials for the Irish project, glued together by Loctite adhesive. Loctite Corp. has a Dublin R & D facility and manufacturing project.

Gengras elected

HARTFORD, — E. Clayton Gengras Jr., president of Clayton Motors (Dodge-Volvo), East Hartford, has been elected to a three-year term on the board of directors of the University of Hartford Associates.

Model breakdown

Auction Averages

	December	November	October
1982	$6,811	$6,961	$7,962
1981	6,157	6,141	6,457
1980	4,811	4,904	5,115
1979	4,148	4,479	4,511
1978	3,125	3,424	3,493
1977	2,649	2,822	2,812
1976	2,021	2,001	2,091
1975	1,168	1,188	1,355
Overall Average	$4,505	$4,569	$4,513

Used car sales

Auction Averages

December	$4,505
Month ago	$4,524
Year ago	$4,117

Rowand report

Continued from Page 13

car in a period in which four-speeds were new to the U. S. and some were wary of them.

At about the same time, one of the importers fitted a car with a counting mechanism on the shifter and sent a couple of writers across the country coast to coast. A guess-the-number-of-shifts contest sparked interest and, again, people were talking about the car.

That was the point of all those exercises. They demonstrated the hardware — the iron, as Lee A. Iacocca sometimes calls the merchandise.

Nowadays, a Detroit reporter is likely to be asked to an auto maker's press conference and find the star of the show is a vehicle that runs on alcohol and coal dust or something equally as far out.

Sometimes the conference itself is the most interesting thing about the meeting with, as in one case, a multicity link by satellite of reporters and corporate brass.

Many press relations personnel seem dedicated to publicizing the brass and not the iron. That is common, and most reporters say it's a mistake.

Too often, in my book, reporters invited to see a new product are treated to a management speech saying sales are going to turn up in the third and fourth quarter of next year.

Or, guests of honor at a new-car showing may turn out to be leaders of the UAW who'll say how nice things are between labor and management.

It's abundantly clear that things are different these days following Ralph's reign of terror. There's a whole new ballgame in the post-Nader era.

But, cars by their nature are emotion-stirring machines. Canny operators in the past took advantage of that fact. They moved people's juices and, by doing so, moved large volumes of the product.

Good old-fashioned publicity stunts won't cure anything, but they'd help put some spark back in this business.

used-car auction directory

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U. S. output totals 5,055,551 for 1982

Car production lowest since '58

Continued from Page 1

and Honda, 0.08 percent.

Truck production last week, also affected by holiday downtime, was targeted at 33,389 units, down 12.90 percent from the previous week's 38,333, but up 45.38 percent from last year's 22,966 units.

GM's Bowling Green (Corvette) facility and Ford's Lorain (Thunderbird, Cougar) point remained idle last week (Dec. 20) for model changeover. Both facilities are slated to return in January.

The GM Detroit (Cadillac) plant operated 1.6 hours of overtime during the four days of production last week.

All U. S. car and truck assembly points closed after Thursday's shifts (Dec. 23) and will remain closed this week (Dec. 27) in observance of the Christmas/New Year's holidays. Most plants will return Jan. 3.

Ford's Dearborn car point will remain idle an additional week after the holidays with operations slated to resume Jan. 10.

Also extending the holiday downtime will be Ford's San Jose, Metuchen and Wayne car plants, plus the Ford Kansas City, Norfolk, San Jose and Twin Cities truck facilities. The San Jose car and truck points are slated to return Jan. 24, while the other five assembly points are scheduled to resume production Jan. 17.

Also at Ford, assembly of 1983 Thunderbirds is expected to begin in late January at the company's Atlanta facility. The plant also builds LTD and Marquis.

Canadian car output up, but trucks down for 1982

While the Canadian auto makers finished the 1982 calendar year considerably ahead of last year's total, truck output was the lowest in seven years.

The car makers assembled an estimated 826,797 units in 1982, up 11.19 percent from last year's 743,570.

Truck production this year is slated at 474,602 units, a 23.11 percent decline from 617,264 assembled in 1981. It is the lowest total for any year since 1975 when only 389,728 units were finished.

The car manufacturers have estimated December output at 51,053 units, up slightly from last year's 50,799.

Total truck output for December is slated at 25,228 units, a 40.23 percent decline from 42,207 built in the comparable month last year. It was the lowest total for that period since 1974 when only 22,648 trucks were completed.

For the final three months of 1982, the car manufacturers are estimating 162,414 units, down 8.09 percent from 176,711 built in the same period in 1981. It is the lowest fourth quarter output since 1964 when only 125,696 units were assembled.

The truck makers are targeting fourth-quarter output at 90,728 units, a 37.34 percent decline from last year's 144,801, and the lowest total for the period since 89,123 trucks were built in 1974.

Early holiday closings at Ford Motor's car and truck facilities, plus a four day work week at all other assembly points, pulled last week's Canadian output down substantially from the previous week's total.

The car manufacturers slated 11,032 units last week, down 50.62 percent from the prior week's 22,339, but up 28.34 percent from last year's 8,596.

Last week's truck output was targeted at 5,248 units, down 47.97 percent from 10,087 the previous week, but up 1.43 percent from 5,174 units built in the comparable 1981 period.

The Ford St. Thomas and Oakville car and truck lines closed last week (Dec. 20) for holiday downtime.

All other car and truck facilities closed for the holidays last Thursday (Dec. 23). Production is scheduled to resume at most plants Jan. 3

New top for the 'J'

E&G Classics, Columbia, Md., has introduced a roof kit for the GM J-cars that includes inner and outer window block-out, padding, vinyl, stainless steel targa band, emblems, moldings and hardware.

Replicar builder seeks exemptions from safety rules

WASHINGTON. — Handcraft Motorcar Co., Bradenton, Fla., has asked NHTSA for temporary exemptions from several federal safety standards, saying compliance would cause it substantial economic hardship.

Handcraft was chartered last April to assemble vehicles from components — mostly mechanical components from Ford plus frame and major body parts from Thoroughbred Motorcars, Inc., Redmond, Wash. — to replicate a classic Mercedes 540K of the 1930s. It will be known as the "Magnum 540K."

Handcraft wants three-year exemptions from Standard 104, windshield wiping and washing; Standard 201, occupant protection in interior impact; Standard 202, head restraints; Standard 203, impact protection from steering column, and Standard 204, steering control rearward displacement.

It also sought exemptions from door locks and door retention components; Standard 207, seating systems; Standard 212, windshield mounting; Standard 219, windshield zone installation, and Standard 301, fuel-system integrity.

Handcraft argued that a month after incorporation, its assets were only $42,277. Testing would cost $150,000 (including the cost of the vehicle at $48,000) and would cause severe economic hardship.

Songer signs

Jack D. Songer, left, owner of Apple Buick-Chevrolet, Covington, Ind., signs Chevrolet franchise agreement as G. Neil Perkins, Indianapolis zone manager, looks on.

U. S. CAR PRODUCTION

	Week Ended Dec. 25, 1982	Week Ended Dec. 26, 1981	Week Ended Dec. 18, 1982	Dec. Est.	1981 Total	1982 Est.
AMERICAN MOTORS	3,040	1,530*	3,061	12,150	109,319	58,062
AMC Total	640	.....	.....	1,965	109,319	52,262
Spirit	.....	.....	.....	.....	35,143	12,973
Concord	.....	.....	.....	.....	49,480	17,635
Eagle	.....	.....	.....	.....	24,696	21,654
Renault Total	2,400	.....	3,061	10,185	.....	5,800
Alliance	2,400	.....	3,061	10,185	.....	5,800
CHRYSLER CORP.	11,720	2,568	14,650*	50,143	749,687	600,180
Plymouth Total	4,680	1,306	5,850*	20,112	365,841	241,007
Horizon	1,680	1,306	2,100*	7,308	139,353	77,388
Reliant	2,960	.....	3,700*	12,597	216,901	162,071
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	40	.....	50*	207	.....	1,548
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	2,080	.....	2,600*	8,432	57,340	114,263
LeBaron	960	.....	1,200*	4,384	52,478	94,937
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	1,120	.....	1,400*	4,048	.....	19,326
Dodge Total	4,960	1,262	6,200*	21,599	326,506	244,910
Omni	1,600	1,262	2,000*	6,791	126,224	72,512
Aries	2,560	.....	3,200*	10,970	170,139	129,555
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	320	.....	400*	1,538	13,817	30,322
Dodge 600	480	.....	600*	2,300	.....	12,521
St. Regis	.....	.....	.....	.....	3,582	.....
FORD MOTOR	21,748	19,466	27,186	85,858	1,320,198	1,102,236
Ford Division	13,470	13,579	16,838	52,407	892,043	687,807
Escort	5,591	5,164	6,989	16,832	351,437	264,232
Fairmont	2,423	1,710	3,029	10,387	176,246	128,258
Mustang	1,646	2,625	2,058	9,735	153,719	125,774
LTD/Granada	3,077	2,213	3,846	13,219	103,702	131,691
Thunderbird	.....	1,742	.....	.....	64,328	29,326
Crown Victoria/Ford	598	.....	747	1,930	40,886	2,009
EXP	135	125	169	304	1,725	6,517
L-M Division	8,278	5,887	10,348	33,451	428,155	414,429
Mercury Total	6,344	4,894	7,930	25,243	363,970	316,522
Lynx	1,815	1,211	2,269	5,112	116,905	81,644
Capri	177	637	221	1,267	50,336	32,505
Zephyr	757	1,073	946	3,128	51,868	40,411
Marquis/Cougar	1,800	932	2,250	7,579	49,831	61,168
Cougar/XR7	.....	217	.....	.....	28,223	10,580
Gr. Marquis/Marquis	1,758	752	2,198	8,074	65,720	88,413
LN7	37	72	46	83	1,087	1,801
Lincoln Total	1,934	933	2,418	8,208	64,185	97,907
Continental ('82)	387	496	484	1,642	11,894	20,110
Lincoln	907	252	1,134	4,026	26,651	47,742
Mark VI	640	245	800	2,540	25,640	30,055
GENERAL MOTORS	57,855	43,843	71,352	230,484	3,930,176	3,207,593
Buick Division	13,503	8,874	17,675	54,566	839,966	750,998
Skylark	2,896	2,018	3,699	8,835	239,175	137,749
Skyhawk J	1,124	.....	1,402	4,603	6	65,522
Century	2,012	1,172	2,519	7,355	102,968	111,712
Regal	3,365	2,837	5,066	16,509	267,708	208,883
Buick	3,168	2,003	3,801	13,290	171,834	183,283
Riviera	938	844	1,188	3,974	58,275	43,849
Cadillac Division	4,901	3,142	6,376	21,651	259,135	246,609
Cimarron	432	67	617	2,005	22,308	10,569
Seville	416	189	525	1,792	23,344	22,700
Eldorado	957	742	1,216	4,119	57,861	56,612
Cadillac	3,096	2,144	4,018	13,735	155,622	156,728
Chevrolet Division	19,898	17,023	21,711	74,989	1,463,165	1,016,445
Chevette	3,535	5,292	4,509	15,965	360,848	207,979
Cavalier	2,133	1,134	2,782	8,773	139,817	94,858
Celebrity	1,789	2,256	2,072	5,908	23,833	67,672
Camaro	3,082	1,554	3,895	13,150	99,050	214,206
Citation	2,148	2,655	2,587	8,300	300,653	157,513
Malibu	2,028	1,689	2,887	9,261	223,749	124,520
Monte Carlo	1,412	1,931	1,866	7,052	139,899	81,662
Chevrolet	3,771	150	1,111	6,580	147,332	45,521
Corvette	.....	362	.....	.....	27,984	22,514
Oldsmobile Division	14,003	9,690	18,543	57,701	825,540	775,198
Omega	1,299	1,063	1,624	3,956	121,617	74,459
Firenza	635	.....	794	2,839	.....	44,679
Cutlass	4,153	2,880	6,229	19,147	361,640	216,765
Cutlass/Ciera	2,232	2,039	2,790	7,758	24,035	122,225
Oldsmobile	5,054	3,320	6,318	21,307	274,373	282,440
Toronado	630	388	788	2,694	43,875	34,630
Pontiac Division	5,550	5,114	7,047	21,577	542,370	418,343
Acadian†	.....	81	.....	89	18,138	9,617
2000	1,412	.....	1,578	4,866	91,465	41,627
1000	944	225	1,118	2,877	88,871	35,861
Firebird	1,342	747	1,567	5,341	48,970	124,119
Phoenix	572	875	728	2,011	96,597	45,604
G. Prix/B'ville ('83)	1,280	1,945	2,056	6,393	127,227	131,173
A6000	.....	1,241	.....	.....	19,011	30,342
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	80*	.....	120*	320*	.....	610*
VOLKSWAGEN	2,600	2,368	3,283	7,613	167,755	84,707
CHECKER	.....	.....	.....	.....	2,910	2,163*
Total Cars, U. S.	97,043	69,775	119,652	386,568	6,280,045	5,055,551

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 25, 1982	Week Ended Dec. 26, 1981	Week Ended Dec. 18, 1982	Dec. Est.	1981 Total	1982 Est.
CHEVROLET	13,222	8,022	11,898	45,462	548,379	652,640
DODGE	1,840*	2,088	2,300*	6,605	98,240	121,771
FORD	12,597	7,996	15,746	51,782	617,375	694,094
GMC	3,576	2,752	4,145	14,153	173,251	224,140
INTERNATIONAL	840	.....	1,050	3,542	62,861	46,511
VOLKSWAGEN	.....	338	.....	.....	37,392	8,103
JEEP	684	900*	2,144	5,052	92,248	85,467
AM GENERAL	30*	30*	50*	160*	3,616	2,410*
MISCELLANEOUS	600*	840*	1,000*	3,200*	67,760	54,600*
Total Trucks, U. S.	33,389	22,966	38,333	129,956	1,701,122	1,889,736

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 25, 1982	Week Ended Dec. 26, 1981	Week Ended Dec. 18, 1982	Dec. Est.	1981 Total	1982 Est.
CHRYSLER CORP.	1,728	1,238	2,558	4,286	85,427	96,690
FORD MOTOR	240	1,548	3,183	8,206	278,810	133,801
GENERAL MOTORS	3,115	2,388	4,069	11,856	242,275	232,865
INTERNATIONAL	165	.....	271	880	10,752	11,246
Total Trucks, Canada	5,248	5,174	10,087	25,228	617,264	474,602
N. American Trucks	38,637	28,140	48,420	155,184	2,318,386	2,364,338

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 25, 1982	Week Ended Dec. 2?, 1981	Week Ended Dec. 18, 1982	Dec. Est.	1981 Total	1982 Est.
AMERICAN MOTORS	960	.....	1,079	2,039	34,535	30,291
CHRYSLER CORP.	2,752	1,814	4,225	6,977	59,145	151,465
FORD MOTOR	420	3,565	8,727	19,911	191,928	283,857
GENERAL MOTORS	6,720	3,082	8,128	21,406	437,622	351,142
VOLVO	180	135	180	720	10,336	10,042
Total Cars, Canada	11,032	8,596	22,339	51,053	743,570	826,797
N. American Cars	108,075	78,371	141,991	437,621	7,023,615	5,882,348
N. American Trucks	38,637	28,140	48,420	155,184	2,318,386	2,364,338
North American Cars and Trucks	146,712	106,511	190,411	592,805	9,342,001	8,246,686

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

C2700-1 1/4/83

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58th year—$40 per year, $1.00 per copy

Ever-slumping sales take second place in balloting

DeLorean's downfall named Story of Year

By John K. Teahen Jr.
Managing Editor

There was a time — 10 to 15 years ago — when John Z. DeLorean was the golden boy of the auto industry.

Young. Brilliant. A General Motors vice president at 40. A leading contender for the presidency of GM.

No more. Today, DeLorean is 57 and his glitter is gone. His sports-car company is out of business, and DeLorean himself awaits trial in U. S. District Court in Los Angeles on charges of conspiracy to possess and distribute cocaine.

In short, 1982 brought the downfall of DeLorean. The trials and tribulations of the man and the company were named Story of the Year in the 30th annual poll of the AUTOMOTIVE NEWS editorial staff.

Second place went to the continuing sales famine. New-car sales in 1982 were even worse than in 1981, and 1981 was awful.

Labor developments took third place. There are new contracts at General Motors, Ford Motor Co., Chrysler Corp. and American Motors. GM and Ford workers made concessions. The Chrysler pact in the U. S. was negotiated after a costly strike in Canada.

The fourth-place story was GM's "Japanese strategy." The company plans to buy small cars from Isuzu and is talking with Toyota about joint production in the U. S.

• In fifth place was the beginning of Renault and Honda auto production in the U. S.; Renault by AMC and Honda in its own plant in Marysville, O.

The DeLorean saga was a year-long happening, but it didn't assume Story of the Year proportions until Oct. 19. That's the day John DeLorean was arrested.

In earlier months, the story concerned DeLorean's efforts to keep his sports-car company afloat. It wasn't easy.

As the year began, only about 3,000 of the 7,500 cars produced had been sold. There were lay-

Continued on Page 38, Col. 1

Front-drive New Yorker

New generation is born at Chrysler

The 1983½ Chrysler New Yorker gets a rousing sendoff from Chrysler Corp. workers at the Jefferson Ave. plant in Detroit. The redesigned front-wheel-drive New Yorker is 18.5 inches shorter and 800 pounds lighter than the rear-drive Chrysler New Yorker Fifth Avenue. The new car will go on sale in February and 20,000 are scheduled to be built during the '83 model year.

GM's new incentive: 11.9 pct. on '82s, 83s

The new General Motors incentive program for the first quarter of 1983 calls for 11.9 percent customer financing on all new 1982 and 1983 passenger cars and light-duty trucks and vans.

It succeeds a 10.9 percent financing plan which expired Dec. 31. The 10.9 percent loan rate, however, applied only to 1982 cars, light trucks and vans. It started Nov. 1.

Thus the rate in the new program is not as advantageous to buyers, but the coverage is considerably broader.

As in the earlier setup, dealers contribute to the program by giving up 70 percent of their finance reserve.

The new GM-GMAC program through participating dealers covers 1982 and 1983 models delivered through March 31.

The 11.9 percent financing will also be provided on eligible 1983 models on order by customers as of Jan. 1.

In addition, the 11.9 percent will be available on eligible vehicles ordered by customers by Feb. 28 for future delivery, even if they are not delivered by March 31.

The program does not apply to fleet sales or leased units.

GM hopes to get calendar-year sales off to a fast start with its new low-interest offer. The 10.9 percent formula on '82 vehicles was highly successful during the final two months of last year.

In October, GM's car sales were up only a fraction of a percentage point over the 1981 level. But in November, GM sales jumped 32.99 percent over

Continued on Page 39, Col. 3

Chrysler Corp. scores coup with Jamaican truck trade

By Edward Lapham
Financial Editor

Chrysler Corp. has scored a coup in the latest struggle for sales in the Third World by completing a counter trade to sell trucks in Jamaica.

Counter trading — multi-party deals which involve commodities, hard currency, local currency and complex negotiations — is one step beyond two-party, commodity-for-commodity bartering which many auto makers around the world have used in recent years.

Many large U. S. industrial companies, including Ford and General Motors, are currently negotiating counter trades in a number of developing countries which have an abundance of commodities and a dearth of hard currency.

Counter trades are particularly attractive to Chrysler, which does not have extensive overseas or international operations.

"The difference between bartering and counter trading is simple," said John J. Hummon, general manager of Chrysler's overseas sales operation. "In a barter, you swap a commodity for vehicles and then you have to sell the commodity yourself. In this deal we never touched the commodity nor did we pay for it.

"We merely found a buyer who was willing to buy it and pay hard currency."

Hummon said the deal took four months to negotiate. The trucks will be delivered some time in the second quarter of 1983.

• There were five parties involved in this "very elaborate deal," he said.

First, there was the New York-based European American Bank, which through its contacts found a buyer interested in Jamaica's alumina.

Then there was the buyer, an undisclosed European metals company, which agreed to buy 50,000 tons of alumina from the governmental Jamaican Commodity Trading Co., the third party. The deal was negotiated by Chrysler, the fourth party.

The U. S. dollars received from the sale of the alumina then went into an escrow account at the European American Bank. Chrysler can now manufacture and ship "several hundred vehicles" to JCTC, drawing down on the escrow account for payment.

JCTC, having purchased the vehicles from Chrysler for U. S. dollars, then sells them to Chrysler's franchised Jamaica distributor, the fifth party, for local currency and re-sells them in the Jamaica commercial market.

The counter trade was necessary to get the cars from the factory to the distributor because Jamaica has a new protectionist law requiring that all vehicle imports be consummated in this manner in order to assure an even balance of trade.

Chrysler and other U. S.

Continued on Page 38, Col. 3

breaking news

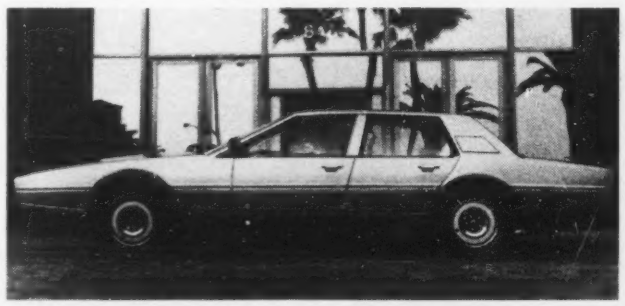
Vauxhall car, truck operations split

LUTON, England.—Structural changes at General Motors' Vauxhall Motors have separated the car and commercial vehicle businesses. Bedford Commercial Vehicle Division is now part of the newly formed GM Overseas Commercial Vehicle Corp., which is directly affiliated with the Worldwide Truck and Bus Group. Vauxhall Motors will continue to operate as GM's manufacturer and retailer of passenger cars in the UK.

Gilroy succeeds Hodgkinson at Land-Rover

SOLIHULL, England. — With Land-Rover's $320 million investment program almost complete and a new model expected within weeks, there has been a surprise change in top management. Mike Hodgkinson, managing director until the end of 1982, has taken a position outside the industry. He has been replaced by Tony Gilroy, previously managing director of the Freight Rover (Sherpa Van) subsidiary.

Launch in LA



1983 Aston Martin Lagonda debuts

The 1983 Aston Martin Lagonda will make its U. S. debut at the Greater Los Angeles Auto Show, Jan. 8-16 at the Los Angeles Convention Center. The $150,000 (East Coast) Lagonda features an aluminum body, shaped by hand and covered with 23 coats of lacquer, and a 5.4-liter aluminum V-8 made by a single person. Twenty-five will be available in the U. S. this year.

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Program to build engine in Canada is on hold

Chrysler, Perkins eye diesel

By Jim Plegue
Staff Writer

Chrysler Corp. and the Perkins Group of Massey Ferguson will meet this month to discuss the future of their joint venture to develop and build diesel engines in Canada, a $367-million program that Chrysler shelved last month.

Chrysler said Dec. 23 that it was "deferring" its plan to build four and six-cylinder diesels for light trucks and cars at its Windsor (Ont.) Engine Plant "because of uncertain diesel sales." The program had been announced in August.

"Little sales improvement is foreseen in the absence of a national energy policy. With gas and diesel fuel prices drifting downward, there is little incentive for consumers to purchase diesel cars and trucks," Chrysler's Dec. 23 statement said.

Chrysler's postponement may jeopardize its Canadian unit's eligibility for portions of a complex financing arrangement with several Canadian governments, it was reported last week.

To finance the diesel program, the Canadian government and the Province of Ontario had agreed to provide a total of $233 million in loan guarantees and another $22 million in "repayable contributions," essentially interest-free loans.

The status of portions or all of that financing has been clouded by Chrysler's announcement to put a hold on its diesel project.

The first diesel engine from Windsor was to have bowed in 1984, a 3.7-liter six-cylinder turbo truck engine. A 2.2-liter four-cylinder car diesel was scheduled for production in 1985. The program was to have added 1,000 jobs at the Windsor Engine Plant by 1988.

Perkins has been working with Chrysler on development of the new engines for the last two years and has invested several million dollars in the program, according to William Winemaster, president, Perkins Engines, Inc., Wayne, Mich.

Winemaster said he could not comment on "whether or not we'd want to go alone" and continue with plans to build the diesel engine without Chrysler.

• Winemaster said he expected to meet with Chrysler officials this week.

Winemaster said that as much as 30 percent of total diesel production at Windsor — estimates had run as high as 350,000 engines per year when the plant hit full stride—was to have been sold to non-automotive buyers. Winemaster said those non-automotive diesel-engine buyers are still interested.

Chrysler and Perkins have been developing a family of direct-injection diesel engines for introduction in the late 1980s. They are said to offer 15 percent greater fuel economy than current diesels.

Truck industry gets presents in gas tax bill

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The New Year is dawning a bit brighter for the nation's truck makers and dealers, thanks in large measure to the generous highway repair bill the 97th Congress passed in its final lame-duck session.

To be sure, car and truck drivers will be paying an additional five cents for each gallon of gasoline and diesel fuel. But that might well be offset by changes effected by the new law in the cost of buying and repairing the average light and medium truck.

Gone is the 10-percent federal excise tax on most trucks and trailers. Gone is the excise tax on truck parts, all lubricating oil, car tires, inner tubes, and tread rubber used for recapping tires.

Semitrailers may now be as long as 48 feet, trucks as wide as 102 inches, double trailers as long as 56 feet and gross vehicle weights as high as 105,500 pounds.

Only in the case of the heaviest trucks will the cost of buying and operating rise. Under the new highway law, the federal excise tax on trucks and trailers with gross vehicle weights of 33,000 and 26,000 pounds or more, respectively, will rise to 12 percent.

The tax will be collected at the retail level, however, which should save heavy-truck dealers a substantial amount of money because floorplanning a $70,000 rig under the old tax scheme meant the dealer had to pay finance charges on $7,000 worth of excise tax.

User fees also are restructured, so that the heaviest vehicles will bear the heaviest burden, reflecting the fact that such vehicles do the most damage to the nation's highways. Currently, the maximum tax paid is $240. That will jump to $1,600 by July 1, 1984, and to $1,900 by July 1, 1988.

The government estimates the gas tax law will bring in about $5.5 billion a year to finance transit systems and repair and build highways and bridges.

Changes in size and weight laws and the lifting of prohibitions against double-bottom trailers will produce savings of about $3.8 billion annually for the trucking industry, it says.

It means the average owner-

Continued on Page 8, Col. 3

AMC Brampton to close in April, future uncertain

By Patricia Hoffman
Staff Writer

The future of American Motors' plant in Brampton, Ont., has been the subject of speculation in recent weeks, following announcement of plans to halt production indefinitely in April.

An AMC spokesman last week said only that the shutdown is to modify the plant for "increased manufacturing flexibility."

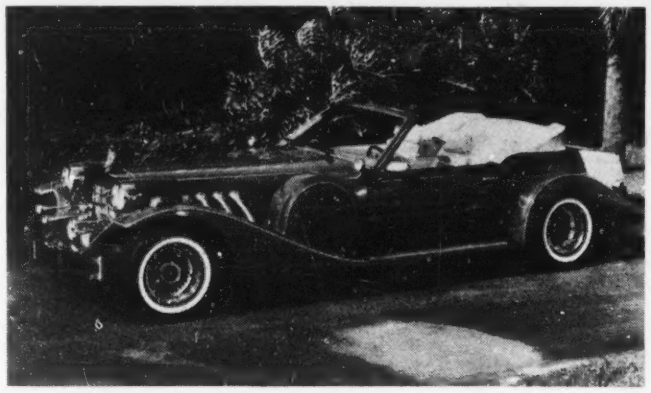
Chrysler Corp., however, confirmed rumors that Brampton is one of several assembly points being considered as a future source of rear-wheel-drive Chrysler cars after those models are pulled out of the company's Windsor plant.

Chrysler is converting its Windsor plant to produce its new front-drive T-115 van. It is slated to go into production in the 1984 model year. The company has not decided where or if it will build rear-drive cars after that.

Windsor currently assembles Chrysler's Gran Fury, Diplomat, Caravelle Salon, Cordoba, Mirada, New Yorker Fifth Ave. and Imperial models.

The AMC Brampton plant builds the Eagle and is the sole source of Spirit and Concord. Assembly of Eagle will continue at the company's Kenosha plant.

The Brampton shutdown will place about 1,600 workers on indefinite layoff.



Sunnier Golden Spirit

Zimmer Motor Cars, Pompano Beach, Fla., will show its new Golden Spirit Convertible at the Greater Los Angeles Auto Show Jan. 8-16. Equipped with a power top with full headliner, the new four-passenger model is based on Ford Mustang mechanicals—including the 5-liter V-8. Price is $67,850.

NHTSA crash tests find Quantum, 626 weak

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Latest results of high-speed crash testing of 1982 models show rather serious problems in the head-impact area for the Volkswagen Quantum four-door model, both for the driver and front passenger, and for the front passenger in the Mazda 626 four-door model.

In a 34.6-MPH barrier crash, the Quantum — a 2,950-pound German-made vehicle — produced a Head Injury Criteria (HIC) number of 1,353 for the driver and 1,194 for the front passenger. (HIC of 1,000 or lower is generally rated survivable.)

The Mazda 626 chalked up a marginal 969 for the driver and recorded an HIC reading of 1,693 for the front-passenger dummy.

In the same area — front-passenger-seat HIC — the Ford Granada L four-door also turned up with a marginally high number (1,050) at an impact speed of 34.6 MPH barrier. It handily passed for the driver side at 860 HIC. This continues a pattern for Ford, whose other earlier vehicles have had problems with passenger HICs.

The other '82 Ford tested — the Ford LTD four-door, tested at 35.5 MPH barrier — had HICs of 960 for the driver and 808 for the passenger.

All these vehicles had chest deceleration numbers well below the acceptable level of 60Gs (although the Ford Granada dummy driver had results listed as not available, apparently because something messed up the test).

All also passed the three standards for which they were tested — 301, fuel system integrity; 212, windshield retention, and 219, windshield intrusion.

But none of these results bear comparison with some other '82 models and their HICs: The '82 Chevrolet Camaro with 563/577; the '82 Chevrolet Celebrity with 478/395 or the Volvo with 550/381.

On the other hand, there so far is no assurance that exceeding the NHTSA criteria for Standard 208 (where the test speed is 30-MPH, compared to the high-speed crash tests conducted at 35 MPH, or one-third more forceful than required by law) means anything in the real world.

In fact, a research project nearing completion may provide some answers to that, and could possibly agree with the belief of some industry observers that the current test procedure is actually not at all what happens in the real world.

New-car deliveries up for sixth period in row

Mid-December sales gain again

By Jenny L. King
Staff Writer

Domestic new-car sales, moving at a pace in mid-December that belied their performance throughout the year, brought to six the number of consecutive 10-day periods that sales have been up compared with 1981 levels.

Dealers delivered 143,530 new passenger cars to customers Dec. 11-20, a 37.02-percent improvement over the paltry 104,754 delivered during the same period a year earlier. The annualized sales rate based on mid-December, 1982, was 6,607,000, almost a million units above the expected domestic total for this year.

With eight selling days in the period both years, the daily rate was up 37.02 percent, to 17,941 from 13,094.

The 1982 mid-month total was up 0.37 percent from 142,995 in early December. It was down 5.77 percent from 152,316 in mid-December, 1980, and down 26.34 percent from 194,848 for the period in 1979.

Four of the five major U. S. auto makers reported generous sales increases Dec. 11-20. Ford Motor Co. was up an astonishing 61.16 percent, to 33,848 from 20,842 in 1981. The majority of those sales were 1983 models as opposed to leftover '82s, according to a company spokesman.

General Motors was up 31.33 percent, to 84,993 from 64,718. Chrysler Corp. sales were up 35.54 percent, to 19,395 from 14,309. Estimated sales of American Motors passenger cars numbered 3,705, up 68.18 percent from 2,200, while Volkswagen of America, unable to escape the sales curse which has left it below 1981 sales levels throughout the year, was down 38.34 percent, to 1,594 from 2,585.

GM slipped to 59.22 percent of the market during the mid-month period from 61.78 percent a year earlier. Ford was up to 23.58 percent from 19.99 percent. Chrysler was squeezed to 13.51 percent from 13.66 percent, AMC had 2.58 percent compared with 2.10 percent and VWoA dropped to 1.11 percent from 2.47 percent.

Volkswagen and Imperial were the only makes unable to match their year-ago sales levels. VW was down 38.34 percent and Imperial was off 8.33 percent.

On the plus side were Chrysler, up 74.45 percent; Dodge, up 36.19 percent, and Plymouth, up 16.98 percent. Ford was up 57.13 percent, Mercury was up 59.01 percent and Lincoln doubled its sales.

Buick was up 33.17 percent, Cadillac was up 29.01 percent, Chevrolet was up 24.08 percent, Oldsmobile was up 29.57 percent and Pontiac was up 54.21 percent.

Year-to-date sales through Dec. 20 totaled 5,595,137, down 7.97 percent from 6,079,698 a year earlier.

DOMESTIC SALES

	Dec. 11-20, 1982	Dec. 11-20, 1981
AMERICAN MOTORS	3,700†	2,200†
Chrysler	4,717	2,704
Imperial	66	72
Plymouth	6,668	5,700
Dodge	7,944	5,833
CHRYSLER CORP.	19,395	14,309
Ford	22,405	14,259
Mercury	8,534	5,367
Lincoln	2,909	1,316
FORD MOTOR CO.	33,848	20,942
Buick	18,183	13,654
Cadillac	7,823	6,064
Chevrolet	28,465	22,940
Oldsmobile	18,384	14,189
Pontiac	12,138	7,871
GENERAL MOTORS	64,993	64,718
VOLKSWAGEN	1,594	2,585
U. S. INDUSTRY	143,530	104,754

† Estimate

Shenk won't produce DeLorean auto

NORTH MIAMI BEACH, Fla. — Sol A. Shenk, president of Consolidated International, said here that his company will not produce the DeLorean car.

Shenk's firm has acquired the remaining DeLorean cars and parts and had an option to reopen the plant in Dunmurry, Northern Ireland.

Measure is held unconstitutional

Illinois court overturns Sunday closing law

By Nancy I. Phillips
Staff Correspondent

CHICAGO.—The Illinois Sunday closing law for auto dealerships, which was passed by the Legislature and signed by the governor in July, has been declared unconstitutional in Chancery Court here.

The law was to have gone into effect Jan. 1, 1983.

The state is expected to appeal the court's ruling. The case has been turned over to the appeals division of the state attorney general's office.

The decision came in a case brought by five auto dealers and the Illinois Used Car Dealers Assn.

They maintained that the law was discriminatory, since only automobile dealers were required to close on Sundays and other retailers could continue to operate.

Gordon and Gordon, attorneys for the auto dealers, pointed out in their brief that similar legislation was declared unconstitutional by the Supreme Court of Illinois in 1961 in a suit brought by Jim Moran's Courtesy Motors.

The Illinois New Car & Truck Dealers Assn. and the Chicago Automobile Trade Assn. had intervened in the current case, filing briefs in behalf of the State of Illinois.

The dealer groups noted that the state constitution has been rewritten since 1961. They added that in the 1961 case, remaining open on Sunday was a misdemeanor, while the 1982 law gave the state the power to regulate this through the Secretary of State's licensing power.

They also argued that it was not convenient to be open on Sundays since banks and insurance companies are not open.

However, the judge's decision, according to Robert Gordon, of the plaintiffs' law firm, was based on the discriminatory aspect of the law rather than on the other items mentioned in the CATA and INCTDA briefs.

The CATA disagreed with the court's ruling.

Ross E. Kelsey, CATA executive vice president, said, "We are quite disappointed with the judge's decision and the way in which it was made. The hearing did not last six minutes, and the judge didn't hear any attorneys on either side."

The dealer association also is concerned because the International Brotherhood of Teamsters is again trying to organize salespersons at auto dealerships.

"They are sitting like vultures, waiting for this decision," commented a dealer representative. "Salesmen don't want to work Sundays."

The current target of the union is Ray Oldsmobile in Park Ridge, a northwest suburb of Chicago. A vote is expected in about 60 days.

Some dealers believe that the passage of the Sunday closing law was the result of action taken by dealers in an effort to prevent unionization.

No longer an Eldorado

American Custom Coachworks, Beverly Hills, Calif., extends the front end of the Cadillac Eldorado 2 feet to create its Paris Opera/Glamour Coupe. Other features are a reinforced chassis, landau top, fur carpeting and lacquer paint. Less than 100 are to be built in 1983, priced at $59,500.

Interac develops comprehensive system for dealerships

Computers ready to sell cars

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Imagine walking into an auto showroom and talking to a television set instead of a salesman.

By sitting down in front of a tube and touching the screen, customers could see the car of their choice in motion. Touch the screen again, and they would be given a list of optional equipment.

Touch again, and the price, along with a list of different financing plans, appears. Touch once more, and a salesman comes out of a back room to complete the sale.

Sound farfetched? Not to the people at Interac Corp. who have developed just such a system. George Rebane, chief executive officer of Interac, said his product is ready for use not only as a sales tool, but as a training and information-gathering source as well.

Called IVIS, which stands for Interactive Video Information System, the product is part of an emerging technology known as Interactive Video Disk System (IVDS).

In short, IVDS ties together the television, computer and video disk player to provide information on a two-way, interactive basis. The user talks to the system and, in turn, is provided as much or as little information as required.

IVIS is currently being used at Walt Disney's EPCOT Center in Florida in applications that range from information kiosks to audiovisual displays.

The system is capable of presenting computer-generated graphics, film or video sequences, text, slides, still photos and audio sequences recorded on a video disk. Each disk is capable of storing 55,000 frames of information.

When a user looks at the tele-

Continued on Page 39, Col. 1

Seat to export Ronda despite pact with VW

MADRID.—Seat, Spain's state-owned auto maker, is going ahead with an ambitious plan to export its own cars, despite the recently signed agreement with Volkswagen of West Germany.

The first stage of Seat's own project begins this month with exports of its medium-sized Ronda hatchback to much of Western Europe, including the major national markets of West Germany, France and Italy.

In 1984, Seat will complete its European coverage, including, shipments to the United Kingdom.

During the same year Seat will begin production and exports of VW Polo/Derby and Passat/Santana models following the accord finally reached between the two companies last September.

But, say officials from Seat's marketing department, the link with VW does not impede Seat exports through the Fiat organization or Seat's own exports of the models it developed from Fiat designs following the divorce of the two companies in 1980.

The aim is to make Seat a 400,000-unit-a-year producer by 1985, with half going to the domestic market and half for export.

In 1981, it made 205,000 cars, a fall of 30 percent from the previous year. Last year, output rose by around 18 percent (175,600 to the end of September). Seat's record year was 1974, when volume reached nearly 365,000.

In addition to Germany, France and Italy, Seat will sell the Ronda in Austria, Belgium, Holland, Luxembourg, Greece and Israel. The company already has export links with Egypt, Chile, Cyprus, Sudan, Lebanon and Saudi Arabia.

The number of dealers per national market runs from 25 to 100, depending on the size of the market.

Under the terms of the VW-Seat link, Seat will supply around 50,000 Spanish-made Polos to the rest of Europe. The cars will have 65 percent local content. In addition, Seat will manufacture 40,000 Polo/Derby and 30,000 Passat/Santana models for the domestic market. The local content for the larger cars is put at 50 percent.

At the same time, Seat will import 11,000 other VW-Audi models. The VW network in Spain (38 dealers) and that of Seat (900) were merged at the beginning of this year.

Seat's third arm is with Fiat, whose cars it built since the Spanish company was founded—"to motorize the country" — in 1950. Thirty years later, amid Fiat's own internal problems, it withdrew its technical support.

But Seat continues to manufacture 80,000 cars (mostly Pandas) for sale by the Fiat organization in Europe. It will do so up to 1986.

Thus, by the mid-'80s, Seat will be exporting 80,000 Fiat Pandas, 50,000 VW Polos and up to 50,000 of its own Ronda. Up to 20,000 other Seat models will be exported to the Canary Islands and its other markets outside the Iberian peninsula.

Imports top '81 total; domestics down a bit

October registrations edge upward

By Jenny L. King
Staff Writer

Registrations of new domestic and imported cars in October exceeded both September's total and the year-ago level. According to statistics compiled by R. L. Polk & Co., U. S. registrations (domestic and import combined) climbed for the fourth consecutive month in October and were fourth best thus far in calendar year 1982.

October, 1982, registrations amounted to 654,806, up 4.83 percent over 624,640 in September, and up 0.07 percent from 654,330 in October of 1981. Registrations of domestic-built cars totaled 459,711, up 7.63 percent from 427,132 in September. They were down 2.59 percent from 471,920 a year earlier, however.

Import registrations reached 195,095 in October, up 6.95 percent from 182,410 a year earlier. Their share of the U. S. market climbed to 29.79 percent from 27.88 percent, the new penetration setting a record for the month.

In October, Chrysler Corp. and the combined imports made gains in shares of the total, while American Motors, Ford Motor Co., General Motors and miscellaneous domestics took back seats to the action. Chrysler gained 0.63 percentage points, climbing to 8.74 percent from 8.11 percent a year earlier. Imports were up 1.91 percentage points.

GM was down to 44.76 percent from 45.79 percent, a difference of 1.03 percentage points. Ford was off 0.94 percentage points, to 15.75 percent from 16.69 percent. AMC dropped to 0.93 percent of the total from 1.47 percent, and the miscellaneous domestics were down to 0.03 percent from 0.06 percent.

Of the domestics-only market, GM earned 63.75 percent this October, up from 63.49 percent in 1981. Ford slipped to 22.44 percent from 23.14 percent. Chrysler had 12.45 percent, up from 11.25 percent, AMC earned 1.32 percent compared with 2.04 percent and miscellaneous domestics claimed 0.04 percent, down from 0.08 percent.

The market-class breakdown

Continued on Page 42, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	OCTOBER					TEN MONTHS				
	Regis., Oct., 1982	Percent Share of Market	Regis., Oct., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 10 months, 1982	Percent Share of Market	Regis., 10 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	97,372	14.87	108,126	16.52	− 1.65	994,720	15.76	1,238,641	17.16	− 1.40
Oldsmobile	71,372	10.90	66,039	10.09	+ 0.81	624,735	9.90	708,141	9.81	+ 0.09
Ford	68,553	10.47	76,496	11.69	− 1.22	727,945	11.54	840,175	11.64	− 0.10
Buick	64,778	9.89	59,118	9.04	+ 0.85	573,042	9.08	607,286	8.41	+ 0.67
Pontiac	36,260	5.54	43,569	6.66	− 1.12	372,973	5.91	474,784	6.58	− 0.67
Mercury	25,330	3.87	27,485	4.20	− 0.33	258,920	4.10	290,131	4.02	+ 0.08
Cadillac	23,288	3.56	22,765	4.38	+ 0.08	188,063	2.98	182,055	2.52	+ 0.46
Dodge	21,946	3.35	22,972	3.51	− 0.16	200,653	3.18	266,285	3.69	− 0.51
Plymouth	18,401	2.81	25,155	3.84	− 1.03	199,643	3.16	291,661	4.04	− 0.88
Chrysler	16,896	2.58	4,946	0.76	+ 1.82	137,639	2.18	73,957	1.02	+ 1.16
Lincoln	9,262	1.41	5,215	0.80	+ 0.61	66,916	1.06	49,926	0.69	+ 0.08
AMC	6,081	0.93	9,649	1.47	− 0.54	71,183	1.13	114,570	1.59	− 0.46
GENERAL MOTORS	293,070	44.76	299,617	45.79	− 1.03	2,753,533	43.63	3,210,907	44.48	− 0.85
FORD MOTOR CO.	103,145	15.75	109,196	16.69	− 0.94	1,053,781	16.70	1,180,232	16.35	+ 0.35
CHRYSLER CORP.	57,243	8.74	53,073	8.11	+ 0.63	537,935	8.52	631,903	8.75	− 0.23
AMC	6,081	0.93	9,649	1.47	− 0.54	71,183	1.13	114,570	1.59	− 0.46
IMPORTS	195,095	29.79	82,410	27.88	+ 1.91	1,892,635	29.99	2,078,171	28.79	+ 1.20
MISCELLANEOUS	172	0.03	385	0.06	− 0.03	2,183	0.03	2,876	0.04	− 0.01
TOTAL	654,806		654,330			6,311,250		7,218,659		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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58th year — No. 4948

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Automotive World News

Birth of the 'baby Benz'

West Germans gush over new arrival

By Richard Feast
European Editor

On the day the new Mercedes-Benz 190/190E went on sale in West Germany it was easy to forget there was a recession. Showrooms were packed by people wanting to inspect the "baby Benz." Daimler-Benz shares on the Frankfurt stock exchange rose in anticipation of the big event.

Seldom in Europe has the launch of one car evoked so much public interest. It is part of D-B's mystique that it can stir such interest. Management likes to think of itself as a "quiet company," and clearly regards all the hype by its rivals as rather vulgar.

With little apparent motivation, the German public managed to work itself into a frenzy over the car that was developed under the code number W201. Previous new Mercedes models never had the same effect. This time it stems from the fact that it is a car in a new, smaller category, and from the company's amazing sales success through the most serious postwar recession.

But one part of the D-B myth does need correcting: that it is a small, specialist company. In 1981 it made 441,000 passenger cars and last year increased volume to 450,000. The total has gone steadily up throughout the past decade.

D-B volume may not be in the Toyota or General Motors league, but it is now a major car producer, with ambitious plans to reach 550,000 units a year when its Bremen factory is on stream.

The existence of the W201 has been an open secret for many years. According to Guntram Huber of D-B's research and development center, its origins date back to experimental models of 1960. Board Chairman Dr. Gerhard Prinz says the decision to go ahead with it came in early 1974, shortly after the 1973 (October) Middle East War.

Initial rumors suggested D-B would make a very small car in the Volkswagen Golf (Rabbit) category. But what D-B had in mind was not that small. The W201 emerges as 174 inches long, half an inch longer than Ford Sierra and 12 inches shorter than the Mercedes mid-range models. Its wheelbase is 105 inches, five less than the midsize.

It looks every bit a miniature S-class car, and the W123 mid-range looks old fashioned now. D-B's head of styling, Bruno Sacco, says the design for the midsize replacement is finished, although it is not expected to appear until the end of 1984; the car has been given the number W124.

Sacco also rejects questions about possible coupe, station wagon or other versions of the W201. It will last its entire life as a four-door, although he does not discount body variations for the car's successor in eight years' time.

The W201 is powered by a 2-liter four-cylinder, 90 HP engine with carburetor or a fuel-injected 122-HP version of the same engine. There will be other engine variations including diesels. When the car reaches the U. S. next October it will initially be as a 220E (gasoline) or 220D (diesel); neither model is currently available.

Weights of the European cars are only 2,380 to 2,425 pounds. Explains Guntram Huber: "Extensive use of high strength, low alloy sheet-metal and plastic material, new design methods and structural details to optimize body stiffness and extensive testing on the road and on the test rig made it possible to achieve weight savings of approximately 615 pounds compared with our middle class model."

Part of that weight saving—79 pounds—came from adoption of a complex multi-link independent rear suspension. Huber says the rear suspension was chosen only after extensive testing of eight different types and more than 70 individual variations. He says it provides comfort and handling qualities "which have not been achieved in this class before."

Great attention also was paid to air drag reduction; the 190 has a figure of 0.33. But Huber says, "We did not give the aerodynamicist the final word. We still retained the rain funnel in the A-pillar although it increased aerodynamic drag. But the additional safety of having a clean side window in rainy weather was considered to be much more important. Similarly, increasing the inclination of the windows decreases the aerodynamic drag, but at the same time increases the temperature in the interior when the sun is shining, thus decreasing the comfort for passengers."

The side windows are not fully flush as on the Audi 100, but the recess between frame and glass is only three millimeters.

At the end of 1982 the new car was being built at a rate of 160 a day in Sindelfingen, just outside Stuttgart. This will climb to 500 a day by April, for total production for the year of around 100,000.

Sindelfingen will be the home of the car until 1984, when production moves to Bremen. The factory in northern Germany, currently making the T-car version of the mid-range and van, will receive the major proportion of the company's $1.2 billion investment this year with fully modernized production facilities.

The delayed move to Bremen was caused in part by D-B's desire to use its facilities to the fullest. The company is aware that the new car will take sales from the mid-range, but is not saying to what degree.

Wolfgang Jacobi, Sindelfingen's plant manager, says the W201 production line features the full chassis tilting mechanism first pioneered with the S-class, to enable employes to assemble vehicles more easily. "It is an important human factor," he says.

Engines, gearboxes and all axles, including the complex rear unit, are built in highly automated plants at Unterturkheim, prior to final assembly at Sindelfingen.

In Germany the two new cars cost the equivalent of $10,500 and $11,500. Mercedes-Benz of North America officials say that cars destined for the U. S. will contain all the German extras as standard — air, automatic transmission, power steering, light alloy wheels, tinted glass—and will be priced around $25,000.

The 190/190E is a lighter, aerodynamic addition to the line-up of sedans with three-pointed stars. Its smooth exterior panels, windows and doors are almost completely flush with the overall body shape.

'No competitors in mind'

Dr. Gerhard Prinz, chairman of Daimler-Benz's board of management, says, "We have no particular competitors in mind for our new car. But we have no objections if our competitors have our car in mind."

The point had been made that the new 190/190E Mercedes-Benz occupies a market position similar to the new BMW 3-series.

Prinz says D-B has tried to bring S-class qualities to a compact car: "The suspicion was that we were able to produce only large cars — large cars by European standards. We wanted to prove that we could make a smaller car (with the same qualities)."

But he dismisses any suggestion D-B passenger cars will move into even smaller, more popular categories. "That would not be a Mercedes-Benz," he says.

Prinz says introducing the 190/190E is the biggest single step D-B has made. "No project in our history has demanded more expenditure," he says.

D-B production plans call for a slow, steady expansion rather than a sudden 100,000 capacity increase. Over the next few years the company will edge up output. "History shows we have always been anti-cyclical. We always increase production in spite of worldwide recessions," Prinz reflects.

D-B's investment program includes some $1 billion in Germany. It is part of a five-year investment program, which when announced in 1980 was estimated to amount to $4 billion.

The company—the biggest corporate tax payer in the EEC—has financial reserves to pay for such programs. One observer likens D-B to a bank rather than an auto company.

Dazzling display in a down market

German auto makers keep pumping out new products

By Richard Feast
European Editor

West Germany's auto industry knocked them in the aisles last fall with a dazzling display of new products.

First on stage was Ford Sierra, jointly developed in Germany and the UK. It was quickly followed by Audi 100 and Opel Corsa, the latter designed and developed in Germany, although made in Spain.

Now coming on stage are the new generation BMW 3-series, Daimler-Benz's long awaited 190/190E and Audi's four-wheel-drive 80 sedan. They arrive one year after the Opel Ascona (J-car), which improved General Motors' fortunes across Europe.

In the words of DRI Europe's latest forecast, "This record of product development has helped the industry to survive a very difficult domestic market in 1982."

West Germany's sales of passenger cars in the domestic market the first three-quarters of 1982 were 7.6 percent lower than a year earlier. They stood at 1.69 million and at one stage seemed to be heading below the 2 million mark for the year. As it turns out, the year-end figure is expected to be around 2.15 million, lowest total since 1975 and far short of the 2.62 million achieved only three years earlier.

With half a million sales taken out of the market in such a short space of time, the industry's only salvation was exports. Volkswagen's Audi Division is a good example. Its domestic market share fell from 9.4 percent in 1979 to 5.6 percent last year, but the Ingolstadt and Neckarsulm factories maintained reasonably constant production levels thanks to exports.

On the other hand, two German companies defied the downward trend by increasing output and lifting their presence in the domestic market. Daimler-Benz's share of German sales edged up to finish around 10.7 percent in 1982; the figure equals Ford's, whose products occupy a cheaper, larger market segment. BMW's 1982 market share rose to 5.9 percent.

Both companies are expanding passenger car capacity. In D-B's case it is with the W201 facility at the greatly expanded Breman factory. With BMW, a third auto making factory at Regensburg will ease production problems elsewhere.

While the German industry is

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world news briefs

Opels get fresh faces

Adam Opel's top line Monza coupe (above) and Senator sedan go on sale in Europe early this year with aerodynamic body revisions similar to those of the West German company's recently announced Rekord sedan. In addition to the normal 3-liter six-cylinder engine, the latest generation will feature 2-liter four-cylinder engines with electronically controlled fuel injection.

Spanish sales up

After several years in the doldrums, new car sales in Spain edged up in the first nine months of 1982, totaling 360,098, a rise of 5.7 percent. Imports (up 19.2 percent) accounted for an unprecedented 12 percent (43,309) of what has until recently been a closed market.

Dutch Volvo output up

Volvo car, of Holland, made 90,600 300-series cars in 1982, up 16 percent over 1981. This year it hopes to make and sell 97,500. Key markets are the UK, Holland and Sweden. In recent months Volvo Car has been operating profitably, but the need to invest in a replacement for the 300-series at the end of the 1980s is a major financial burden.

Daf Trucks has new head

Aart van der Padt has been appointed chairman of the board of management of Daf Trucks, Eindhoven, Holland. He succeeds Piet van Doorne, second son of the company founder, who died suddenly last October. Van der Padt has been a board member for two years.

Peking point for Daimler-Benz

To care for the 1,200 Mercedes-Benz cars and 3,200 trucks in Red China, Daimler-Benz has opened a service shop and store in Peking. The agreement is with the Machimpex, the Chinese import organization.

Cars boost Volvo

Strong demand for Volvo cars contributed substantially to the Swedish company's almost doubled earnings ($260 million) in the first nine months of 1982. The company also noted growth in truck sales.

Volkswagen sees red

The Volkswagen group is expected to end 1982 in the red, the first time that's occurred since 1975. Problems in North and South America and with its Adler-Triumph office equipment subsidiary were compounded by the large fall in passenger car demand in West Germany, where VW is the leading retailer.

Scania gears up

Scandia has commissioned a new gearbox and rear axle gear assembly operation at its Sodertalje (Sweden) factory. It cost $9.5 million and is capable of producing 29,000 gearboxes and 36,000 axles annually.

Poland buys Isuzus

Poland's Pol Mot trade organization will buy 500 Isuzu diesel passenger cars. It is the first sale in an Eastern Bloc country by Isuzu, which also has been approached by Pol Mot to supply diesel engines, turbodiesel cars, light trucks, panel vans and four-wheel-drive vehicles. Poland's debt burden could present payment problems, however.

Gains in France

In France 1982 new car sales through October amounted to 1.65 million, an increase of 9.7 percent over a year earlier. Sales for the full year could break the 2 million barrier for the first time.

PRODUCTION OVERSEAS

FRANCE

Cars

	10 mos., 1982	10 mos., 1981
Peugeot SA	1,054,356	1,071,800
Citroen	427,231	442,708
Peugeot	446,339	462,043
Talbot	180,786	167,049
Renault	1,184,298	1,054,766
Total	2,238,654	2,126,566

Trucks, buses

CBM	87	75
Peugeot SA	112,174	138,304
Citroen	23,863	38,889
Peugeot	76,968	87,220
Talbot	11,343	12,195
Renault	188,084	186,758
Sovam	87	108
Unic	4,404	7,332
Total	304,836	332,577
Total vehicles	2,543,490	2,459,143

ARGENTINA

Cars

	10 mos., 1982	10 mos., 1981
Ford	27,123	43,976
Renault	27,544	37,819
Sevel	22,389	22,493
Volkswagen	7,469	14,393
Total	84,525	118,681

Trucks, buses

Deutz	17	58
Fiat	148	184
Ford	12,677	16,760
Mercedes-Benz	3,701	5,081
Renault	—	85
Sevel	1,053	1,749
Scania	273	318
Volkswagen	3,169	1,121
Total	21,038	25,356
Total vehicles	105,563	144,037

JAPAN

Cars

	9 mos., 1982	9 mos., 1981
Daihatsu	95,406	113,835
Fuji	147,878	138,972
Honda	636,184	622,621
Isuzu	86,806	96,820
Mitsubishi	445,903	463,720
Nissan	1,354,406	1,379,057
Suzuki	76,579	71,343
Toyo Kogyo	618,250	629,083
Toyota	1,691,766	1,674,834
Total	5,153,178	5,190,133

Trucks, buses

Daihatsu	250,214	248,985
Fuji	223,218	200,433
Hino	48,569	52,566
Honda	114,209	116,030
Isuzu	224,027	249,790
Mitsubishi	292,082	353,271
Nissan	456,361	545,306
Nissan Diesel	28,515	33,989
Suzuki	372,552	356,430
Toyo Kogyo	219,787	258,070
Toyota	684,402	748,773
Others	670	481
Total	2,914,606	3,164,124
Total vehicles	8,067,784	8,354,257

SPAIN

Cars

	9 mos., 1982	9 mos., 1981
Citroen	69,764	45,681
Fasa Renault	216,006	200,040
Ford	177,134	183,699
Seat	175,578	148,805
Talbot	40,391	46,386
Total	678,873	624,611

Trucks, buses

CAF	146	1,099
Citroen	27,949	21,526
Enasa	9,371	8,921
Fasa Renault	21,396	21,888
Ford	5,854	3,933
Hispavinsa	2,416	2,179
Land-Rover	9,188	11,162
Mercedes-Benz	9,316	10,484
Motor Iberica	13,669	14,576
Seat	1,548	1,181
Total	100,850	96,949
Total vehicles	779,723	721,560

UNITED KINGDOM

Cars

	8 mos., 1982	8 mos., 1981
BL	286,158	290,140
Austin-Rover	263,638	274,740
Jaguar	13,832	8,739
Range Rover	8,688	6,661
Carbodies	939	—
DeLorean	1,333	2,301
Ford	205,759	205,246
Lotus	406	209
Reliant	54	69
Rolls-Royce	1,724	1,943
Talbot	31,307	78,537
TVR	81	113
Vauxhall	68,327	42,045
Others	375	382
Total	596,463	620,985

Trucks, buses

Bedford	33,963	30,922
BL	54,994	55,154
Austin-Rover	20,589	17,147
Land-Rover	24,794	27,701
Leyland	9,611	10,306
ERF	1,228	N/A
Foden	485	358
Ford	74,123	50,222
Hestair Dennis	516	559
Karrier	4,372	5,472
Metro-Cammell-Weymann	206	437
Seddon-Atkinson	1,229	977
Others	398	515
Total	171,517	144,616
Total vehicles	767,980	765,601

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	8,298	7,465
BL	266,268	273,157
BMW	22,490	16,426
Colt (Mitsubishi)	8,421	11,061
Daihatsu	4,616	2,928
Datsun	90,820	86,059
Fiat Auto	46,838	60,363
Ford	452,018	440,975
FSO	2,980	2,206
General Motors	172,485	120,755
Honda	15,869	15,359
Hyundai	2,832	—
Lada	16,269	14,812
Lotus	394	312
Mazda	14,324	15,506
Mercedes-Benz	11,872	10,421
Peugeot SA	96,076	109,526
Reliant	109	304
Renault	61,754	69,057
Rolls-Royce	788	1,204
Saab	9,046	9,080
Skoda	8,826	8,163
Subaru	2,573	3,192
Suzuki	2,608	2,525
Toyota	26,611	22,833
VAG	89,428	77,939
Volvo	49,649	42,468
Zastava	3,000	741
Others	3,466	3,537
Total	1,490,728	1,428,374

SWEDEN

Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	534	419
BL	17	54
BMW	3,267	2,656
Daihatsu	1,311	880
Datsun	5,755	3,908
Fiat Auto	3,839	3,120
Ford	20,168	19,039
General Motors	20,322	14,782
Honda	4,099	3,295
Lada	2,645	2,855
Mazda	9,496	8,879
Mercedes-Benz	5,771	5,301
Mitsubishi	1,376	1,656
Peugeot SA	4,851	5,841
Porsche	154	101
Renault	2,296	2,216
Saab	27,582	24,500
Skoda	382	287
Subaru	340	—
Toyota	2,296	5,457
VAG	23,719	21,252
Volvo	50,872	44,731
Others	18	17
Total	196,061	171,247

WEST GERMANY

Cars

	10 mos., 1982	10 mos., 1981
Alfa Romeo	9,622	11,358
Bertona	468	—
BL	3,427	5,010
BMW	110,178	113,073
Daihatsu	5,000	7,031
Datsun	36,281	36,866
Fiat Auto	82,058	83,187
Ford	203,795	242,850
General Motors	339,863	325,634
Honda	28,564	32,256
Lada	5,478	5,661
Mazda	35,261	38,747
Mercedes-Benz	201,856	211,904
Mitsubishi	29,911	40,225
Nuova Innocenti	447	1,282
Peugeot SA	76,905	88,269
Pininfarina	159	—
Porsche	9,078	8,560
Renault	74,944	87,536
Saab	2,496	2,415
Skoda	1,161	1,468
Subaru	3,389	1,575
Suzuki	9,775	6,415
Toyota	34,313	42,980
VAG	551,232	611,975
Audi	105,407	133,353
Volkswagen	445,825	478,622
Volvo	10,303	11,783
Others	1,265	2,455
Total	1,867,229	2,020,515

AUSTRIA

Cars

	10 mos., 1982	10 mos., 1981
Alfa Romeo	2,336	1,940
BL	580	846
BMW	6,432	6,183
Daihatsu	278	332
Datsun	10,771	10,162
Fiat Auto	10,832	10,908
Ford	14,472	15,777
General Motors	24,843	20,034
Honda	2,693	1,682
Lada	1,817	2,357
Mazda	16,949	16,080
Mercedes-Benz	4,276	4,905
Mitsubishi	3,370	4,755
Peugeot SA	12,571	15,442
Porsche	367	402
Renault	10,272	8,799
Saab	420	608
Skoda	275	370
Subaru	2,552	2,674
Suzuki	728	1,195
Toyota	6,301	7,832
VAG	35,085	37,078
Volvo	2,651	3,043
Others	114	174
Total	171,036	173,578

JAPAN

Cars

	9 mos., 1982	9 mos., 1981
Daihatsu	56,060	59,030
Fuji	54,864	46,680
Honda	165,425	121,062
Isuzu	42,250	47,474
Mitsubishi	176,856	181,465
Nissan	619,705	601,483
Suzuki	58,092	48,227
Toyo Kogyo	177,435	160,180
Toyota	865,037	804,182
Imports	27,045	30,130
Total	2,242,769	2,099,913

Trucks, buses

Daihatsu	191,433	180,517
Fuji	138,932	109,234
Hino	28,953	30,940
Honda	106,000	106,335
Isuzu	92,227	94,057
Mitsubishi	212,280	210,774
Nissan	223,000	262,472
Nissan Diesel	14,625	16,686
Suzuki	279,374	274,709
Toyo Kogyo	110,821	124,836
Toyota	271,029	310,883
Imports	1	—
Total	1,667,775	1,721,443
Total vehicles	3,910,544	3,821,356

More Isuzus in Europe

Following introduction of the Isuzu KB pickup in Belgium, Isuzu Troopers have begun to appear in Switzerland. The Trooper, a four-seat 4x4, also will be shown at the Brussels truck show this month by GM Continental (Belgium). It is part of a GM/Isuzu agreement established last summer to introduce the Japanese vehicles into various European markets, quotas permitting.

Nissan's neat new supermini arrives

A March in Japan, a Micra in Europe

Japanese market version of Nissan's new hatchback.

By John Hartley
Staff Correspondent

TOKYO.—"We are aiming to open up a new market in Japan with the March," says Keiko Adachi, manager-domestic marketing for Nissan Motor Co. Ltd.

The March is Nissan's new 1-liter supermini, a neat three-door hatchback of modern front-wheel-drive design. At 144 inches long, 61.4 inches wide and weighing less than 1,450 pounds, it is the size of such European superminis as Volkswagen Polo, Fiat 127 and BL Mini Metro.

Not surprisingly, Nissan intends not only to break new ground in Japan with the new product, but in Europe, as well. It will reach the European market next spring under the name Micra.

Until recently the 1-liter class in Japan has been small, accounting for about six percent of the market. In fact, until the Daihatsu Charade and Toyota Starlet were introduced four years ago, there was no 1-liter segment of any consequence in Japan, mainly because of the taxation system and operating costs.

There is a class for midget cars of up to 550 cubic centimeters; they are economical to run and are subject to low tax rates and reduced costs for the compulsory inspection. Also, whereas a normal car must have a police-approved parking space before it can be registered, midgets are exempt from the rule.

On the other hand, tax and inspection costs of a 1-liter car barely differ from a 1.3 to 1.5-liter car. Therefore, Japanese people looking for a small, cheap car either have tended to buy a midget or something like a Nissan Sunny (Sentra) or Toyota Corolla.

Recently, midget sales have been increasing, mostly due to models registered as commercial vehicles. This situation is complex because some small hatchbacks can be registered as commercial vehicles, then used privately; the Suzuki Alto, which costs around $1,900, is an example. Many of these midgets are used by families and businesses as second cars.

Against this background, Honda introduced the City a year ago. Although it has a 1.2-liter engine, it is considered to be in the 1-liter class because of its small size—it is shorter than the March. The result has been an increase in sales of cars in the 1-1.2 liter class from 10,000 to 20,000 a month.

It's estimated that at least half the City buyers would have bought a slightly larger car otherwise (sales of the Civic have dropped from 8,000 to 4,000 a month since introduction of the City). Many other City buyers traded up from a midget, though, indicating there are prospects for a blossoming 1-liter market.

In Europe, the situation is different. The 1-liter class has been large for several years; its growth potential encouraged Ford to build a new plant in Spain to start producing the Fiesta in 1976, and now General Motors has followed suit with the Opel Corsa.

In the late 1970s, over 7 percent of passenger cars sold in West Germany, The Netherlands and Britain were 1-liter class, and last year the figure was 9.9 percent. Penetration is far higher in Italy and Spain, and in all of Europe the class is worth 1.4 million cars a year.

Because of the differences in the Japanese and European markets, Nissan's strategies differ as to potential buyers. In Japan Nissan has identified two main types of buyers. "The first," says Adachi, "is the family with more than one driver. These are middle-aged couples with the wife and one child both driving. The second market is for young unmarried people—mainly women."

In Europe there are three types of potential buyers, according to Shoji Abe, manager of exports to Europe. They are low-income young couples and single people who are looking for a cheap car; students and youngsters looking for something small and fashionable; and the second-car market. "Our main target is the low-income earner," says Abe; he adds that the "second-car market would be small for the Micra."

According to Abe, current sales in Europe are divided 10 percent for cars under 1-liter, 40 percent 1 to 1.5 liters, 40 percent 1.5 to 2 liters and 10 percent larger cars. Nissan expects the shares of the two smaller categories will increase in the future, at the expense of larger cars.

In Japan, though, Nissan's main target is the second-car family; currently about 12 percent of Japanese households have more than one car. These generally are people living in the country and small towns, according to Adachi. In those areas of Japan, the eldest son usually continues to live in his parents' house after getting married; however, that is changing and is less common in cities.

Theoretically, there are about three million potential buyers of second cars in Japan, although many buy used cars. New cars which are bought in Japan monthly as second cars are not a big market.

However, Adachi believes the market will expand as more people move out to the suburbs. "The man will use one car just for commuting to the station, leaving the other car at home," he says. At present the wife is the main user of the second car in 20 percent of households with two cars; the son is the main user in 40 percent, but the wife also is usually a driver. Therefore, the new March will be aimed at women—middle-aged in the case of the second-car market, and below 30's otherwise.

Adachi says styling of the March is orientated toward women, "but in the long run, it needs universal appeal—it might lack individuality, but this is better for sales." Many other features of the March are intended to appeal to women. The car is easy to drive — power steering and automatic transmission are options — and it is small. "Color schemes have been designed for women," Adachi says. "In particular they like red."

In Japan 70 percent of cars are white or silver, with beige next. Only recently have auto makers started using brighter colors such as red, yellow and strong blues. Adachi says young people seem to like the new bright colors.

Adachi says that in the first month, 50 percent of all Marches sold were red. In addition 50 percent were the most expensive models, 25 percent the next expensive and only 25 percent the two cheapest models; 36 percent of all sales are registered under women's names.

To promote the March, Nissan held a competition to find a name for the car. The advertising campaign featured a young singer, Masahiko Kondo, in TV commercials. Kondo is popular with teenagers; Adachi says the "aim was to use teenagers to influence their parents."

In Europe the marketing approach will be different. Says Abe: "The competitors are all well made. The biggest sales point of the Micra is its fuel economy and practical layout. Nissan has concentrated on getting good gas mileage under European conditions."

Abe pinpoints GM's new Corsa as "very strong competition," but says European distributors are "very happy to be getting the Micra" because many had been selling the original Cherry (310) in 1-liter form years before. At a meeting two years ago the distributors urged Nissan to get into this class, and stressed that gas mileage was of prime importance. "Our surveys confirm that," says Abe, who admits Nissan is a bit late with a 1-liter in Europe, "but we are trying hard."

Nissan has built a new engine plant at Yokohama, and a new body and assembly facility in the Murayama complex for the March/Micra. Current production capacity is 15,000 units a month, but it can easily be increased to 20,000 a month.

March/Micra production is starting at 10,000 a month, and soon will grow to 13,500 a month to meet export orders. Sales are expected to start next spring in Germany, Benelux, Denmark, Switzerland and Greece with Britain, Ireland and Scandinavia following soon afterward.

Abe says initial orders call for 5,000 units a month for export in the December 1982-February 1983 period, but plant capacity probably will limit shipments to only 3,500 a month. Nissan says over 10,000 Marches were sold in their first month on sale in Japan.

Adachi expects the market for cars under 1.5 liters to increase at about 10 percent a year in Japan, and is optimistic that a sales target of 10,000 units a month can be sustained for many months, if not increased.

If those sales gains are at the expense of midgets, Toyotas and Mazdas, then Nissan will do well. But if the March is bought by people who would have purchased Sunnys or Pulsars, then Nissan profits will suffer. It's a gamble that has to be taken to open a new market sector.

West German vehicle production

Category	Jan.-Sept., 1982	Jan.-Sept., 1981
Passenger cars	2,686,921	2,376,262
Station wagons	213,888	215,119
Trucks up to 6 tonnes	99,364	111,950
Trucks, 6 to 15.9 t	44,620	48,578
Trucks, over 16 t	48,376	46,335
Buses	9,938	12,277
Street machines	22,744	21,079
Total vehicles	3,125,851	2,831,600
Exports	1,795,170	1,512,332

Source: VDA. West Germany's vehicle manufacturers' association, VDA, does not provide a monthly breakdown of statistics by manufacturer. Performances of individual makers are available only on a full-year basis.

How German auto makers fare at home

(Market shares in Germany)

	9 mos., 1982	1981	1980	1979
BMW	5.9	5.8	5.7	5.9
Ford	10.8	11.7	10.4	11.9
General Motors	18.3	16.4	17.0	18.4
Mercedes-Benz	10.7	10.6	10.3	9.3
Porsche	0.5	0.4	0.4	0.5
VAG	29.8	30.4	30.3	31.5
Audi	5.6	6.5	8.6	9.4
Volkswagen	24.2	23.9	21.7	22.1
Imports	25.0	27.2	28.0	24.0
Total sales (units)	1.69m	2.33m	2.43m	2.62m

Source: Kraftfahrt Bundesamtes.

German vehicle production

Cars

Manufacturer	1981	1980	1979	1978
Audi	311,671	285,052	323,052	340,423
BMW	337,757	330,087	328,281	311,793
Daimler-Benz	449,010	438,829	433,203	403,707
Ford	486,917	419,517	546,957	544,160
Opel	810,158	786,663	960,243	952,656
Porsche	31,734	28,622	36,011	36,879
Volkswagen	1,150,560	1,233,164	1,304,466	1,300,558
Total	3,577,807	3,520,934	3,932,556	3,890,176

Trucks, buses

Auwarter	944	903	1,092	749
Daimler-Benz	183,270	188,392	171,656	157,026
Faun	578	485	349	602
Kassbohrer	1,941	2,037	2,008	1,896
Magirus-Deutz	18,246	20,619	20,184	18,685
MAN	25,473	24,455	21,207	20,364
Opel	6,490	6,137	8,223	3,799
Volkswagen	82,258	114,591	92,450	93,007
Total	319,200	357,619	317,169	296,188
Total vehicles	3,897,007	3,878,553	4,249,725	4,186,364

Source: VDA

Dazzling

Continued from Page 10

strengthening its position as a manufacturer of top quality cars, recent events indicate a shift in small car production. Ford has sourced the majority of its small Fiestas from Spain since the mid 1970s. This summer General Motors' Opel Corsa—a car in the same category—began to roll at Zaragoza, Spain. In September Volkswagen and Seat reached agreement whereby a high proportion of Polo/Derby models will be assembled in Seat's Spanish factories; they will be sold not only in Spain, but exported to the rest of Western Europe.

Ford has not fully revealed its plans for a possible factory in Portugal. The company says it would represent an expansion of European capacity, but other auto makers are skeptical about Ford's requirement for extra production.

Such happenings make depressing reading to laid-off Volkswagen workers in Wolfsburg. Ford of Germany and Adam Opel now also face the prospect of reduced work as export orders begin to shrink and there is little likelihood of a major return of domestic demand. Volkswagen confirms it will sustain a loss on its worldwide activities in 1982, the first since 1975.

These are, indeed, troubled times for Germany. The jobless total shot up by more than a third during the past year. The more than 2 million unemployed are expected to be joined by another half-million more over the next 12 months.

Bankruptcies are at a record level. The virtual collapse of the AEG - Telefunken electrical machinery group was a severe blow to national morals, and a major dent in the shield of the post-war German economic miracle. German steel and shipbuilding are suffering.

German politics have moved to the right following the vote of no confidence in Chancellor Schmidt last year. At the same time, support for the ecology party (the Greens) has never been higher. "Capitalism is doomed," declares one of its leading figures.

But observers discount a repeat of events in Germany of half a century ago when social unrest and unemployment brought Hitler to power. They do agree, though, that the outlook is extremely bleak.

As a major employer, investor and exporter, the motor industry will play a vital part in the return to German stability.

Worst is over, predicts trade group president

Rubber makers see slow recovery

A spokesman for the tire and rubber industry says a gradual economic recovery is under way.

Donald G. Brotzman, president of the Rubber Manufacturers Assn., says, "Our statistical experts believe the worst is over, the recession has bottomed out, and that our industry has begun a slow recovery along with the automobile industry and business in general.

"We expect this gradual improvement to continue. We are not out of the woods yet, but at least we are headed in the right direction."

Brotzman based his guardedly optimistic forecast on three industry statistical reports by the RMA, covering tires, industrial products such as hose and belting, and mechanical rubber products such as molded, extruded and lathe cut goods.

"Our statistical committees predict slow but steady improvement over the next few years in all the main segments of our industry," Brotzman says.

The tire forecast shows U. S. demand for passenger tires growing from a total of 164.5 million units in 1982 to 172.5 million in 1983 and 181.3 million in 1984. Truck and bus tires are seen rising from 33.5 million, to 36.2 million in 1983 and 38.3 million in 1984.

The industrial products forecast, stated in dollar value instead of units, shows U. S. demand for hose growing from $845 million in 1982 to $870 million in 1983 and $915 million in 1984. The demand for flat belting is expected to grow from $335 million in 1982 to $345 million in 1983 and $360 million in 1984. The demand for V-belts is seen rising from $400 million in 1982 to $415 million in 1983 and $435 million in 1984.

The mechanical rubber products forecast, also in dollar value, shows U. S. demand for molded goods growing from $1.286 billion in 1982 to $1.429 billion in 1983. Demand for extruded goods is seen growing from $309 million in 1982 to $337 million in 1983. Demand for lathe-cut goods is seen rising from $54 million in 1982 to $59 million in 1983.

Forecast: Molded, Extruded and Lathe Cut Mechanical Rubber Products

	1982	1983
Total molded goods	$1,286,000,000	$1,429,000,000
Total extruded goods	309,000,000	337,000,000
Total lathe cut goods	54,000,000	59,000,000
GRAND TOTAL	$1,649,000,000	$1,825,000,000

Note: Forecast compiled by RMA Molded & Extruded Products Division Statistical Committee. Totals shown for each product represent U. S. demand. This includes domestic shipments less exports, plus imports. Figures based on 1981 dollars.

U. S. Tire Market

	1982	1983	1984
PASSENGER TIRES			
Shipments—Original Equipment	35.5	42.5	50.3
Replacement	129.0	130.0	131.0
TRUCK & BUS TIRES			
Shipments—Original Equipment	5.6	6.5	7.1
Replacement	27.9	29.7	31.2
TRACTOR-IMPLEMENT TIRES			
Shipments—Original Equipment	1.1	1.4	1.7
Replacement	2.1	2.5	2.8

Note: Forecast compiled by RMA Tire Statistical Committee. Total for each product shows U. S. demand including shipments and imports. All figures are in millions of units.

Forecast: Industrial Products

	1982	1983	1984	1985	1986	1987
Hose	$845	$870	$915	$955	$990	$1,025
Flat Belting	$335	$345	$360	$370	$380	$ 390
V-Belts	$400	$415	$435	$450	$465	$ 475

Note: Forecast compiled by RMA Industrial Products Division Statistical Committee. Totals shown for each product (in millions of 1982 dollars) represent U. S. demand. This includes domestic shipments less exports, plus imports. Hose products are reinforced hose, rubber or plastic except garden hose. Flat belting is all conveyor, elevator and flat transmission belting of rubber or plastic. V-belts are all power transmission belts including industrial and automotive other than flat, of rubber or plastic, including belts made for original equipment and replacement.

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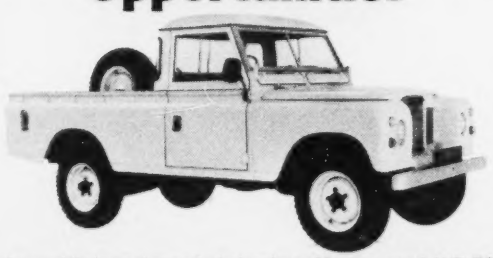

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Brotzman sees growth

Donald Brotzman, president of the Rubber Manufacturers Assn., sees slow growth in the automotive rubber sector for 1983 and 1984.

Ford Sierra wins 4 awards in U. S., Europe

DEARBORN. — Ford Motor Co. said its new Sierra, introduced in October as a replacement for the European Taunus/Cortina, has received four awards in Europe and the U. S.

Britain's 380-member Guild of Motoring Writers voted Sierra the "Top Car for 1983."

In Ireland, the Assn. of Irish Motoring Writers named Sierra "Irish Car of the Year."

The Spanish motoring journal Motor Mundial named Sierra its "Imported Car of the Year 1983," while in the U. S. the Society of Plastics Engineers recognized Sierra with an award for the research and technology necessary to produce the car's all-thermoplastic bumper system.

Strings tied to NHTSA funds; Seat-belt program questioned

WASHINGTON. — In the agreement reached between House and Senate conferees giving money for fiscal 1983 for NHTSA, the agency was banned from spending any more money on its program to promote use of safety belts.

Instead, the lawmakers told the agency to report to Congress on what increase in belt use can be achieved in what time frame and at what cost.

The conferees also called for a government - wide mandatory seat-belt-use policy to serve as an example to the private sector.

The report of the conferees told NHTSA to stop obligating money for the belt-use education program until both Appropriations Committees approve written submissions from NHTSA on how the three conditions have been met.

During House debate, Rep. John Dingell, the Michigan Democrat who chairs the House Energy and Commerce Committee, said he wants to be sure the same report is made to him and to Rep. Tim Wirth the Colorado Democrat who chairs the NHTSA oversight subcommittee.

While stressing his support of increased seat belt use, Dingell added he wants to be sure the "program is worthwhile and the funds not wasted."

In the conference report giving money—$74 million for fiscal 1983—to NHTSA, the lawmakers expressed their continuing concern over the $27 million seat-belt usage program.

"Over the past decade, NHTSA has undertaken numerous efforts at significant cost to promote safety belt usage," the report said. "These efforts have had no lasting effect. In fact, the national safety belt usage rate has steadily declined from 25 percent in 1974 to 11 percent in 1981.

"Although NHTSA contends that its new program is significantly different from past programs, the conferees have been presented with little evidence to support claims that it will have any better long-term results than past efforts."

As further evidence, the report cited a draft report by Congress' watchdog agency, the General Accounting Office, to the effect that NHTSA has not determined whether the benefits from the seat-belt program will outweigh costs.

Downs adds Pontiac to Chevy-Olds deal

PANA, Ill.—Charles E. Downs, of Downs Motor, Inc., has signed a Pontiac franchise.

Downs has been a Chevrolet-Oldsmobile dealer for 27 years. His father and grandfather preceded him as head of the dealership.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

10 MONTHS, 1982 VS. 1981★

		Group 1 0,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Oct. '82	.....	.....	.....	.....	.....	.....	.....	47	47
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	133	133
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**505**	**505**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	996	998
BROCKWAY	Oct. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Oct. '82**	**31,879**	**23,435**	**1,472**	.....	**18**	**467**	**442**	**55**	**57,768**
	Oct. '81	25,703	19,130	736	.....	37	584	703	106	46,999
	Year to Date '82	**330,042**	**256,136**	**15,464**	.....	**316**	**4,359**	**5,963**	**582**	**611,862**
	Year to Date '81	293,459	224,171	9,655	.....	657	7,128	7,889	983	543,942
(Memo Units) #	**Oct. '82**	**17,857**	**7,412**	.....	.....	.....	.....	.....	.....	**25,069**
	Oct. '81	9,391	6,580	.....	.....	.....	.....	.....	.....	15,971
	Year to Date '82	**194,804**	**86,865**	.....	.....	.....	.....	.....	.....	**281,669**
	Year to Date '81	111,968	69,987	.....	.....	.....	.....	.....	.....	181,955
DODGE	**Oct. '82**	**11,348**	**5,474**	**1**	.....	.....	.....	.....	.....	**16,823**
	Oct. '81	6,869	4,853	24	.....	.....	.....	.....	.....	11,746
	Year to Date '82	**120,749**	**62,230**	**20**	.....	.....	.....	.....	.....	**182,999**
	Year to Date '81	78,704	57,756	402	3	.....	.....	.....	.....	136,865
(Memo Units) #	**Oct. '82**	**7,432**	**4,142**	.....	.....	.....	.....	.....	.....	**11,574**
	Oct. '81	3,844	3,097	1	.....	.....	.....	.....	.....	6,942
	Year to Date '82	**74,993**	**43,941**	.....	.....	.....	.....	.....	.....	**118,934**
	Year to Date '81	46,154	33,523	26	.....	.....	.....	.....	.....	79,703
FORD	**Oct. '82**	**19,453**	**32,339**	.....	.....	.....	**775**	**1,203**	**699**	**54,469**
	Oct. '81	17,114	32,858	.....	.....	.....	976	1,846	812	53,606
	Year to Date '82	**205,428**	**352,817**	.....	.....	.....	**10,533**	**17,589**	**7,533**	**593,900**
	Year to Date '81	200,540	354,941	.....	.....	.....	12,585	20,814	7,389	596,269
(Memo Units) #	**Oct. '82**	**12,248**	**12,930**	.....	.....	.....	.....	.....	.....	**25,178**
	Oct. '81	6,535	11,750	.....	.....	.....	.....	.....	.....	18,285
	Year to Date '82	**117,142**	**134,352**	.....	.....	.....	.....	.....	.....	**251,494**
	Year to Date '81	71,776	116,764	.....	.....	.....	.....	.....	.....	188,540
FREIGHTLINER	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	**599**	**599**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	742	742
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**5,799**	**5,799**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	7,311	7,311
GMC	**Oct. '82**	**7,051**	**7,120**	**71**	.....	**42**	**380**	**617**	**534**	**15,815**
	Oct. '81	4,321	5,149	281	.....	88	524	1,033	803	12,199
	Year to Date '82	**70,771**	**78,518**	**810**	.....	**920**	**3,736**	**11,230**	**6,954**	**172,939**
	Year to Date '81	48,273	60,459	430	.....	903	5,012	9,254	8,962	133,293
(Memo Units) #	**Oct. '82**	**3,179**	**2,036**	.....	.....	.....	.....	.....	.....	**5,215**
	Oct. '81	573	1,667	.....	.....	.....	.....	.....	.....	2,240
	Year to Date '82	**34,454**	**23,352**	.....	.....	.....	.....	.....	.....	**57,806**
	Year to Date '81	7,225	17,741	.....	.....	.....	.....	.....	.....	24,966
INTERNATIONAL	**Oct. '82**	.....	.....	.....	.....	.....	**1,857**	**950**	**1,453**	**4,260**
	Oct. '81	.....	116	.....	.....	.....	1,843	1,331	2,299	5,589
	Year to Date '82	.....	.....	.....	.....	.....	**14,030**	**9,893**	**14,050**	**37,973**
	Year to Date '81	.....	2,126	.....	.....	.....	16,313	15,652	18,789	52,880
(Memo Units) #	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Oct. '82**	**3,412**	**2,150**	.....	.....	.....	.....	.....	.....	**5,562**
	Oct. '81	2,998	1,977	.....	.....	.....	.....	.....	.....	4,975
	Year to Date '82	**29,988**	**19,664**	.....	.....	.....	.....	.....	.....	**49,652**
	Year to Date '81	30,324	17,562	.....	.....	.....	.....	.....	.....	47,886
(Memo Units) #	**Oct. '82**	**3,412**	**1,760**	.....	.....	.....	.....	.....	.....	**5,172**
	Oct. '81	2,998	1,517	.....	.....	.....	.....	.....	.....	4,515
	Year to Date '82	**29,988**	**15,101**	.....	.....	.....	.....	.....	.....	**45,089**
	Year to Date '81	30,324	12,832	.....	.....	.....	.....	.....	.....	43,156
KENWORTH	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	**672**	**682**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	889	889
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**6,086**	**6,086**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	8,786	8,786
MACK	**Oct. '82**	.....	.....	.....	.....	.....	**186**	**52**	**741**	**979**
	Oct. '81	.....	.....	.....	.....	.....	162	66	1,302	1,530
	Year to Date '82	.....	.....	.....	.....	.....	**1,725**	**510**	**10,407**	**12,642**
	Year to Date '81	.....	.....	.....	.....	.....	1,246	284	14,297	15,827
MERCEDES-BENZ	**Oct. '82**	.....	.....	.....	.....	.....	**164**	**90**	.....	**254**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	.....	250
	Year to Date '82	.....	.....	.....	.....	.....	**1,668**	**827**	.....	**2,495**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	2,947
PETERBILT	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	**430**	**430**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	595	595
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**4,603**	**4,603**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,250	5,250
PLYMOUTH	**Oct. '82**	**465**	**266**	.....	.....	.....	.....	.....	.....	**731**
	Oct. '81	676	218	.....	.....	.....	.....	.....	.....	894
	Year to Date '82	**5,382**	**3,240**	.....	.....	.....	.....	.....	.....	**8,622**
	Year to Date '81	9,350	3,334	.....	.....	.....	.....	.....	.....	12,684
VOLVO	**Oct. '82**	.....	.....	.....	.....	.....	.....	**54**	**22**	**76**
	Oct. '81	.....	.....	.....	.....	.....	.....	104	31	135
	Year to Date '82	.....	.....	.....	.....	.....	.....	**392**	**166**	**558**
	Year to Date '81	.....	.....	.....	.....	2	13	783	600	1,398
WESTERN STAR	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	**73**	**73**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	78	78
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**550**	**550**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	669	669
WHITE	**Oct. '82**	.....	.....	.....	.....	.....	.....	.....	**390**	**390**
	Oct. '81	.....	.....	.....	.....	.....	.....	.....	353	353
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,140**	**2,140**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,340	2,340
MISCELLANEOUS*	**Oct. '82**	**33,483**	**721**	.....	.....	**2**	.....	**4**	**75**	**34,285**
	Oct. '81	29,474	205	.....	.....	2	201	140	97	30,119
	Year to Date '82	**268,901**	**5,652**	.....	**7**	**11**	.....	**126**	**1,136**	**275,833**
	Year to Date '81	261,090	3,602	2	8	11	2,458	1,363	1,251	269,785
TOTALS	**Oct. '82**	**107,021**	**71,505**	**1,544**	.....	**82**	**3,829**	**3,412**	**5,800**	**193,243**
	Oct. '81	87,155	64,506	1,041	.....	127	4,290	5,223	8,242	170,584
	Year to Date '82	**1,031,261**	**777,257**	**16,294**	**7**	**1,247**	**36,051**	**46,530**	**60,511**	**1,969,158**
	Year to Date '81	921,740	723,951	10,489	11	1,573	44,755	56,039	77,702	1,836,260

★—No registrations for Oklahoma, 1982 and 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Rumcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.
—Compiled from R. L. Polk & Co. data.

$40 million deal in works

Michigan firm to buy Flxible from Grumman

Continued from Page 16

tinued hassles over federal funding of municipal bus orders.

"An international manufacturing and marketing structure is necessary to compete successfully in the bus business today," said John C. Bierwirth, Grumman chairman.

He said General Automotive appears capable of running the bus subsidiary, Grumman Flxible Corp., which is headquartered in Delaware, O.

Under the agreement, Grumman will be responsible for completion of structural reinforcement of Flxible Model 870 buses already delivered, and General Automotive will manufacture and deliver new buses for current and future orders.

Moss and Obert left AM General, special-vehicle subsidiary of American Motors, in the late 1970s to join White Motor Corp.

Moss, who had been AM General's president, became chairman and chief executive of White after the retirement of Semon E. (Bunkie) Knudsen. Obert, who had headed AM General marketing activities, was marketing vice president at White.

General Automotive was established in 1979 after both Moss and Obert left White during federal bankruptcy proceedings.

A third AM General and White "alumnus," George Steggles, is president of International Trading Corp., a General Automotive wholly owned subsidiary

Air-suspension system built for light-duty Chevy trucks

Continued from Page 16

plications for pickup trucks, vans and eventually four-wheel-drive vehicles in both the original-equipment and replacement markets.

The "Reflex" system was designed for Chevrolet's light trucks because nearly nine million have been produced and many of them are used as campers, trailers, snowplows and other applications that lend themselves to air suspension, Woods said.

"Put a snowplow on the front of a typical truck and it'll droop because of the extra weight," Woods said. "With this system, the vehicle can be leveled by simply adding air."

• Woods predicts that air suspension also has "tremendous potential" in the import-truck market.

"We're assessing the marketplace now and will make decisions based on the popularity of the vehicle and consumer needs," he said. "Being an utilitarian vehicle, a truck especially needs the flexibility that an adaptive suspension system such as air can offer."

An air spring is a rubber, fabric and metal container that utilizes the compressibility of the confined air as a spring.

Originally developed for buses, Goodyear's Super-Cushion air springs are being used increasingly on heavy truck tractors and trailers.

Goodyear recently announced that its air springs will be featured on some U. S. luxury cars next year.

"Air suspension is the wave of the future," Woods said. "It's the sum of all the alternatives."

factories list auction dates

Continued from Page 28

Hwy. 41, Caledonia, Wis.; Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.

Jan. 13—Brasher's Sacramento Auto Auction, West Sacramento, Calif.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

Jan. 14—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.; Denver Auto Auction, Englewood, Colo.

Chrysler Corp. sales are open to Chrysler Corp. dealers only.

Ford Motor Co.

Jan. 6—Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.; Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 7—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

Jan. 13—Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.

Jan. 14—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

Jan. 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 20—Dallas Auto Auction, 4226 E. Main, Dallas; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Jan. 21—Nashville Auto Auction, 13406 Lebanon Rd., Nashville, Tenn.

Jan. 26—Harrisonburg Auto Auction, I-81 Exit 52, Harrisonburg, Va.

Jan. 27—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Northway Exchange, Rte. 146, Clifton Park, N. Y.

GMAC names manager of Montana office

JEFFERSON CITY, Mont. — Pharis D. Fowler has been promoted to manager of the GMAC branch here.

He succeeds James C. Langan, who is retiring. Fowler had been assistant control branch manager in Jacksonville, Fla.

Imports top '81 total; domestics down a bit

October registrations edge upward

Continued from Page 3

for October revealed gains for imports, luxury U. S. models, standards and intermediates.

U. S. subcompacts slipped to 14.28 percent from 16.09 percent in 1981; compacts were down to 15.86 percent from 19.00 percent; intermediates climbed to 20.96 percent from 20.70 percent; standards were up to 12.78 percent from 10.55 percent; luxury cars went to 6.33 percent from 5.78 percent, and imports leaped to 29.79 percent from 27.88 percent.

Of the domestics alone, subcompacts accounted for 20.34 percent of the total, compacts had 22.58 percent, intermediates had 29.86 percent, standards had 18.20 percent and luxury models had 9.02 percent.

U. S. registrations for the first 10 months of 1982 totaled 6,311,250, down 12.57 percent from 7,218,659 in 1981. Domestics were down 14.04 percent, to 4,418,615 from 5,140,488, and imports were down 8.93 percent, to 1,892,635 from 2,078,171.

In 10-month shares of the total market, only Ford Motor Co. and the imports scored successes. Ford was up 0.35 percentage points, to 16.70 percent from 16.35 percent in 1981, while the imports gained 1.20 percentage points, edging to 29.99 percent from 28.79 percent.

For the 10 months, GM slipped to 43.63 percent from 44.48 percent; Chrysler was down to 8.52 percent from 8.75 percent; AMC was off 0.46 percentage points, to 1.13 percent from 1.59 percent, and miscellaneous domestics were off 0.01 to 0.03 percent.

GM helped itself to 62.32 percent of the domestic market for January through October, vs. 62.46 percent in 1981. Ford improved to 23.85 percent from 22.96 percent. Chrysler was down 12.17 percent from 12.29 percent, AMC dropped to 1.61 percent from 2.23 percent and miscellaneous domestics were down to 0.05 percent from 0.06 percent.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

OCTOBER 1982 VERSUS OCTOBER 1981

	1982 October	1982 Year	1981 October	1981 Year
AMC Spirit	908	14,967	2,170	30,574
Concord	1,589	20,202	3,277	37,743
Concord SW	640	7,195	924	12,623
Eagle 4WD	433	4,911	521	5,484
Eagle 4WD SW	1,723	14,796	1,480	13,063
Eagle SX4 4WD	788	9,112	1,277	15,083
TOTAL AMC	6,081	71,183	9,649	114,570
Chrysler LeBaron '81			1,228	31,157
LeBaron '81 SW			118	5,104
LeBaron FWD	6,416	65,296	686	686
LeBaron SW FWD	953	6,665	1	1
E Class/NY FWD	1,665	2,103		
Cordoba	1,614	12,797	1,524	21,909
Newport			52	4,050
New Yorker '81			123	5,536
NY/NY Fifth Ave.	6,086	48,616	941	1,185
Imperial	162	2,160	273	4,330
Total	16,896	137,639	4,946	73,957
Plymouth Horizon FWD	5,372	62,058	8,789	114,718
Turismo FWD	1,266	5,664		
Reliant FWD	7,985	84,821	12,238	123,639
Reliant SW FWD	2,924	33,206	3,679	46,305
Gran Fury '81			168	6,640
Gran Fury	854	13,894	281	359
Total	18,401	199,643	25,155	291,661
Dodge Omni FWD	4,893	53,327	8,501	94,557
Charger FWD	1,533	9,798		
Aries FWD	7,311	61,586	9,054	95,190
Aries SW FWD	2,570	27,152	2,816	35,009
Dodge 400 FWD	2,551	21,865	225	225
Diplomat	1,612	19,946	1,267	21,174
Diplomat SW	1	70	52	2,536
Mirada	708	6,017	875	12,715
Dodge 600 FWD	767	892		
St. Regis			182	4,879
Total	21,946	200,653	22,972	266,285
TOTAL CHRYSLER CORP.	57,243	537,935	53,073	631,903
Ford Escort FWD	18,332	208,418	15,416	146,744
Escort SW FWD	6,044	65,687	7,181	97,816
EXP FWD	2,291	31,527	5,491	42,225
Pinto			85	9,269
Pinto SW			24	2,742
Fairmont	9,592	102,322	11,623	124,747
Fairmont SW	13	2,022	2,094	42,661
Tempo FWD	1	2		
Granada	3,359	55,518	8,305	85,002
Granada SW	1,860	31,213	1,424	1,676
LTD	1,728	1,739		
LTD SW	426	431		
LTD '82	2,200	41,709	2,997	44,197
LTD Crn. Victoria	5,900	38,369	3,475	32,709
LTD Crn. Vict. SW	1,548	16,907	1,282	16,195
Mustang	10,900	94,490	12,091	133,404
Thunderbird	4,359	37,591	5,008	60,788
Total	68,553	727,945	76,496	840,175
Lincoln Town Car	4,765	29,718	2,181	23,890
Mark VI	2,431	20,184	2,307	25,235
Continental	2,066	17,014	727	801
Total	9,262	66,916	5,215	49,926
Mercury Lynx FWD	5,903	62,969	5,298	51,245
Lynx SW FWD	1,848	17,186	2,176	28,343
LN7 FWD	681	10,704	1,615	14,065
Capri	2,903	24,019	3,515	42,044
Bobcat			21	2,107
Bobcat SW			2	483
Zephyr	3,273	32,728	2,950	37,168
Zephyr SW	7	804	535	10,586
Cougar	1,727	26,134	3,618	36,155
Cougar SW	648	12,409	781	896
Marquis	406	410		
Marquis SW	363	363		
Marquis '82	416	6,886	642	6,561
Marquis Brougham '82	798	13,911	1,095	10,270
Grand Marquis	4,075	28,888	2,346	19,262
Marquis '82 SW/G Mrq. SW	685	7,687	587	5,687
XR7	1,597	13,822	2,304	25,259
Total	25,330	258,920	27,485	290,131
Lincoln-Mercury Div. Total	34,592	325,836	32,700	340,057
TOTAL FORD MOTOR CO.	103,145	1,053,781	109,196	1,180,232
Buick Skylark FWD	11,001	119,704	14,594	168,167
Skyhawk FWD	4,760	33,867		
Skyhawk SW FWD	102	109		
Century FWD	8,803	71,625	1	7
Regal/Century	19,085	170,530	26,075	274,912
Regal/Century SW	1,131	11,849	861	13,109
LeSabre	2,667	24,260	2,181	18,907
LeSabre Limited	6,039	49,845	4,341	38,553
Electra	5,716	45,409	5,891	45,743
Buick SW	1,276	11,956	841	8,802
Riviera FWD	4,198	33,888	4,333	39,086
Total	64,778	573,042	59,118	607,286
Cadillac deVille	10,561	86,325	9,293	82,067
Cimarron FWD	1,061	10,125	2,661	9,045
Fleetwood & Chas.	3,833	30,094	3,249	28,660
Eldorado FWD	5,366	43,904	5,509	43,309
Seville FWD	2,467	17,615	2,053	18,974
Total	23,288	188,063	22,765	182,055
Chevrolet Chevette	17,744	191,508	20,595	310,879
Camaro	12,109	141,169	5,147	87,706
Monza			79	15,992
Cavalier FWD	7,981	72,843	10,880	37,742
Cavalier SW FWD	2,264	20,990	3,066	12,317
Citation FWD	12,826	152,799	19,760	255,165
Malibu	4,192	54,871	10,993	134,780
Malibu SW	3,426	33,484	3,839	48,675
Celebrity FWD	10,132	70,892		
Monte Carlo	7,584	78,202	13,833	138,268
Impala	3,515	42,910	4,775	51,996
Caprice	10,182	81,274	9,827	81,056
Chevrolet SW	3,856	35,927	3,235	37,761
Corvette	1,561	17,851	2,097	26,304
Total	97,372	994,720	108,126	1,238,641
Oldsmobile Omega FWD	5,441	59,692	8,857	93,580
Firenza FWD	2,785	20,247		
Firenza SW FWD	66	76		
Cutlass Ciera FWD	11,695	82,709		15
Cutlass Salon '81			10,883	133,906
Cutlass Sup./Calais '81			22,174	228,299
Cutlass Sup./Calais	23,294	211,299		
Cutlass SW	1,421	16,401	1,866	26,567
Delta 88	486	7,001	918	10,116
Delta Royale	12,674	118,976	9,343	106,508
98	8,798	66,752	7,596	63,788
Oldsmobile SW	1,755	16,006	1,247	14,437
Toronado FWD	2,957	25,576	3,155	30,925
Total	71,372	624,735	66,039	708,141
Pontiac 1000	3,569	40,704	5,600	44,039
Firebird	6,646	77,614	2,711	47,974
Sunbird			120	28,091
2000 FWD	4,348	38,727	6,986	30,485
2000 SW FWD	807	6,676	1,206	5,403
Phoenix FWD	3,150	39,586	5,200	70,684
LeMans/Bonneville	4,941	48,456	4,208	42,027
LeMans/Bonneville SW	1,127	11,862	1,600	19,983
6000 FWD	5,624	37,903		2
Grand Prix	6,001	67,387	10,724	110,047
Catalina	3	444	371	5,630
Bonneville '81	14	1,675	2,450	35,611
Bonneville Brougham '81	22	1,455	1,976	27,504
Pontiac SW	8	464	417	7,304
Total	36,260	372,973	43,569	474,784
TOTAL GM CORP.	293,070	2,753,533	299,617	3,210,907
(Checker)	148	1,910	342	2,378
Misc. Domestic	172	2,183	385	2,876
Domestic Station Wagon Total	39,492	409,613	43,334	516,084
Domestic Grand Total	459,711	4,418,615	471,920	5,140,488
Import Total	195,095	1,892,635	182,410	2,078,171
Grand Total All Registrations	654,806	6,311,250	654,330	7,218,659

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Weisman honored

NBC newscaster Jessica Savitch holds two of four awards presented to Frederick R. Weisman at a special tribute dinner in his honor in Washington. Weisman, owner of Mid-Atlantic Toyota Distributors, Inc., Glen Burnie, Md., was cited by the State of Maryland for his contributions to its economic development. He also received two awards for his work with exceptional children, presented by The Devereux Foundation, of Devon, Pa.

Herbie's high

Herbie Husker, a 25-foot cold-air inflatable giant, is a popular mascot at both University of Nebraska and Ford Motor Co. events.

In the silver

Joe S. Reed Jr., Lake Motors, Inc. (Chevrolet-Oldsmobile-Cadillac), Eagle Lake, Tex., receives a 25-year Cadillac dealer plaque from John R. Dudas, Cadillac district sales manager.

C2700-1 1/11/83

Automotive News

January 10, 1983

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58th year—$40 per year, $1.00 per copy

SVO Mustang

Performance pony car due next fall

Ford Motor's Special Vehicles Operation will offer this limited-production (about 8,000 copies), high-performance SVO Mustang model next fall. The SVO Mustang will be powered by Ford's 2.3-liter turbocharged and fuel-injected four-cylinder engine, tweaked even further with the addition of an intercooler and aluminum pistons. Note unique wheels and body work, including twin-tiered rear spoiler. Target price is said to be about $16,000.

'82 new-car sales lowest since '61 despite late rush

By Jenny L. King
Staff Writer

The domestic auto industry closed its 1982 sales year with seven consecutive periods of sales increases and a fourth-quarter gain of 16.69 percent, perhaps paving the way to a long-awaited economic recovery in 1983.

Behind the smokescreen created by these incentive-produced sales fires was a year that was the domestic industry's worst since 1961. Sales were off to a slow start last January and never really got moving until lower interest rates for customers were offered in November and December.

The amazing imports kept a fast pace in 1982, seldom losing stride, with five companies reporting record sales in the U. S. last year and the Japanese makers taking an ever-larger share of the import total and the industry total. Last August, imports chewed off a record 32.74 percent of the U. S. market.

In 1982, domestic auto makers retailed 5,756,660 new cars, down 7.24 percent from 6,206,296 in 1981 and down 12.49 percent from 6,578,275 in 1980. It was lowest for the domestic industry since the 5,556,102 figure of 1961.

Imported-car sales in 1982 were down 4.49 percent, to 2,220,910 from 2,325,218 in 1981. Their best year was 1980 when 2,395,036 passenger cars were sold in the U. S. Because the domestic competition was weak, imports earned a record share of the market in 1982: 27.84 percent, compared with 27.25 percent in 1981 and 26.69 percent in 1980.

The Japanese share of the import segment was 81.11 percent last year, up from 79.95 percent in 1981. Japanese-built passenger cars represented 22.58 percent of the total U. S. market in 1982, up from 21.79 percent a year earlier.

Total number of cars sold in the U. S. was 7,977,570 in 1982, down 6.49 percent from 8,531,514 in 1981. The industry's best year was 1973, when 11,427,478 domestics and imports were purchased.

None of the major U. S. auto makers reported a sales gain in 1982. Ford Motor Co. came the closest to meeting its year-earlier total—it was down 2.53 percent. Volkswagen of America suffered a disastrous sales year, tumbling 43.88 percent from its 1981 sales level.

In 1982, General Motors sales totaled 3,515,660, down 7.40 percent from 3,796,696 in 1981. Ford Motor Co. sales of 1,345,698 were down 2.53 percent from 1,380,600. Chrysler Corp. announced a total of 691,703 domestic sales, down 5.23 percent from 729,873 a year earlier.

American Motors dropepd to 112,433 from 136,682, a difference of 17.74 percent, and VWoA plunged to 91,166 from 162,445, a 43.88-percent drop.

GM slipped to 61.07 percent of the domestic market from 61.17 percent. Ford was up to 23.38 percent from 22.25 percent. Chrysler pushed ahead to 12.02 percent fro m11.76 percent. AMC was down to 1.95 percent from 2.20 percent, and VWoA picked up the remaining 1.58 percent, down from 2.62 percent.

The daily selling rate for the domestics averaged 18,751 in 1982, down 7.24 percent from 20,216 in 1981. There were 307 selling days both years.

Only four domestic makes finished the year ahead of their 1981 sales performances. Chrysler was up 87.89 percent, Lincoln was up 45.81 percent, Cadillac was up 8.08 percent and Buick just made it — up 0.05 percent, or 394 units.

Minus signs were chalked up by Plymouth, down 22.72 percent; Imperial, down 44.05 percent; Dodge, down 14.60 percent; Ford, down 5.29 percent and Mercury, down 3.65 percent. Also off were Chevrolet, down 12.60 percent; Oldsmobile, down 5.79 percent; Pontiac, down 12.54 percent; AMC, down 39.82 percent, and VWoA, down 43.88 percent. Renault Alliance, a new make, did not have a year-ago comparison.

In December, the domestic companies enjoyed a 25.30-percent sales increase, jumping to

Continued on Page 46, Col. 1

Chrysler, Ford join GM with cut-rate interest

By Joseph Bohn
Marketing Editor

The auto companies lined up behind low-interest financing again after closing out a December which left most dealers in high spirits.

Ford Motor Co. and Chrysler Corp. pretty well matched General Motors' 11.9 percent financing program, with similar dates and rates. There are differences howere. All three programs continue until March. 31.

GM dealers give up 70 percent of their finance reserve, Chrysler dealers the whole th ng. At Ford, reserves are paid on a dollar basis, depending on the car line.

With recourse financing, Ford dealers get $85, for example, on Escort/Lynx, $130 on a Bronco and $115 on the new '83 LTD/Marquis. On without recourse, they receive $35, $80 and $65, respectively, for those lines.

GM's interest financing is available only through GMAC, while Ford and Chrysler offer it through their financial subsidiaries as well as participating banks.

Chrysler pays the difference between 11.9 percent and the net dealer rate or 16½ percent, whichever is less. Its payment rates to banks are 90 percent of the loan on 1-12-month contracts, 85 percent for 13-24 months and 75 percent for 25-to-48-month contracts.

Ford's payments are against flat dollar amounts, depending on the car, area of the country and whether it's recourse or non-recourse paper.

- In Florida, for example, banks get $425 on Escort/Lynx with recourse; $375 without; $675 on Bronco with recourse, $625 without; $575 on LTD/Marquis with recourse, $525 without.

In Texas/California, banks receive $475 on Escort/Lynx on recourse paper; $425 wihtout re-

Continued on Page 44, Col. 1

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NEWSPAPER

breaking news

1983 to start in spring for Fiat

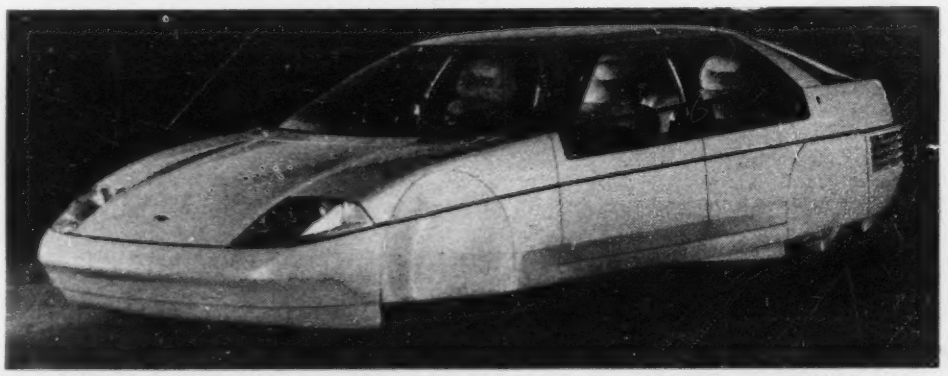
HASBROUCK HEIGHTS, N. J.—Fiat Motors of North America anticipates its rebates of $1,500 and $2,000 on 1982 models will clear out its U. S. inventory of some 5,000 units in about three months. In that case, 1983 models will start arriving at the end of April or early in May, a spokesman said. The fact that both the Spider and the X 1/9 are produced by coachbuilders will shorten the pipeline, he said.

23,000 orders for Thunderbird, Cougar

DETROIT.—Ford Motor Co. said last week that it has received more than 23,000 dealer orders for the new Ford

See BREAKING NEWS, Page 8, Col. 1

Probing the limits



Ford to unveil Probe IV at Detroit show

Ford will unveil a running experimental model, Probe IV, at the Detroit Auto Show this week. The aerodynamic sedan was designed in Dearborn and the mechanicals built by Ford. Body work was done in Turin by Ghia, a Ford subsidiary. Wheel fairings move to accommodate turns. A computer controls the pneumatic suspension to keep the car as close to the ground as possible. The running Probe IV is expected to have a drag coefficient below 0.20. Story on Page 2.

Average net rose 12 pct. through September

NADA reports rise in dealership profits

WASHINGTON. — Average dealership net profits increased 12.4 percent during the first nine months of 1982 compared with the year-earlier period, NADA reported.

In the same period, dealership gross profits increased 5 percent. NADA credited the increases to good expense controls and strong fixed operations.

Net profits before taxes averaged $70,510, a gain of 12.4 percent over the 1981 period, NADA said. Dealers also slightly increased net profits as a percentage of total sales, from 1.49 percent, to 1.58 percent.

Gross-profits averaged $660,030 in the 1982 period, a 5-percent increase over the $628,505 of the 1981 period. But grosses as a percentage of total sales declined — from 14.93 percent to 14.79 percent.

Expenses were held to a 4.2 percent increase, according to NADA.

The parts and service departments accounted for 40 percent of an average dealer's profits in the first nine months of 1982; the used-vehicle department, 31 percent, and the new-vehicle department, 29 percent.

The sales volume breakdown was new-vehicle department, 61.1 percent of total sales; used-vehicle department, 23 percent, and parts and service, 15.9 percent.

Average new-vehicle sales for the period were $2.73 million, up 4.5 percent from the $2.61 million average of the first nine months of 1981. Used-vehicle volume averaged $1.03 million, up 8.4 percent from the $947,181 of '81.

The biggest percentage increase was in service and parts volume, up 8.7 percent from an average of $652,503 to an average of $709,565 for the first nine months of 1982.

Dealers were able to reduce their floorplan costs $89 per vehicle during the first nine months of 1982, but more than half the gain was eroded by declines in new-vehicle gross profit rates, NADA said.

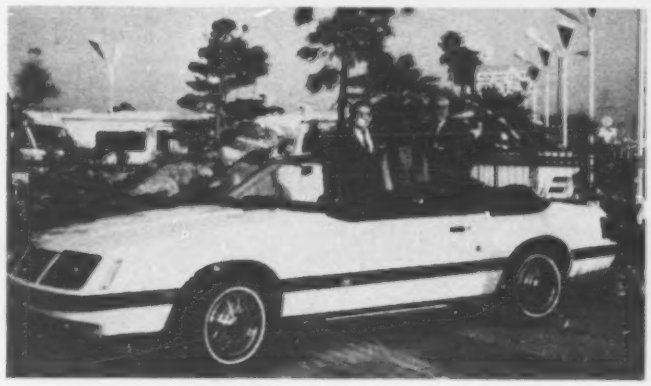
The average new car retailed for $9,800 during the first nine months of 1982, compared with $8,710 for the comparable 1981 period. That represented a 12.5-percent increase.

Grosses averaged $865 in the '82 period, or 8.8 percent of sales price, compared with $820, or 9.4 percent of sales price, in 1981.

• Lower interest rates, floorplan assistance and reduced inventories helped dealers cut their floorplan averages 32 percent, from an average of $278 per vehicle in early 1981 to $189 in the 1982 period.

NADA cautioned that rebates and increased holdbacks may mean that some of the profits are on paper only. But it said its data indicates the average dealer was in a better cash position at the end of September, compared with a year earlier, despite lags in payments from manufacturers.

Dealership sales averaged $4.46 million during the first nine months of 1982, a 6-percent gain over the $4.21 million of the year-earlier period.



It's the first for California

Burt Boeckmann, right, owner-president of Galpin Ford, Sepulveda, Calif., and John O'Donnell, Ford district manager, delivered California's first 1983 Mustang convertible to its new owner, Marcia Peterson, who is president of the local Chamber of Commerce. Peterson owned one of the original 1965 Mustang convertibles.

Firms rework diesel production strategy for Canada

Chrysler, Perkins trim engine plans

By Jim Plegue
Staff Writer

Chrysler Corp. and Perkins Engines, Inc., may eventually build both four- and six-cylinder diesel engines in a scaled-down operation in Trenton, Mich., following Chrysler's cancellation of an ambitious $367-million diesel production program in Windsor, Ont.

William Winemaster, president of Perkins Engines, said last week that his company is exploring the possibility of building 2.2-liter to 2.5-liter four-cylinder diesel engines at Chrysler's Trenton engine plant.

He said the engines could be built alongside Chrysler's 3.7-liter turbocharged six-cylinder truck diesel. Winemaster said negotiations with Chrysler will continue and "if it makes good business sense, we'll go ahead with it."

Perkins and Chrysler announced their original joint venture last August. Diesel engines were to have been built at Chrysler's idle Windsor engine plant, beginning with the truck diesel in 1984. Planned capacity was targeted at 240,000 engines per year. At that time, Chrysler said the Trenton plant would produce major components for Windsor assembly.

Last month, however, Chrysler said it was "deferring" its Canadian program "because of uncertain diesel sales" and last week, a Chrysler Canada spokesman confirmed a report that Chrysler's postponement had become a cancellation, again because of shrinking diesel sales.

• Although Chrysler scrapped the Windsor program and has put short-term diesel production plans on hold, a U. S. Chrysler spokesman admitted it is "likely" that Chrysler would eventually build a 3.7-liter six-cylinder turbo-diesel at Trenton.

A Canadian UAW official last week said Chrysler officials had told the union leaders of the company's intent to scrap the Windsor program and to build the 3.7-liter diesel in Trenton.

Perkins needs the new four-cylinder diesel engine to replace its current 20-year-old engine line, "which is coming to the end of its life," Winemaster said.

Perkins, he added, could sell 20,000 of the new diesel engines per year for non-automotive uses —fork lifts, welders, generators and construction equipment. He said the engine could also be used in future Chrysler vehicles, if the diesel market rebounds.

Meanwhile, Chrysler's cancellation of the Windsor program could force a review of its Canadian unit's eligibility for portions of a $25-million package of financial aid from federal, provincial and city governments.

The lion's share of that package is $200 million in (Canadian) federal loan guarantees provided to Chrysler in a 1981 agreement

Continued on Page 44, Col. 3

T-Bird Turbo Coupe to debut at $11,790

Ford's sleek new Thunderbird Turbo Coupe, a European-style luxury tourer, will debut this spring with a suggested retail price of $11,790.

The heart of the Turbo Coupe is Ford's new turbocharged 2.3-liter four-cylinder engine with port injection, mated to a five-speed manual overdrive transmission. First through fourth gears of the transmission are performance ratios, Ford said, while fifth gear is a 0.86:1 overdrive ratio.

Ford said its new powerteam can move the T-Bird from 0 to 60 MPH in about nine seconds, while yielding projected fuel-economy figures of 33 MPG highway, 21 city.

The coupe's turbocharged engine differs from Ford's earlier — and short lived — attempt (with the 1979 Mustang) in that it uses a "blow-through" design, is fuel-injected and is governed by Ford's sophisticated fourth-generation Elecontric Engine Control (EEC-VI) unit.

The blow-through design places the turbocharger ahead of the throttle, thereby providing crisper throttle response by keeping a slight pressure in the inlet system to overcome low-speed drag.

Ford's EEC-IV not only controls fuel-injection but also directs the exhaust-gas recirculating system, the ignition system and other functions.

The Thunderbird's aerodynamic body — Ford said it has a drag coefficient of 0.35 — has been enhanced in the Turbo Coupe by the addition of fog lamps and by eliminating most chrome trim.

The Turbo Coupe features a new rear suspension called Quadra Shock, a special four-bar link coil-spring system that uses two hydraulic axle dampers mounted horizontally between brackets on the axle and the body rail.

Ford said these dampers help maintain the dynamic stability of the rear axle during cornering and acceleration.

Inside, the Turbo Coupe has new articulated front bucket seats. The buckets have five separate adjustments — fore and aft, seat-back adjustment, adjustable thigh support, adjustable thigh cushions and inflatable lumbar support.

Other standard features include dual electric remote-control mirrors, tachometer, a light group, and leather-wrapped sport steering wheel and leather-wrapped shift knob.

Georgia dealership adds fifth GM franchise

ARMERCUS, Ga. — Oxford Motor Co. has added a Buick franchise and now handles five of the six General Motors vehicle lines. The dealership also has Pontiac, Cadillac, Oldsmobile and GMC.

AMC alters some prices on Eagle options, Jeeps

SOUTHFIELD, Mich.—American Motors has announced equipment revisions and price changes on vehicles and options in its Eagle and Jeep lines.

For Eagle, the six-cylinder engine and the California emissions package have been increased $10 each. The engine now is $165, and the emissions package is $75.

Base sticker prices of Eagles are unchanged, and there are no changes on Concord, Spirit or Renault models. AMC said the option hikes boosted the prices of average-equipped AMC cars $8, or 0.1 percent.

Steel-belted radial tires (black sidewalls) have been made standard equipment on Jeep CJ-5, CJ-7 and Scrambler models with no increase in the base vehicle price. The tires formerly were optional at $175 extra.

Steel-belted radial whitewalls ($175) were made standard equipment on the Jeep Wagoneer Brougham and the price was boosted $250. It now is $13,423.

Prices of three other Jeeps were raised $150 to $250 with no equipment changes.

The Cherokee four-door wagon jumped $150 and now is $12,156. The Sportside pickup rose $250 and now is $10,210, and the Wagoneer Limited climbed $250 and now is $17,139.

AMC said the net effect of the changes was an average decrease of $61, or 0.5 percent, when applied to the entire Jeep lineup.

There were no changes in dealer discounts or destination charges.

1982 AMCs, Jeeps recalled for fluid

SOUTHFIELD, Mich.—American Motors is recalling some 23,000 early-model 1982 AMC cars, Eagles and Jeeps equipped with four-speed or five-speed manual transmissions to replace the original transmission fluid with an improved lubricant.

AMC said the original fluid could cause the transmission to become damaged and inoperative.

AMC said it is aware of two accidents involving personal injuries which may be related to this condition.

Plan to streamline operations going to Ford board

DEARBORN. — A Ford Motor Co. 20-member blue-ribbon committee soon will offer Ford directors a plan to streamline operations associated with car product development. One anticipated result will be the elimination and downgrading of some management positions and other salaried positions.

It is expected that proposals from the year-old committee will be presented to directors at their meeting Thursday (Jan. 13).

No massive layoffs are involved and top brass is not affected, Ford said. It said changes are being induced by the state of the economy.

However, in the chassis engineering department here, for example, demotions by one or two classifications will be given to 46 of 93 entry-level managers, and 20 of 26 second-level supervisors will be reduced to entry level.

One level of management is being abolished by combining some supervisors with managers at the next higher level. That will mean there are four levels of management instead of five, the company said.

Reductions in staff size will come from attrition, the company said.

Since 1980, Ford has cut its white-collar forces by about one-quarter to a current level of around 54,000.

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58th year — No. 4949

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Plans firming up for Feb. 12-15 sessions

Iacocca, Koppel at NADA confab

WASHINGTON.—Chrysler Corp. Chairman Lee Iacocca will open the 66th annual NADA Convention and Exposition Saturday, Feb. 12, in Las Vegas.

The convention will continue through Tuesday, Feb. 15, at the Las Vegas Convention Center.

The annual Time Magazine Quality Dealer Awards will be presented at the opening session on Saturday (Feb. 12). Joining keynoter Iacocca on the rostrum will be George W. Lyles, outgoing NADA president, and Dr. Tom Haggai, who will give the invocation.

Ted Koppel, ABC News Nightline anchorman, and Dr. Heartsill Wilson, poet and author, will be featured speakers at Tuesday afternoon's general session. During that session, incoming NADA president William C. Turnbull will accept the gavel.

Turnbull is a GMC-International Harvester dealer in Huntington, W. Va.

Oral Roberts will lead the worship service Sunday in the Las Vegas Convention Center Rotunda.

The equipment exposition will be open Saturday, 8:30 a.m. to 2:45 p.m.; Sunday, 11:30 a.m. to 5 p.m.; Monday, 9 a.m. to 5 p.m., and Tuesday, 9 a.m. to noon.

NADA will host its Diamond Dinner and Reception honoring Dealer Election Action Committee contributors on Tuesday (Feb. 15) at 7 p.m. in the Riviera Hotel Convention Center. Les Brown and His Band of Renown will play.

Beginning on Sunday, 27 workshops will be held. Attendees are eligible to earn Continuing Education Units, convertible to college credit at Northwood Institute.

The workshops will cover four categories: Business; dealer-employe; service, parts and body, and sales-lease.

Workshop topics in the business category include: Chain Operations—How to Get Three or More; The Effect of Recent Tax Rules on Dealerships; Expense and Internal Control; Smart Money Management, and F&I: Profit or Loss.

• In the dealer-employe category: Eliminating Management Burnout; Franchise Succession Rights; the Psychology of Change; Dealer Image in the Community, and Common Pitfalls of Estate Planning.

Service/parts/body workshops: Body Shop Building; Parts Marketing and Control; Service Management — NADA Service Systems, and Service Merchandising.

In the sales-lease category will be Advertising Dollars and Sense; Managing the New-Vehicle Department; Opportunities in Leasing; Professional Selling, and The Best Used Vehicle Ideas from NADA 20 Groups.

The Life Style Center, in the Las Vegas Convention Center, will be open the same hours as the exposition. The program will feature a fashion show Monday at 10 a.m.

Other Life Style attractions include the Las Vegas Adventure Tour and Conni Gordon's Paint Party—a popular attraction at the 1982 Atlanta convention.

Early registration begins Friday, Feb. 11, at 1:30 p.m. Registrations will also be taken during the hours the exposition is open. The headquarters hotel for the convention is the Las Vegas Hilton.

Auto dismantlers elect Spalding president

WASHINGTON.—Max Spalding, owner of Spalding Auto Parts, Spokane, Wash., is the new president of the Automotive Dismantlers and Recyclers of America. He succeeds Thomas J. Hankamp, Hankamp Auto Parts, Pleasant Valley, N. Y.

Other officers are Bruce Parsons, Parsons Auto Recyclers, Brigham City, Utah, first vice president; Frank W. Webber Jr., Chesterfield Auto, Richmond, Va., treasurer; Kennie Andersen, Andersen's Sales & Salvage, Inc., Greeley, Colo., second vice president, and Howard Veneklasen, Veneklasen Auto Parts, Holland, Mich., secretary.

POWER EQUIPMENT OPTIONS ON 1982 U. S. MODELS

	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	54,112	76.32	67,641	95.41	4,012	5.66	36,648	51.69
Spirit	8,618	42.70	17,498	86.70	242	1.20	9,808	48.60
Concord	28,471	84.50	33,120	98.30	2,527	7.50	15,128	44.90
Eagle	17,023	100.00	17,023	100.00	1,243	7.30	11,712	68.80
CHRYSLER CORP.	580,483	10.16	621,062	10.87	137,494	2.41	332,981	5.83
C-P Total	372,139	6.51	394,217	6.90	116,818	2.05	205,842	3.60
Horizon	14,126	33.10	21,339	50.00	NA	—	19,717	46.20
TC3	14,297	33.50	20,870	48.90	NA	—	20,272	47.50
Reliant	143,233	88.10	151,525	93.20	3,739	2.30	30,565	18.80
Gran Fury	18,746	100.00	18,746	100.00	2,606	13.90	11,548	61.60
Imperial	2,717	100.00	2,717	100.00	2,717	100.00	2,717	100.00
Cordoba	19,147	100.00	19,147	100.00	10,799	56.40	11,565	60.40
LeBaron	103,310	100.00	103,310	100.00	40,394	39.10	52,895	51.20
New Yorker	56,563	100.00	56,563	100.00	56,563	100.00	56,563	100.00
Dodge Total	208,344	3.65	226,845	3.97	20,676	0.36	127,139	2.23
024	17,321	38.00	23,748	52.10	NA	—	20,375	44.70
Omni	12,274	33.70	17,847	49.00	NA	—	15,589	42.80
Aries	109,639	87.70	116,140	92.90	3,125	2.50	56,632	45.30
Diplomat	26,258	100.00	26,258	100.00	3,230	12.30	14,967	57.00
Dodge 400	34,340	100.00	34,340	100.00	10,474	30.50	14,869	43.30
Mirada	8,512	100.00	8,512	100.00	3,847	45.20	4,707	55.30
FORD MOTOR	1,149,213	20.12	1,119,115	19.59	284,901	4.99	725,229	12.70
Ford Division	780,408	13.66	738,076	12.92	106,501	1.86	444,485	7.70
Escort	221,301	69.50	185,638	58.30	NA	—	21,954	38.30
EXP	22,650	100.00	16,195	71.50	NA	—	22,650	100.00
Mustang/Mustang II	122,593	94.00	123,897	95.00	10,825	8.30	67,557	51.80
Granada	120,323	100.00	120,082	99.80	12,393	10.30	65,215	54.20
Thunderbird	45,142	100.00	45,142	100.00	26,814	59.40	29,884	66.20
Ford	120,660	100.00	120,660	100.00	54,297	45.00	77,826	64.50
Fairmont	127,739	100.00	126,462	99.00	2,172	1.70	59,399	46.50
L-M Division	368,805	6.46	381,039	6.67	178,400	3.12	280,744	4.91
LN7	11,540	100.00	8,401	72.80	NA	—	11,540	100.00
Lynx	45,752	45.70	63,271	63.20	NA	—	42,948	42.90
Capri	36,134	100.00	34,183	94.60	2,674	7.40	24,860	68.80
Zephyr	39,092	100.00	38,897	99.50	1,095	2.80	22,009	56.30
Cougar	56,950	100.00	56,950	100.00	10,536	18.50	29,956	52.60
XR-7	16,867	100.00	16,867	100.00	11,115	65.90	10,238	60.70
Mercury	77,157	100.00	77,157	100.00	67,667	87.70	65,738	85.20
Continental	23,908	100.00	23,908	100.00	23,908	100.00	23,908	100.00
Lincoln	35,069	100.00	35,069	100.00	35,069	100.00	27,214	77.60
Mark VI	26,336	100.00	26,336	100.00	26,336	100.00	22,333	84.80
GENERAL MOTORS	3,249,807	56.89	3,215,475	56.29	1,280,231	22.41	1,985,845	37.76
Buick Division	739,984	12.95	738,834	12.93	334,459	5.86	419,441	7.34
Skylark	144,560	100.00	144,560	100.00	16,769	11.60	81,676	56.50
Skyhawk	47,918	100.00	46,768	97.60	4,408	9.20	26,642	55.60
Century	102,965	100.00	102,965	100.00	37,067	36.00	62,912	61.10
Regal	225,418	100.00	225,418	100.00	96,479	42.80	108,426	48.10
Buick	175,052	100.00	175,052	100.00	135,665	77.50	107,657	61.50
Riviera	44,071	100.00	44,071	100.00	44,071	100.00	32,128	72.90
Cadillac Division	235,584	4.12	235,584	4.12	232,208	4.07	181,412	3.18
Cimarron	25,968	100.00	25,968	100.00	22,592	87.00	25,968	100.00
Seville	19,998	100.00	19,998	100.00	19,998	100.00	17,756	88.80
Eldorado	52,018	100.00	52,018	100.00	52,018	100.00	40,678	78.20
Cadillac	137,600	100.00	137,600	100.00	137,600	100.00	97,008	70.50
Chevrolet Division	1,082,169	18.94	1,055,142	18.47	265,963	4.66	724,795	12.69
Chevette	38,711	15.90	32,137	13.20	NA	—	93,977	38.60
Cavalier	195,024	100.00	168,111	86.20	15,992	8.20	176,302	90.40
Celebrity	92,314	100.00	92,314	100.00	14,124	15.30	48,834	52.90
Camaro	178,808	100.00	178,808	100.00	80,106	44.80	110,503	61.80
Citation	155,211	93.70	161,671	97.60	5,466	3.30	78,185	47.20
Malibu	116,125	100.00	116,125	100.00	12,425	10.70	58,411	50.30
Monte Carlo	92,391	100.00	92,391	100.00	30,397	32.90	40,652	44.00
Chevrolet	188,178	100.00	188,178	100.00	82,046	43.60	94,277	50.10
Corvette	25,407	100.00	25,407	100.00	25,407	100.00	23,654	93.10
Oldsmobile Division	702,340	12.30	703,340	12.30	257,715	4.51	395,741	6.93
Omega	77,469	100.00	77,469	100.00	7,584	9.79	44,700	57.70
Firenza	30,108	100.00	30,108	100.00	1,921	6.38	16,379	54.40
Cutlass/Supreme	194,337	100.00	194,337	100.00	66,832	34.30	88,181	45.80
Cutlass/Ciera	101,320	100.00	101,320	100.00	36,181	35.71	60,711	59.92
Oldsmobile	265,178	100.00	265,178	100.00	111,269	41.96	157,807	59.51
Toronado	33,928	100.00	33,928	100.00	33,928	100.00	26,963	79.47
Pontiac Division	489,730	8.57	483,575	8.47	189,886	3.32	264,456	4.63
J2000	118,859	100.00	109,231	91.90	10,935	9.20	53,249	44.80
T1000	5,514	12.40	8,004	18.00	NA	—	18,810	42.30
Firebird	116,364	100.00	116,364	100.00	69,120	59.40	71,331	61.30
Phoenix	47,444	96.50	48,427	98.50	3,638	7.40	26,697	54.30
Grand Prix	80,650	100.00	80,650	100.00	50,326	62.40	34,760	43.10
Bonneville/LeMans	80,440	100.00	80,440	100.00	41,748	51.90	38,692	48.10
6000	40,459	100.00	40,459	100.00	14,120	34.90	20,917	51.70
VOLKSWAGEN	102,664	100.00	12,012	11.70	NA	—	89,626	87.30
Total Cars, U. S.	5,136,279	89.92	5,035,305	88.15	1,706,638	29.88	3,170,329	55.50

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,890 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

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But strong finish stirs hope of better days ahead

'82 new-car sales lowest since '61

Continued from Page 1

448,048 units from 357,580 in 1981. Daily selling rate for the month was 17,233, up 25.30 percent from 13,753 a year earlier. There were 26 December selling days both years.

For the month, GM was up 17.40 percent, to 256,728 from 218,670. Ford was up 53.50 percent, to 110,578 from 72,036. Chrysler climbed 26.87 percent, to 60,954 from 48,045. AMC soared 77.72 percent above 1981, to 13,757 from 7,741, and VWoA plummetted to 6,031 from 11,088.

GM earned 57.30 percent of the domestic market in the twelfth month, down from 61.15 percent a year earlier. Ford gained more than four percentage points, expanding to 24.68 percent from 20.15 percent. Chrysler held 13.60 percent, up from 13.44 percent, VWoA dropped to 1.35 percent from 3.10 percent, and AMC had its best month of the year, earning 3.07 percent, up from 2.16 percent.

In December, Imperial and AMC were the only makes to miss their year-ago totals. Imperial was off 28.68 percent and AMC was down 32.63 percent. AMC's 77.72-percent (corporate) gain was due to Renault Alliance sales of 8,542 during the month.

• Import sales in 1982 included record returns for five companies: Jaguar, Mercedes-Benz, BMW, Volvo and Saab. Jaguar more than doubled its 1981 sales, BMW was up 25.46 percent with an any-month best in December (6,215 sales), Saab was up 26.35 percent, Volvo was up 12.25 percent and Mercedes was up 4.61 percent.

Other highlights included sales increases for Nissan (up 1.17 percent), Porsche (up 28.16 percent) and Renault (up 21.61 percent). Top-selling Toyota was down 8.02 percent in 1982, Honda was down 1.31 percent, Mazda was down 1.77 percent and Subaru was down 1.14 percent. Volkswagen plunged 18.04 percent and Audi was down 9.57 percent.

Import sales were up for the fifth consecutive month in December, climbing 11.26 percent to 183,827 from 165,219 in 1981. During the month, Toyota was up 10.47 percent, Nissan was up 20.33 percent, Honda was up 3.71 percent, Mazda was up 29.26 percent and Subaru was up 3.45 percent.

Industry sales in December were up 20.86 percent, advancing to 631,875 from 522,799 in 1981.

Fourth quarter domestic sales were up an encouraging 16.69 percent, to 1,494,065 from 1,280,413 in 1981. Late-December sales were up 25.52 percent, to 158,466 from 126,251. The annualized domestic rate based on Dec. 21-31 sales was about 6.1 million. The daily selling rate in late December averaged 17,607, up 25.52 percent from 14,027. There were nine days in the period each year.

In the final 10 days of 1982, four of the five U. S. auto makers reported sales improvements. Ford was up 58.41 percent, GM was up 17.61 percent, Chrysler was up 29.85 percent and AMC was up an estimated 40 percent. VWoA fell 47.56 percent below its 1981 sales level.

Market-share distribution during the last period revealed 54.97 percent to GM, 26.35 percent to Ford, 14.68 percent to Chrysler, 2.21 percent to AMC and 1.79 percent to VWoA.

IMPORTED CAR SALES

	December 1982	December 1981	Jan. 1 - Dec. 31, 1982	Jan. 1 - Dec. 31, 1981
Alfa Romeo	240	268	2,194	2,301
Audi	3,650	4,587	45,954	50,817
BMW	6,215	4,225	52,393	41,761
Challenger	981	1,010	14,128	12,690
Colt/Champ	2,500	3,210	37,129	42,128
Colt	2,310	3,194	37,902	42,796
Datsun	39,779	33,059	470,246	464,805
DeLorean	†	644	2,830	3,009
Fiat	573	1,224	14,113	32,185
Fiesta	.....	.....	.....	32,856
Honda	28,086	27,062	365,865	370,705
Isuzu	1,359	1,203	15,462	17,805
Jaguar	1,219	553	10,349	4,695
Lancia	124	50	1,174	1,068
Mazda	13,285	10,278	163,150	166,088
Mitsubishi	1,260	.....	3,950	.....
Mercedes-Benz	7,399	6,416	65,963	63,059
MG	.....	49	.....	3,712
Peugeot	1,219	1,219	14,323	16,937
Porsche	1,501	1,258	14,407	11,241
Renault	2,031	2,037	37,540	30,869
Rover	.....	53	.....	781
Saab	1,425	1,287	18,463	14,613
Sapporo	1,283	875	13,068	13,326
Subaru	11,594	11,207	150,335	152,062
Toyota	46,147	41,773	530,246	576,491
Triumph	.....	164	.....	9,768
Volkswagen	6,246	5,214	67,352	82,173
Volvo	3,401	3,080	72,374	64,477
TOTAL	183,827	165,219	2,220,910	2,325,218

*Not available

Ford ordered to explain withholding of franchise

ELIZABETH, N. J.—Ford Motor Co. will have to show cause Thursday (Jan. 13) why it has not named the partner in a Lincoln-Mercury dealership the dealer principal since he assumed control of the operation.

The action stems from a suit filed by Robert Beisser, who operates Fletcher Motor Co., a Lincoln-Mercury dealership in Summit, N. J.

Beisser claims in his suit that Ford's failure to name him the dealer principal after his partner left the operation cost him a Datsun franchise and $700,000 in personal funds he invested in the dealership.

In addition, Beisser claims he is unable to restructure the operation and has lost $2 million in funding from potential investors because of the delay.

According to Beisser's suit, he and Edward Mayer, of Rahway, N. J., took control of the dealership in November, 1980, with Mayer having 51 percent of the stock and Beisser 49 percent.

This made the dealership a minority-owned outlet since Mayer is black.

Mayer resigned his position in July of last year and his stock reverted to the company.

Beisser and his financial consultant, Avram Apter, attempted to restructure the company. Over two years, the dealership, once a profitable business, was $1.2 million in debt. In the court papers, Beisser said he invested the funds and Mayer ran the day-to-day business operations.

Beisser alleges in his suit that the reason Ford is not granting him the franchise is because the dealership had been designated a "minority" franchise by Ford, the only one in the state. Beisser claims this has prevented him from being named the dealer principal.

Beisser is asking the State Superior Court to restrain Ford from transferring the franchise and to show cause why he should not be named.

In Detroit, an L-M spokesman said: "Ford Motor Co. does not have minority points, and we do not believe there is any merit to the lawsuit."

No plans to build cars in California, Petersen says

LOS ANGELES. — Donald E. Petersen, president of Ford Motor Co., told a Los Angeles news conference Ford has no plans to build cars in California. Ford's last plant in the state—Milpitas—is scheduled to close this spring.

Petersen said plants on both coasts were justified in the days of the "1-million-a-year Ford," when seven or eight plants were producing one body style.

"There was enough total volume then to sell out the volume in a coast plant," he said. "However, the market has changed dramatically. Now we build a wider range of products."

He said Ford gave the Milpitas plant its best shot by building its two highest volume units—the Escort and F-series pickup—but that the company was unable to make a go of it.

"I'm afraid that with the major changes coupled with Californians buying foreign cars in massive numbers, there is no economic way to be a manufacturer here," he said.

General Motors closed two California assembly plants last year. It still operates one at Van Nuys.

Bankruptcy filing

BERNE, Ind. — Kinard Rudd, doing business as Kinard Rudd Pontiac, Chevrolet and Buick, Inc., and Irene Rudd, both of Berne, have filed a bankruptcy claim in district court in Fort Wayne, Ind. They claim debts of $642,937 and assets of $72,625. Rudd recently closed his dealership.

DOMESTIC CAR SALES

	Dec. 21 to Dec. 31, 1982	Same Period, 1981	December, 1982	Same Month, 1981	Jan. 1 to Dec. 31, 1982	Same Period, 1981
Renault Alliance	.....	.....	8,542	.....	30,173	.....
Spirit	.....	.....	1,002	1,232	16,182	33,504
Concord	.....	.....	1,633	2,958	30,872	59,846
Pacer	.....	.....	.....	.....	.....	111
Eagle	.....	.....	2,580	3,551	35,206	43,221
AMERICAN MOTORS*	3,500	2,500	13,757	7,741	112,433	136,682
Horizon	1,590	1,700	3,943	3,822	46,907	75,377
Turismo/TC3	1,325	1,043	3,284	2,779	39,704	51,815
Reliant/Volare	3,922	4,491	12,034	12,240	146,762	196,997
Plymouth	210	187	465	526	18,255	1,409
Total Plymouth	7,047	7,421	19,726	19,367	251,628	325,598
LeBaron	.....	199	.....	398	.....	36,311
LeBaron K	2,540	1,580	6,315	4,906	88,575	10,680
Cordoba	430	506	957	1,339	15,828	23,904
New Yorker 5th Ave.	1,832	912	4,664	2,546	62,725	5,894
E-Class	1,343	.....	3,177	.....	9,122	.....
Chrysler New Yorker E	96	.....	119	.....	119	17,080
Total Chrysler	6,241	3,197	15,232	9,189	176,369	93,869
Total Imperial	89	128	194	272	2,601	4,649
Omni	1,506	1,317	3,830	3,322	40,002	56,038
Charger/024	1,436	1,139	3,564	3,233	41,275	51,743
Aries/Aspen	4,070	3,518	11,512	9,389	113,076	149,653
Dodge 400	1,261	451	3,035	1,468	28,946	3,150
Diplomat	388	451	949	1,119	24,866	25,598
Mirada/Magnum	204	288	427	686	7,316	13,947
Dodge 600	1,014	.....	2,485	.....	5,624	.....
Dodge St. Regis	.....	.....	.....	.....	.....	5,628
Total Dodge	9,879	7,164	25,802	19,217	261,105	305,757
CHRYSLER CORP.	23,256	17,910	60,954	48,045	691,703	729,873
Pinto	.....	.....	.....	.....	.....	10,037
EXP	1,001	990	2,658	2,768	39,021	54,502
Escort	9,714	5,725	23,684	14,185	337,667	284,907
Mustang	3,461	2,341	8,688	5,866	119,526	154,985
Fairmont	4,943	3,160	14,457	8,736	139,056	182,909
Granada	1,044	2,867	3,051	7,647	94,750	106,996
Thunderbird	479	1,277	1,347	3,424	42,585	69,775
LTD '83	4,499	.....	11,105	.....	26,820	.....
Ford Crown Victoria	4,258	2,809	11,375	7,720	126,065	113,109
Ford Division	29,399	19,169	76,365	50,346	925,490	977,220
Bobcat	.....	.....	.....	.....	.....	2,169
LN7	420	308	1,060	1,204	13,107	18,217
Lynx	2,045	1,358	5,675	4,037	95,959	92,809
Zephyr	1,019	681	3,063	2,001	42,363	50,603
Cougar/Monarch	360	1,043	899	3,224	40,829	46,750
XR-7	142	356	454	1,078	15,609	28,706
Capri	979	451	2,740	1,466	31,280	47,151
Marquis '83	1,512	.....	4,137	.....	10,645	.....
Mercury Grd. Marquis	2,570	1,490	7,411	4,305	77,348	53,145
TOTAL Mercury	9,047	5,687	25,439	17,315	327,142	339,550
Cont./Versailles	547	594	1,484	1,475	22,611	4,919
Lincoln	1,714	468	4,660	1,480	42,537	29,178
Mark VI	1,052	443	2,630	1,420	27,920	29,733
Total Lincoln	3,313	1,505	8,774	4,375	93,068	63,830
L-M Division	12,360	7,192	34,215	21,690	420,208	403,380
FORD MOTOR	41,759	26,361	110,578	72,036	1,345,698	1,380,600
Skyhawk	1,384	.....	4,080	.....	46,942	.....
Skylark	2,211	4,217	7,831	11,649	141,766	200,460
Century FD	2,756	920	9,549	2,602	99,873	2,691
Regal Sedan	1,577	2,503	4,961	6,882	78,960	123,678
Regal Coupe	2,749	4,083	8,370	10,926	143,309	208,329
LeSabre	2,564	2,598	7,890	7,119	108,989	82,263
Electra	1,522	1,840	4,854	4,849	59,599	57,234
Riviera	997	1,517	3,235	3,979	43,673	47,964
Buick Division	15,760	17,678	50,770	48,007	723,011	722,617
Cimarron	640	418	1,941	1,212	13,774	14,604
Seville	945	613	2,543	1,719	24,029	22,724
Cadillac	4,930	4,582	13,937	12,884	154,229	138,948
Eldorado	2,029	1,731	5,254	4,785	57,263	54,389
Cadillac Division	8,544	7,344	23,675	20,600	249,295	230,665
Chevette	4,380	5,141	11,946	16,711	231,927	346,307
Cavalier/Monza	3,761	1,611	10,300	5,312	121,392	88,072
Citation/Nova	4,238	5,248	12,073	15,946	186,782	300,184
Camaro	4,093	1,249	11,992	2,588	182,848	94,606
Celebrity	3,950	494	12,005	1,287	101,311	1,361
Malibu	2,267	2,833	7,457	9,348	110,736	211,130
Monte Carlo	2,214	2,490	6,244	7,448	98,954	161,158
Chevrolet	4,770	4,840	14,102	14,896	204,193	210,424
Corvette	541	405	1,437	1,153	22,477	29,039
Chevrolet Division	30,214	24,311	87,556	74,689	1,260,620	1,442,218
Firenza/Starfire	897	.....	2,538	.....	28,282	.....
Omega	1,173	1,712	3,778	4,757	72,392	109,981
Cutlass Ciera	3,236	1,048	9,409	2,716	113,921	2,882
Cutlass	.....	2,996	.....	9,264	.....	187,952
Supreme	5,343	4,137	16,618	12,248	280,566	266,070
Olds 88	4,315	3,618	13,238	10,756	180,840	158,662
Olds 98	2,515	2,613	7,721	7,343	89,222	84,583
Toronado	844	782	2,637	2,557	34,362	38,609
Oldsmobile Division	18,323	16,906	55,939	49,641	799,585	848,739
T-1000	1,416	1,101	3,560	3,721	51,257	55,868
J-2000/Sunbird	1,901	841	4,976	3,180	57,048	75,884
Phoenix	1,322	1,116	3,763	3,896	49,527	82,285
Firebird	3,288	661	9,182	1,595	105,686	52,188
6000	2,414	459	6,617	1,262	55,794	1,325
Bonneville/Lemans	1,956	1,518	5,367	4,715	76,063	73,988
Grand Prix	1,977	1,731	5,323	5,862	83,598	128,236
Pontiac	.....	406	.....	1,502	4,176	82,620
Pontiac Division	14,274	7,833	38,788	25,733	483,149	552,394
GENERAL MOTORS	87,115	74,072	256,728	218,670	3,515,660	3,796,696
VOLKSWAGEN	2,836	5,408	6,031	11,088	91,166	162,445
DOMESTIC TOTAL	158,466	126,251	446,048	357,530	5,756,660	6,206,296
IMPORT TOTAL	.....	.....	183,827	165,219	2,220,910	2,325,218
INDUSTRY TOTAL	.....	.....	631,875	522,749	7,977,570	8,531,514

*—AMC does not issue a nameplate breakdown for 10-day periods.

Makers schedule 77,187 cars

1st week's auto production tops '82

By Patricia Hoffman
Staff Writer

The domestic auto makers were off to a stronger start than in 1982 as the first week of 1983 production showed a sizeable gain over the total for the year-ago period.

Last week's output was estimated at 77,187 units, a 51.62 percent gain from 50,908 built the same week last year. But output fell 18.10 percent from the 94,262 cars built during the final week of production last month. Downtime at 10 facilities was the reason.

Breakdown for last week by company was: General Motors, 75.15 percent; Ford Motor, 16.60 percent; American Motors, 3.88 percent; Volkswagen of America, 4.21 percent, and Honda Motor, 0.16 percent. All of Chrysler Corp.'s facilities were idle last week.

The makers wrapped up the 1982 calendar year with 5,096,771 units, down 18.84 percent from 6,280,045 built in 1981. It was the lowest total since 1958 when only 4,244,045 cars were completed.

AMC showed the only gain for 1982 with 110,050 units, up from 109,319 built in 1981. Of AMC's 1982 total, 57,752 were Renault Alliance models.

VWoA suffered the largest decline last year with 84,246 units, down 49.78 perecnt from 167,755 in 1981.

Totals for the Big Three were: Chrysler, 600,502, down 19.90 percent from 749,687; GM, 3,195,126, down 18.70 percent from 3,930,176, and Ford, 1,104,074, down 16.37 percent from 1,320,198.

Checker Motors, which closed operations in July, built 2,163 units in 1982, down 25.67 percent from 2,910 during a full year of production in 1981.

Honda has built 610 units in the U. S. since production began Nov. 1.

In December, the manufacturers assembled 386,032 cars, up 8.83 percent from 354,697 in the comparable 1981 month.

Despite a favorable December, the fourth-quarter total was only 1,208,217 units, down 7.68 percent from 1,308,774 built during the final three months of assembly cars in 1981. It was the lowest fourth-quarter output since 1951 when only 1,058,390 cars were completed.

Extended holiday closings were scheduled last week at Ford's Dearborn, Metuchen, San Jose and Wayne facilities due to overstocked inventories. Ford's Atlanta and Lorain points remain closed for model changeover.

Also closed last week were all four of Chrysler's assembly points plus GM's Tarrytown facility. GM's Bowling Green plant remained idle for model changeover.

All U. S. car facilities were idle December 23 for the Christmas/New Year holidays. Most resumed operations last week.

Canada's, car, truck makers start year ahead of 1982

Canadian auto and truck production for the first week of 1983 showed substantial gains over the comparable 1982 period when five car and truck facilities remained idle for extended holiday downtime.

The car makers targeted 14,221 units last week, a 34.14 percent gain from 10,602 built during the final week of asembly in 1982 which was shortened due to the Christmas/New Year's holiday. Output was also up from 3,875 cars built in the first week of production last year.

During the 1982 calendar year, the car manufacturers assembled 806,822 units, an 8.51 percent gain from last year's 743,570. The total was below the 846,777 built in 1980.

There were 83,943 cars produced in December of last year, up 65.25 percent from 50,799 in the comparable 1981 period. It was the highest output for that month since 85,377 units were completed in 1978.

During the final three months of assembly in 1982, the car manufacturers built 195,304 units, a 10.52 percent gain from last year's 176,711. In the final quarter of 1980, 227,352 cars were completed.

• The truck makers assembled 6,600 units last week, up 27.49 percent from 5,177 units built during the final week of assembly last year. Output also rose from 2,412 trucks built in the first week of 1982.

There were 466,495 trucks built during the 1982 calendar year, down 24.43 percent from 617,264 in 1981. It was the lowest yearly output for the makers since 389,827 units were assembled in 1975.

Although the December truck total of 40,962 units was higher than November's output, it fell 2.95 percent from 42,207 built in the comparable 1981 period. It was the lowest total for that month since 1979 when 40,104 trucks were assembled.

During the fourth quarter last year, 106,462 trucks were assembled, a 26.48 percent decline from 144,801 built in the final three months of 1981. It was the lowest fourth-quarter total since 89,123 units were built in 1974.

Ford Motor's car and truck facilities, idled Dec. 20 for an early holiday close, remained down last week (Jan. 3) for inventory adjustments.

Also closed last week for inventory control were International Harvester's Chatham and Vancouver truck points.

All other car and truck facilities, idled Dec. 23 for holiday downtime, resumed operations last week.

Arizona Chevy group elects Fitzgerald

PHOENIX. — Ed Fitzgerald, president of Courtesy Chevrolet here, has been elected president of the Valley Chevy Dealers Assn., succeeding Henry Chapman, president of Chapman Chevrolet, in Tempe, Ariz.

Ray Korte, Jr., president of Korte Chevrolet, Scottsdale, Ariz., was elected treasurer.

Downtime trims truck output to 19,974 for week

Extended holiday downtime at 12 truck facilities last week puled domestic truck production for the first week of 1983 down 39.50 percent from the final four days of assembly last year. Output was also down 1.54 percent from the comparable 1982 period when there were 13 assembly points idle for extended holiday period.

The truck makers estimated 19,974 units last week, down from 33,017 built during the final week of production last year which was shortened due to the Christmas/New Year's holiday. Output was also below the 20,286 units assembled during the first week of 1982.

There were 1,908,725 trucks assembled in 1922, a 12.20 percent gain from 1,701,122 in 1981. It was the highest yearly output since 2,973,498 units were completed in 1979.

The December total of 116,552 units just about broke even with the 116,716 units assembled in the comparable 1981 month, although it was the lowest output for the period since 1962 when only 111,031 units were completed.

The fourth-quarter total, however, showed a fractional gain with 401,726 units from the 400,548 trucks built during the last three months of 1981. It was the highest output for that quarter since 1980 when 469,651 units were completed.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 8, 1983	Week Ended Jan. 9, 1982	Week Ended Dec. 25, 1982	Dec. Total	1981 Total	1982 Total
CHEVROLET	8,396	13,528	10,470	29,570	548,379	653,396
DODGE	.....	.....	1,921	6,767	98,240	121,916
FORD	7,892	.....	14,887	54,004	617,375	713,426
GMC	2,351	4,223	3,689	14,266	173,251	224,305
INTERNATIONAL	285	1,135	605	3,308	62,861	45,114
VOLKSWAGEN	.....	.....	.....	.....	37,392	8,086
JEEP	.....	.....	815	5,277	92,248	85,472
AM GENERAL	50*	.....	30*	160*	3,616	2,410*
MISCELLANEOUS	1,000*	1,400*	600*	3,200*	67,760	54,600*
Total Trucks, U. S.	19,974	20,286	33,017	116,552	1,701,122	1,908,725

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 8, 1983	Week Ended Jan. 9, 1982	Week Ended Dec. 25, 1982	Dec. Total	1981 Total	1982 Total
CHRYSLER CORP.	2,556	.....	1,783	4,341	85,427	95,410
FORD MOTOR	244	339	116	22,429	278,810	132,773
GENERAL MOTORS	3,800	1,828	3,115	13,314	242,275	227,573
INTERNATIONAL	.....	245	163	878	10,752	10,739
Total Trucks, Canada	6,600	2,412	5,177	40,962	617,264	466,495
N. American Trucks	26,574	22,698	38,194	157,514	2,318,386	2,375,220

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 8, 1983	Week Ended Jan. 9, 1982	Week Ended Dec. 25, 1982	Dec. Total	1981 Total	1982 Total
AMERICAN MOTORS	3,000	.....	2,885	12,013	109,319	110,050
AMC Total	.....	.....	634	1,975	109,319	52,298
Spirit	.....	.....	.....	.....	35,143	12,973
Concord	.....	.....	.....	65	49,480	17,651
Eagle	.....	.....	634	1,910	24,696	21,674
Renault Total	3,000	.....	2,251	10,038	.....	57,752
Alliance	3,000	.....	2,251	10,038	.....	57,752
CHRYSLER CORP.	.....	.....	11,796	50,426	749,687	600,502
Plymouth Total	.....	.....	4,492	20,256	365,841	241,181
Horizon	.....	.....	1,592	7,466	139,353	77,572
Reliant	.....	.....	2,827	12,580	216,901	162,053
Caravelle ('81)	.....	.....	.....	.....	2,139	.....
Caravelle ('83)	.....	.....	73	210	.....	1,556
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	.....	.....	2,146	8,587	57,340	114,443
LeBaron	.....	.....	1,261	4,836	52,478	95,360
Chrysler	.....	.....	.....	.....	4,862	.....
Chrysler E-Class	.....	.....	885	3,751	.....	19,083
Dodge Total	.....	.....	5,158	21,583	326,506	244,878
Omni	.....	.....	1,731	6,716	126,224	72,456
Aries	.....	.....	2,382	10,614	170,139	129,235
Diplomat	.....	.....	.....	.....	12,644	.....
Dodge 400	.....	.....	401	1,720	13,817	30,481
Dodge 600	.....	.....	644	2,533	.....	12,706
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	12,810	1,496	23,211	87,802	1,320,198	1,104,074
Ford Division	6,551	.....	16,019	55,240	892,043	690,655
Escort	.....	.....	6,332	17,573	351,437	264,972
Fairmont	2,878	.....	2,395	10,350	176,246	128,519
Mustang	.....	.....	3,242	11,649	153,719	127,371
LTD/Granada	2,978	.....	3,420	13,513	103,702	132,034
Thunderbird	.....	.....	.....	.....	64,328	29,336
Crown Victoria/Ford	695	.....	623	1,979	40,886	2,034
EXP	.....	.....	7	176	1,725	6,389
L-M Division	6,259	1,496	7,192	32,562	428,155	413,419
Mercury Total	4,215	.....	5,548	24,518	363,970	315,799
Lynx	.....	.....	1,286	4,583	116,905	81,114
Capri	.....	.....	377	1,545	50,336	32,704
Zephyr	978	.....	693	3,073	51,868	40,406
Marquis/Cougar	1,030	.....	1,436	7,227	49,831	24,858
Cougar/XR7	.....	.....	.....	.....	28,223	46,543
Gr. Marquis/Marquis	2,207	.....	1,749	8,037	65,720	88,404
LN7	.....	.....	7	53	1,087	1,770
Lincoln Total	2,044	1,496	1,644	8,044	64,185	97,620
Continental ('82)	408	748	329	1,609	11,894	20,052
Lincoln	959	378	771	3,960	26,651	47,609
Mark VI	677	370	544	2,475	25,640	29,959
GENERAL MOTORS	58,007	49,412	54,146	227,847	3,930,176	3,195,126
Buick Division	14,932	7,422	13,727	55,259	839,966	751,332
Skylark	.....	1,471	2,870	8,829	239,175	137,810
Skyhawk J	1,575	.....	1,248	4,805	6	65,549
Century	2,710	2,597	1,977	7,304	102,968	111,698
Regal	5,932	.....	3,294	16,770	267,708	209,068
Buick	3,950	3,354	3,381	13,506	171,834	183,325
Riviera	765	.....	957	4,045	58,275	43,882
Cadillac Division	6,611	3,750	4,867	22,000	259,135	246,355
Cimarron	496	154	488	2,063	22,308	10,404
Seville	560	.....	422	1,785	23,344	22,706
Eldorado	1,595	.....	971	4,127	57,861	56,627
Cadillac	3,960	3,596	2,986	14,025	155,622	156,618
Chevrolet Division	14,503	15,707	16,727	70,157	1,463,165	1,013,795
Chevette	.....	.....	3,889	16,210	360,848	208,335
Cavalier	3,028	5,325	2,245	8,518	139,817	95,862
Celebrity	1,450	2,196	1,019	4,355	23,833	66,361
Camaro	3,947	2,833	3,083	13,147	99,050	213,560
Citation	1,200	2,115	2,149	8,139	300,653	159,062
Malibu	2,425	1,254	2,014	9,369	223,749	125,110
Monte Carlo	1,863	1,081	1,428	6,639	139,899	81,131
Chevrolet	590	319	900	3,780	147,332	42,648
Corvette	.....	584	.....	.....	27,984	21,786
Oldsmobile Division	15,095	16,037	13,437	57,700	825,540	765,496
Omega	.....	2,614	1,252	3,936	121,617	70,955
Firenza	595	.....	504	2,600	.....	44,432
Cutlass	4,800	4,826	3,951	19,620	361,640	215,822
Cutlass/Ciera	2,440	3,235	2,222	7,686	24,035	118,750
Oldsmobile	6,460	5,362	4,879	21,206	274,373	280,947
Toronado	800	.....	629	2,652	43,875	34,590
Pontiac Division	6,866	6,496	5,388	22,731	542,370	418,148
Acadian†	.....	.....	56	75	18,138	9,933
2000	1,596	1,191	1,609	5,002	91,465	41,790
1000	892	.....	614	3,897	88,871	33,725
Firebird	1,583	1,311	1,279	5,360	48,970	127,904
Phoenix	715	657	542	1,982	96,597	44,027
G. Prix/B'ville ('83)	2,080	3,337	1,288	6,415	127,227	130,805
A6000	.....	.....	.....	.....	19,011	29,964
LeMans	.....	.....	.....	.....	42,027	.....
Pontiac	.....	.....	.....	.....	10,064	.....
HONDA*	120*	.....	80*	320*	.....	610*
VOLKSWAGEN	3,250	.....	2,124	7,624	167,755	84,246
CHECKER	.....	.....	.....	.....	2,910	2,163
Total Cars, U. S.	77,187	50,908	94,242	386,032	6,280,045	5,096,771

CANADIAN CAR PRODUCTION

	Week Ended Jan. 8, 1983	Week Ended Jan. 9, 1982	Week Ended Dec. 25, 1982	Dec. Total	1981 Total	1982 Total
AMERICAN MOTORS	1,200	.....	974	2,053	34,535	30,305
CHRYSLER CORP.	4,128	3,314	2,789	7,014	69,145	149,442
FORD MOTOR	313	336	118	51,057	191,928	283,309
GENERAL MOTORS	8,400	.....	6,541	23,054	437,622	333,648
VOLVO	180	225	180	765	10,336	10,118
Total Cars, Canada	14,221	3,875	10,602	83,943	743,570	806,822
N. American Cars	91,408	54,783	104,844	469,975	7,023,615	5,903,593
N. American Trucks	26,574	22,698	38,194	157,514	2,318,386	2,375,220
North American Cars and Trucks	117,982	77,481	143,038	627,489	9,342,001	8,278,813

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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A look into the future

Electronics cram Continental Concept 100

Ford Motor Co. says this concept car has the largest number of functioning advanced electronic features ever contained in a single vehicle. The Continental Concept 100, incidentally, bears a very strong resemblance to the 1984 Continental due to debut in March, 1984. Such a vehicle lets Ford engineers and customers dream a bit, gives a look at what's possible and dispels consumer concern over electronic complexity, says Ford President Donald E. Petersen.

Number of cars in stock falls but supply climbs to 65 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory jumped during December to a 65-day supply from a 52-day stockpile at the beginning of the month.

The Jan. 1 stockpile totaled 1,125,989 units, which was actually down from 1,164,338 on Dec. 1. The higher days-supply figure Jan. 1 was the result of a sharply lower selling rate during December.

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While the supply of new cars was up compared with a month earlier, a 65-day stock is not really heavy for that time of year and is certainly not alarming when compared with Jan. 1 a year earlier, when the industry had a record 107-day supply.

The unit count of 1,125,989 continues a downward trend which has held since the beginning of the '83 model year and is the lowest since Dec. 1, 1970.

While the general health of the auto industry is not particularly good, the inventory situation must be considered one of the brighter spots. Any sudden outburst of sales would quickly result in shortages in a number of lines, but that kind of problem would clearly be welcomed by the industry.

While all the corporate makers reduced their unit counts during December, only Chrysler Corp. and American Motors went into January with a lighter days-supply figure.

General Motors led the increase in supply, boosting its inventory from 47 days Dec. 1 to 66 days Jan. 1. Heaviest supplies were in small cars, while Cadillac stocks dwindled.

Ford Motor Co. entered 1983 with a 63-day supply, up from 57 days a month earlier. Ford's inventory was also heavier in small cars than large, but the gap was not as great as at GM.

Chrysler Corp. trimmed its supply during the month from 69 to 62 days and reversed the general industry trend by being lightest in small cars.

AMC opened January with a 78-day supply, compared with a 79-day stock a month earlier. Volkswagen of America had an 87-day supply of U. S.-built Rabbits Jan. 1, up from 67 days a month earlier.

The Jan. 1 domestic inventory was divided this way: GM, 57.68 percent; Ford Motor Co., 23.93 percent; Chrysler Corp., 12.95 percent; AMC, 3.65 percent, and VWoA, 1.79 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.58 percent; Ford Motor Co., 23.93 percent; Chrysler Corp., 13.29 percent; AMC,

Continued on Page 42, Col. 1

Fiat to withdraw from U.S.; sales going to Bricklin

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TURIN. — Fiat plans a corporate withdrawal from the U. S. car market within 90 days, according to European sources.

Only two Fiat models — the X 1/9 and Spider 2000 — are now actively marketed in the U. S. and sales of these will continue under a new company headed by Malcolm Bricklin, Fiat insiders say.

Fiat executives were unavailable for comment, but a formal announcement is expected shortly.

Bricklin, who has been operating on the fringes of the auto industry since the demise of his own auto-making project involving the gull-winged Bricklin SV-1, plans to establish a network of distributors to handle the X 1/9 and Spider.

Although those two cars originally were built by Fiat, the Spider is now produced by Pininfarina and the X 1/9 by Bertone. They are marketed in some European countries as Fiats and others as the Pininfarina 2000 and the Bertone X 1/9. It is believed the cars will be sold in the U. S. by Bricklin as the Pininfarina 2000 and Bertone X 1/9.

Fiat Motors of North America, meanwhile, is making an effort to clear the decks of about 5,000 leftover 1982 models by offering rebates of up to $2,000.

Sources here say it is likely Bricklin will retail cars through the approximately 400 dealerships now holding Fiat franchises.

It is believed likely also that Bricklin will take over parts support of other Fiat models now on the road in the U. S. Negotiations reportedly are continuing with an aim toward Bricklin assuming the warranty obligation for Fiats in the U. S.

Ironically, the news that Fiat had thrown in the towel on U. S. sales emerged as Fiat prepared to bring 700 European auto writers to Florida for the press introduction of a new model, the Fiat Uno. The Uno is about to be marketed in Europe, but Fiat has made no plans to sell it in the U. S.—obviously a result of its plan to retreat from the American market.

Fiat's decision to abandon the U. S. caps a long and fitful effort to become a major part of the American automotive scene.

Fiat was one of the pioneer car firms in the U. S. before World War I, but then pulled out of the market until the 1940s, when a few Topolinos were exported to the U. S.

It made a serious effort to become a market force in the U.S. with the beginning of the "import boom" in the 1950s. Fiat

Continued on Page 42, Col. 1

breaking news

Shakeup at VWoA

WARREN, Mich. — Volkswagen of America was putting the final touches on a realignment of its organization and a reduction in workforce as AUTOMOTIVE NEWS went to press. All departments — including styling, body engineering, finance and personnel—are involved, but the realignment is not expected to affect VWoA's product engineering program.

One of the jobs eliminated in the reorganization was that of director of styling design. William H. Maypole had held that position. Design activity may be continued under another department.

Avanti to race

LOS ANGELES. — Stephen Blake, chairman and chief executive officer of his newly acquired Avanti Motor Car Co., announced that the company will field a car in the 24

See BREAKING NEWS, Page 8, Col. 1

FDA and CDA unite to form Dealers Alliance

Ford, Chevy dealer groups merge

By John A. Russell
New York Staff Writer

PORT CHESTER, N. Y.—The Ford Dealers Alliance and the Chevrolet Dealers Alliance have merged into one association called the Dealers Alliance.

In proposals approved last week by the boards of directors of both groups, the two organizations will now be divisions of the newly formed parent association.

The FDA has 1,700 members nationwide, while the CDA, still in its development stage, has 244 members concentrated in the Northeast.

According to the resolutions passed last week, the FDA board becomes the board of directors of the new Dealers Alliance. The CDA board will become an advisory board. The FDA officers will be the officers of the Dealers Alliance.

Larry Tynan, president of CDA, told AUTOMOTIVE NEWS that the two divisions will still fight their respective make battles separately, but the common problems confronting all auto dealers will be handled by the one alliance.

Another distinction of the motions passed at the annual meetings of the groups is that financial matters and future income will be kept separate.

• The two organizations formed a coalition last spring to work together on their common problems.

This unprecedented move saw the two groups specify the areas in which they would be working together, which included pricing, overdealering, product identification and financing. Since then, the issue of fleet incentives has come to the forefront.

Tynan said there is a need for an alliance approach to bring about change and noted that the CDA has "weathered its growing pains" and is still in existence.

Since the coalition of the two groups was announced, he said, the CDA membership has increased from 125 to 244 and more interest has been expressed in the group.

The legal unification of the two organizations will help the CDA in its growing stages since the FDA has its operational systems in place.

The formation of this new umbrella organization also signifies a move to broaden the base of the once-considered-radical FDA.

For both, there is another benefit to the move. Apparently, during recent months, the groups have been told that for tax purposes they must broaden their representation to retain nonprofit status.

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As he lifts curtain on new product lines

Iacocca rips government 'disarray'

By John A. Russell
New York Correspondent

NEW YORK. — Laying the blame for the slumping economy entirely on the federal government's doorstep, Lee Iacocca, chairman of Chrysler Corp., said that while his company is "ready to go," the "incredible disarray in Washington is holding the economy in limbo."

Speaking at a news conference here last week, Iacocca was presenting new product lines for '83 and into '84 with the goal in mind of showing that Chrysler has pulled itself through its financial disasters and can successfully compete in the marketplace.

Chrysler will compete in several market segments, he said, including performance vehicles, sports cars and the market for its full line from subcompacts to family sedans and wagons.

But while Chrysler is ready, the economy is not and Iacocca said flatly, "our government has failed to develop consistent and realistic policies on interest rates, energy and trade. And all the while the deficits grow."

He singled out four areas that he said need action by the federal government. First, he said, the prime interest rate has to fall below the 10 percent level.

Iacocca said that there is proof in the actions by the auto companies with 11.9 percent consumer financing that lower rates spark sales.

Cutting federal deficits by trimming defense spending and matching the cut in that area with the same in social programs is necessary, he said.

• Iacocca advocated adding 25 cents per gallon to the gasoline tax rather than the one that currently passed at 5 cents per gallon to bring the price of gasoline to the range of $1.40 to $1.50 per gallon to prevent a sharp upturn in usage.

He launched a blistering attack on the federal government's policies regarding Japan.

"A $20-billion trade deficit every year will crucify our economy," he said, adding, "it's time we told the Japanese to knock off their unfair trade practices."

He said it is also time for the Japanese to bring the valuation of the yen into line with the dollar as well as noting that U. S. companies should have the same tax breaks on exports as the Japanese get.

"And until those things happen, it's time we told the Japanese to set a voluntary quota of an honest 1.5 million vehicles coming into this country."

Iacocca doesn't think that the Japanese are moving toward manufacturing in the U. S. with any enthusiasm. He said he thought it was "reasonable for the U. S. to say this is our market and you (the Japanese) can have 1.5 million units, that's all."

As for his company, he said he was holding the conference to "dispel some myths."

• One of those is that Chrysler has not pulled itself out of its financial difficulties. Losses have been turned into profits, he said, and Chrysler has doubled productivity and has built a cash cushion.

"We've cut our fixed costs by $1.2 billion and cut our breakeven point in half since 1979," he said.

But the thrust of this meeting was product from Chrysler, which Iacocca says proves the company is here to stay and can compete. He introduced the sports car the company will have for 1984 — the Dodge Daytona and Chrysler Laser.

These two models, he said, mate fuel efficiency with performance. They have a five-speed transmission designed and manufactured by an American car company. This was an obvious reference to the fact that both General Motors and Ford Motor Co. import their five-speed gearboxes.

Running down the list, Iacocca divided the products into several groupings. Under performance, he listed the Shelby Charger and the Dodge ES.

Convertibles were represented by the LeBaron, including a rumble-seat version.

Along with these models he showed a model not slated for introduction yet, but which is being test marketed. It was a two-seater convertible designed to compete with the Mercedes-Benz 380 SL. Iacocca referred to it as "our answer" to the Mercedes two-seater.

• Iacocca said this group of models cost the company more than $1 billion and added that by 1986, Chrysler will have spent another $6.6 billion on future products. He claimed that Chrysler puts a larger percentage of its budget into product and added that because of the company's efficiency, that amount was the equivalent of $12 billion for the competition.

Iacocca said the company anticipated it would keep its 10 percent share of market in both cars and trucks for 1983.

The company would show a total profit, for 1982, he said, despite a fourth-quarter loss caused by the strike in Canada.

Two-person turbo

Chrysler's two-place turbo convertible prototype, a 90-inch-wheelbase LeBaron derivative, is being shown at selected 1983 auto shows to measure consumer interest in small specialty cars. It features a new 2.2-liter turbocharged engine with five-speed gearbox and Eurosport suspension.

Performance sports car

The Chrysler Laser turbo sports car is planned for 1984-model introduction. Designed on a 97-inch wheelbase, it will offer room for four and will use a 2.2-liter turbocharged engine with electronic fuel injection.

Ford, on TV show, favors local content

By Joseph Bohn
Marketing Editor

Henry Ford II said he personally favored some kind of automotive local-content protection, that Ford Motor would offer "larger cars" until '86 and that his 1971 meeting with President Nixon was "proper."

Speaking on PBS Late Night TV, Ford said that, as a director of Ford Motor, he officially supported the company's stand against local-content laws — but personally "I don't agree with it, totally."

"Every country in the world has local-content laws of one kind or another," he said. "The Japanese are as bad as anybody . . . The Japanese do not trade fairly. Until they do, we've got to take a strong position in this country and make them stand up and do things the way we do them — or do something to protect our local businesses."

Ford's main objection to the content law passed in the House of Representatives late last year was that it was "inadequate and badly drafted."

He felt that with current improvements in U. S. autos, the Japanese share of market could be reduced to 15 percent in three to five years, if the industry can keep its wage costs down and improve productivity.

He added that "we've got to work out some way with our labor unions, so they don't have plant restrictions and other kinds of things within a plant that have nothing to do with how much you pay an employe. It's how he performs in the plant. If we can't have freedom in that area, we've got some difficult problems."

• He said Ford Motor would continue offering "larger cars at least until the '86 model year," even then continuing its larger Lincoln Town Car, although big Ford and Mercury nameplates would be downsized.

Defending his 1971 meeting with President Nixon and John Erlichman, Ford said, "It is proper for any manufacturer in any industry in any kind of business to talk to their congressman, to anybody in the administrative branch, right up to the President of the United States.

"If we don't have that privilege — take it over, socialism . . . I've visited with every President right up until the present one on automotive problems, privately and in relatively small meetings."

The Reagan Administration, he added, has not made life any easier for the industry, but "at least they have not made it more difficult."

Ford said he'd like to see a three-year suspension or hiatus in Consumer Price Index indexing to control inflation, interest rates, wages and the escalating government deficit.

"I feel the cost of living (index), whether it's in the auto industry or steel industry or in government or wherever has been a disaster for all of us because it just created more inflation than we would have had otherwise," Ford said.

Social Security increases, taxes, etc., are all geared to CPI increases.

Ford predicted that 1984 car sales will improve to 8.8 million industrywide, from 7.9 million in 1983.

Ford said he would soon retire to Florida full-time, and had just about completed an earlier plan of visiting the company's worldwide locations which he began upon his retirement as chairman.

AMC says UAW holds key to Canadian future

By Edward Lapham
Senior Editor

LOS ANGELES. — American Motors would like to continue building vehicles in Canada if it can secure cost-lowering "cooperation" from its UAW local there, AMC President Jose J. Dedeurwaerder told Automotive News last week.

"We don't want to leave Canada, but we need a cooperative attitude on the part of the union," Dedeurwaerder said following a luncheon here.

"The Brampton local is the only one which is not cooperating with us on the matter of lowering costs. They told us they don't even want to talk to us. I don't know what's the matter with them. What can we do?" he said.

Last spring, Canadian workers refused to participate in a new AMC/UAW contract which involves an employe investment plan. The plan was negotiated in the U. S. Hourly workers invested between $110 million and $115 million. That money was earmarked for AMC's $1 billion new-product program.

At the Automotive News World Congress last August, Dedeurwaerder said the Canadian segment of the UAW took a destructive stance when it refused to negotiate an employe investment plan for Canadian AMC workers.

UAW Secretary-Treasurer Raymond Majerus, director of the AMC department, said that without the U. S. agreement, Renault would not have put any additional money into the company. He said without that money, the new Jeep XJ and other future products would have been in danger of cancellation.

AMC announced last month it would close its Canadian plant indefinitely in April. Since that time, there have been discussions with Chrysler about the possibility of assembling Chrysler rear-wheel-drive cars in the small AMC plant on the outskirts of Toronto.

Dedeurwaerder declined to say which vehicles the auto maker would like to assemble in Brampton or when it might consider reactivating the plant or if the April closing could become permanent.

He also criticized the U. S.-Canada Automotive Trade Agreement (Auto Pact) and the restrictions it puts on car makers.

"The whole Auto Pact needs to be changed, renegotiated," he said. "It is outdated protectionism. There are other, better ways to protect jobs."

The Brampton plant was opened in December, 1960. In the 1970s, it produced Hornet and Gremlin models, largely for distribution in the Eastern areas of the U. S. and Canada, until June, 1978.

In September, 1978, the plant was converted to Jeep CJ production. In mid-1980, output was switched to Eagle and Concord models, which have a relatively short life expectancy in the AMC-Renault North American game plan.

Some analysts have speculated the plant could be converted to Alliance output.

Straight-time capacity for the plant, small by North American standards, is about 65,000 units annually.

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58th year — No. 4950

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Scania testing transit bus in U. S.

Buses like this one are being tested by Saab-Scania in Norwalk, Conn., and the results have been good, according to Ralph Millet, director of the Scania Division in the U. S. The company plans to decide in March on whether to produce the transit vehicles in the U. S.

Scania studies U.S. as truck, bus market

By Marjorie Sorge

SODERTALJE, Sweden. — Saab-Scania is testing the waters in the U. S. and there's a possibility that bus operations could begin next year — a move which could lead to U. S. truck production in the future.

Kaj Lindgren, head of internal information for Scania, told AUTOMOTIVE NEWS the decision on bus production will be made in March. He said the buses probably will be built in the Greater Newark area.

A site hasn't been chosen, but both Maryland and Connecticut have offered Scania incentives to operate a plant in their states.

The company has not decided whether to purchase an existing plant or build from scratch.

But Scania is leaning toward either building the plant itself or on a lease-back basis, according to Ralph Millet, director of the Scania Division in the U. S.

If the bus operation becomes reality, a separate company could be established — Scania Bus Co., Lindgren said.

Millet said the company hopes to get the Scania name known in the U. S. through bus production.

• Then, if the market allows, he said, Scania could begin producing trucks in the U. S. However, he emphasized that Scania has

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truck personnel

Davis, Bowie elected Mack Trucks directors

Garner L. Davis, executive vice president-marketing, and **Donald S. Bowie Jr.,** executive vice president, general counsel and secretary, have been elected directors of Mack Trucks, Inc.

Davis has been with Mack since 1946, starting as a sales trainee at the Houston factory branch. Bowie joined the firm's legal staff in 1956 and is a member of the Executive Committee and a director of Mack Financial Corp.

Mack also announced the election of **Richard F. Murphy** as vice president-marketing distribution. Since 1978, he had been vice president-Mid-Liner marketing and sales.

Murphy replaces **Paul D. Cantrell,** who has been elected vice president-international operations. He will be responsible for overseas distribution, production and service operations.

Garner L. Davis

Richard F. Murphy

W. W. (Skip) Hall, district manager-Atlantic region since 1981, has been named vice president-Central region, an area covering 11 states with headquarters in Chicago.

Perkins names Mooney field sales manager

Perkins Engine Co. has appointed **Paul D. Mooney** to the newly created post of field sales manager, automotive and fleet accounts. He will be responsible for sales of the Perkins T6.3544, a 140-HP, turbocharged diesel certified by the EPA for applications in 49 states.

Mooney joined Perkins last year as a national accounts sales manager in the industrial-equipment industry. He previously was with the Detroit Diesel Allison Division in truck fleet sales and with Brockway and White Motor in sales.

Ford Tractor moves Bechler to engine post

Robert C. Bechler has been appointed engine manager in the newly formed truck and industrial programs office at Ford Tractor Operations.

He joined Ford Motor Co. in 1953 and prior to the new appointment, he had been marketing plans manager for equipment and consumer products, Ford Tractor & Implement Operations-North America.

truck industry news

Chevy is No. 1 for first time since '76

'82 sales rise 13.6 pct.

Retail sales of new trucks of all types in the U. S. in 1982 were the highest since 1979, the year of the Iranian revolution, oil embargo, soaring fuel prices and widespread gasoline shortages.

During the year, according to preliminary reports, franchised dealers and factory outlets sold 2,559,218 units, an increase of 13.6 percent over the previous year's 2,251,921. In 1979, sales totaled 3,476,086 units, both domestic and imports.

The introduction of its S-10 compact pickup truck early in the 1982 model year enabled Chevrolet to regain truck-sales leadership from Ford in 1982 for the first time since 1976.

Chevrolet dealers retailed 808,805 new trucks in calendar 1982, and 185,919 of them were S-10s. Ford, which did not introduce its compact Ranger pickup until mid-way in the first quarter, reported 791,547 sales during the year. The total included 104,396 Rangers.

Light trucks were the only market segment to prosper in 1982, with the compacts leading the way. Big trucks, hard hit by the recession and deregulation, dropped considerably below year-earlier levels.

• Sales of light trucks last year were 17.3 percent higher, climbing from 2,026,264 units in 1981 to 2,375,923. There were increases in all three weight classifications in the light-truck segment.

With the entry of the Big Three domestic compacts, sales of the small pickups hit an all-time high in 1982. The 12-month total soared to 766,628 units, a gain of 53.7 percent from the previous year's 498,677.

At the end of the year, the Japanese-built pickups still led the domestics in retail sales, but their share of the market dropped dramatically during the year—from almost 90 percent in 1981 to a little more than 50 percent.

Sales of the imports—Toyota, Datsun, Mazda, Isuzu, Mitsubishi, Ford Courier, Chevrolet LUV, Dodge Ram 50 and Plymouth Arrow — totaled 407,450 units in 1982, and accounted for 53.1 percent of the calendar-year count for small pickups.

In 1981, on the other hand, import deliveries hit a record 439,171 units and took 88.1 percent of the industry total. Imports were down 7.2 percent in 1982, while sales of the domestic entries were more than six times higher than the 1981 total, 359,178 units versus 59,506.

Sales of big trucks, both mediums and heavies, were down 18.8 percent in 1982 to 183,295 units, compared with 225,657 the previous year.

Medium trucks were the big losers in 1982. Sales dropped

Continued on Page 44, Col. 1

Grand jury indicts 3 in diesel-Soviet deal

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A federal grand jury here indicted three men for allegedly attempting to sell, to the Soviet Union, a $5-million diesel engine assembly line for use in the giant Kama River truck complex.

The engine assembly line is considered by the federal government to be a controlled high technology commodity that would be of more than industrial interest to the Soviets.

Under "Operation Exodus," a program inaugurated in October, 1981, to prevent the export of advanced technology to the USSR and its allies, its export without government permission is considered illegal.

Named in the 11-count indictment were Stephen G. Carter, a Chicago-area businessman involved in the export business; Paul Sakwa, a Virginia export broker and Gerald F. McCall, a Canadian citizen.

According to William V. Von Raab, commissioner of the U. S. Customs Service, the three allegedly conspired to sell the assembly line to the Soviets by way of a dummy French connection.

Carter and the others were going to arrange for a European corporation to provide a false shippers' export declaration showing the ultimate destination of the engine line as France, Von Raab said. Then from there they would ship it to the Kama River plant, he said.

• Von Raab said Customs learned of the plan from tips and nabbed the alleged perpetrators by way of a dummy corporation of its own. Known as Arinfi Export Corp., the dummy company was contacted by Carter and the others to aid in getting the false shippers' declaration, Von Raab said.

The diesel engine assembly line was built by Ingersoll-Rand Corp. to Kama River specifications a number of years ago when relations between the

Continued on Page 15, Col. 1

Keynoter at TRX-83 to be Mack's Curcio

McLEAN, Va. — John B. Curcio, president, Mack Trucks, Inc., will be the keynote speaker at the 20th annual convention of NADA's American Truck Division in Boston, April 9-12. The theme for TRX-83 is "A Beacon for Success."

Curcio joined Mack in 1967 as assistant to the sales vice president, left in 1971 to become chairman and president of Crane Carrier Co., and returned to Mack in 1976 as marketing distribution vice president.

Mitsubishi cuts truck prices; leader is $5,749

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America has jumped into the small-truck price war by cutting the base price of its Mighty Max pickup $240 to a MSRP of $5,749.

The company also reduced prices on its two- and four-wheel drive turbodiesel trucks.

"We are offering Mitsubishi dealers factory pricing revisions on trucks already in their inventory so that reduced prices can be passed on to buyers immediately," said Robert Stallsmith, MMSA vice president - general manager, sales.

The new price on the Mighty Max beats Mazda's $5,795 on the B-2000 and Datsun's $5,858 on its Li'l Hustler.

Mitsubishi turbodiesel price reductions average $210, with two-wheel-drive versions lowered $180 to $7,879 and 4WD versions cut $240 for a base sticker of $9,938.

Weathershields for big trucks

Cyplas (N.A.), Ltd., North East, Pa., has introduced "Big Rig" weathershields for all makes of large trucks. The firm said they provide draft-free ventilation while preventing rain, dust, dirt and snow from entering the cab. The shields, made of cast sheet optical-grade acrylic, are mounted to the door frame with clips, eliminating the need to drill holes.

Model breakdown

Auction Averages

	January To Date	December	November
1983			
1982	$7,751	$6,811	$6,961
1981	5,718	6,157	6,141
1980	4,959	4,811	4,904
1979	4,289	4,148	4,479
1978	3,277	3,125	3,424
1977	2,747	2,649	2,822
1976	1,670	2,021	2,001
OVERALL Average	$4,586	$4,505	$4,569

factories list auction dates

American Motors

Jan. 19 — Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.; Columbus Fair Auction, 4700 Groveport Rd., Obetz, O.

Jan. 20 — Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Jan. 21—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Jan. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Ford Motor Co.

Jan. 18—Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Jan. 19 — Minneapolis Northstar Auto Auction, 7700 State Hwy. 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Used car sales

Auction Averages

January to date	$4,585
Month ago	$4,560
Year ago	$5,028

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Oakland Auto Auction, 10121 E. 14 Oakland CA., 94603. 415-636-0621. Complete service out-of-state lease, fleet accounts. Fred Boardman.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

COLORADO

Denver Auto Auction, 4285 South Santa Fe, Englewood, Colorado 80110. Sale every Friday, 303-761-1410, 303-761-1459.

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Bricklin to distribute Spider and X 1/9

Fiat plans to withdraw from U. S.

Continued from Page 1

distribution in the U. S. was put in the charge of Vincent Garibaldi, an able Fiat veteran executive, and the entire range of vehicles was offered to American buyers.

At that time, Garibaldi said his aim was "never to grow large enough to be noticed by General Motors."

As it turned out, Garibaldi had nothing to worry about. Fiat got into market difficulty, sales nosedived and in a reorganization of its distribution system in the early 1960s, Fiat-Roosevelt Motors was formed with Franklin D. Roosevelt Jr.

In 1971, Fiat S.p.A. bought out Fiat-Roosevelt and changed the name to Fiat Distributors, Inc. In 1976, this was reformed as Fiat Motors of North America.

Some optimistic sales targets were established—targets which the company was never able to reach. One of those goals was 200,000 sales in 1980. Later the 1980 goal was revised to 130,000. Fiat actually sold some 59,000 in the U. S. that year.

Although Fiat officials in the past put its potential as high as 300,000 a year, Fiat's best year in the U. S. was 1975, when registrations reached 110,511. No other year has seen Fiat's U. S. sales top 70,000.

In 1982, Fiat's U. S. sales shrank to 14,113, the lowest total recorded in 15 years and in December the tally was a minuscule 573.

• Fiat's efforts to market Lancia in the U. S. in the late 1970s was less than successful and Ferrari never formed a major piece of business. Ferrari sales will remain in the hands of Fiat in the U. S.

Fiat had scaled back its U. S. operations quite drastically in recent years.

Currently, it occupies modest headquarters in Hasbrouck Heights, N. J.

Relations between Fiat and its dealers frequently have been strained in recent years. Dealers have been unhappy with warranty fulfillment and anger reached a peak early in 1981 when Fiat Motors of North America sold 4,300 left-over 1980 Stradas and Bravas to a liquidator.

• In a 1978 interview with AUTOMOTIVE NEWS, Fiat Chairman Giovanni Agnelli said there were too many ups and downs in the U. S. market and that the company would be "cautious and conservative" with its U. S. marketing program.

That raised the hackles of Fiat officials in the U. S., who still talked bravely about topping 100,000 a year. In actuality, in no year following Agnelli's remarks was Fiat able to sell as many as 38,000 in the U. S.

And it was Agnelli in that interview who said that 100,000 to 110,000 sales a year is the "minimum size you need to maintain an organization, pay for marketing and provide for service."

Survival of the Spider in the U. S. market would seem essential to the success of the Pininfarina operation.

Pininfarina originally only made bodies for the Spider, but several years ago it took over entire production of the car. The Spider accounts for some 80 percent of Pininfarina's automotive manufacturing business and the U. S., in turn, accounts for about 80 percent of worldwide Spider sales.

Bricklin, known for his success in promotion and sales, most recently has been active in the aftermarket. He formed Thermo-Guard Bricklin, Inc., last summer to market and distribute Thermo-Guard sealants and rustproofing products.

Bricklin got his start in the auto business importing the Subaru 360. He later designed a sleek and sporty car bearing his name and put it into production in New Brunswick, Canada, in 1974. The cars were built by General Vehicle Corp. and marketed in the U. S. by Bricklin Vehicle Corp. A subsidiary of Bricklin Vehicle, Bricklin of Canada, operated the New Brunswick factory.

When the Bricklin enterprise went belly up in 1975, some 2,900 cars had been produced.

NEW CAR STOCKS

	Jan. 1, 1983	Dec. 1, 1982	Jan. 1, 1982
Alliance	61	65	.....
Spirit	99	207	176
Concord	93	76½	92
Eagle	136½	108	67
Eagle SX/4	81	63	86
AMERICAN MTRS.	78	79	97
Horizon	51	66	140
Tourismo/TC3	57	67	127½
Reliant	67	58	86
Gran Fury	115	83	98
Plymouth	60	61	104
LeBaron	70	80	105
Cordoba	73	61	84
New Yorker	57	.....	.....
E Class	63½	75	.....
Fifth Ave.	72	62	55½
Chrysler	69	71	88½
Imperial	53	62	136
Omni	43	61	136½
Charger/024	55	66½	260
Aries	59	72	94
Dodge 400	77	108	169
Dodge 600	57	93	.....
Diplomat	73	50	91
Mirada	126	122	115
Dodge	59½	75	112
CHRYSLER CORP.	62	69	104
Escort	78	63	140
EXP	77	56	207
Mustang	103	87	148
Fairmont	30	36	92
LTD	65	70	.....
Granada	29	33	92
Thunderbird	37	39	114
Crown Victoria	52	56	72
Ford	63	58	117
Lynx	87	72	161
LN7	61	64	148
Capri	84	91	179
Zephyr	37	30	109
Marquis	74	67	.....
Cougar	29	29	71
XR-7	28	30	144
Grand Marquis	64	56	67
Mercury	68	59	114
Lincoln	41	39	47
Continental	56	34	101
Mark VI	46	41	55
Lincoln	44½	39	71½
FORD MOTOR	63	57	113
Skyhawk	101	64	.....
Skylark	91	55½	94
Century	45	34	118
Regal 4-door	68	42	78
Regal 2-door	91	54	97
LeSabre	62	47	61
Electra	70	53	71
Riviera	96	62	82½
Buick	72	49	86
Cimarron	54	60	155
Seville	30	33	72
Cadillac	41	34	116
Eldorado	34	33	44
Cadillac	38	35	54
Chevette	90	41	129
Cavalier	75	54	276
Citation	70	50	110
Camaro	68	38	154
Malibu	66½	43½	71
Celebrity	56	55	263
Monte Carlo	91	55	150
Chevrolet	67	52	91
Corvette	95	80	117
Chevrolet	70½	48	133½
Firenza	102	66	.....
Omega	75	39	112
Ciera	63	39	181
Cutlass 4-door	59	35	70
Cutlass 2-door	70	39	101
Olds 88	44	34	47
Olds 98	54	45½	64
Toronado	68	47½	71
Oldsmobile	59	40	82
1000	78	60½	197½
2000	72	65	279
Phoenix	74	67	145
Firebird	56	52	138
Bonneville	57	42	105
6000	55	55	338
Grand Prix	86½	61	116
Pontiac	63	57	160
GENERAL MTRS.	66	47	107
VOLKSWAGEN	87	67	83
TOTAL	65	52	107

New-car stock dips but supply rises to 65 days

Continued from Page 1

3.65 percent, and VWoA, 1.55 percent.

By size class, the small-car end of the inventory ballooned during December, subcompacts much more than compacts.

The industry had a 73-day supply of subcompacts Jan. 1, up from 59½ days a month earlier, while compacts were in 65-day supply, up from 57 days.

The industry had a 66-day supply of intermediates, up from 49 days a month earlier; a 59-day supply of standards, up from 49½ days, and a 47-day stock of luxury cars, up from 41 days.

The Jan. 1 inventory was divided this way by market segment: Subcompact, 19.62 percent; compact, 24.12 percent; intermediate, 34.65 percent; standard, 15.30 percent, and luxury, 6.31 percent.

The Jan. 1 days-supply figures by market class were:

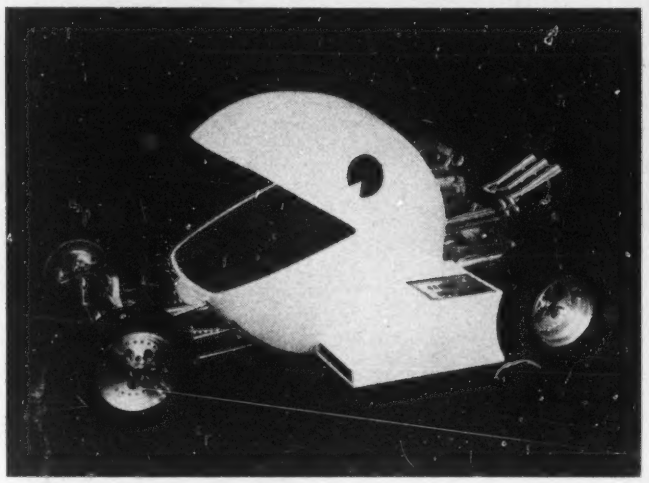
Subcompact—Omni, 43; Horizon, 51; Charger, 55; Turismo, 57; Alliance, 61; LN7, 61; EXP, 77; Escort, 78; Pontiac 1000, 78; Eagle SX/4, 81; Lynx, 87; Rabbit, 87; Chevette, 95, and Spirit, 99.

Compact — Fairmont, 30; Zephyr, 37; Cimarron, 54; Firebird, 56; Aries, 59; Reliant, 67; Camaro, 68; LeBaron, 70; Pontiac 2000, 72; Cavalier, 75; Dodge 400, 77; Capri, 84; Skyhawk, 101; Firenza, 102, and Mustang, 103.

Intermediate—XR-7, 28; Granada, 29; Cougar, 29; Thunderbird, 37; Century, 45; Pontiac 6000, 55; Celebrity, 56; Dodge 600, 57; Bonneville, 57; New Yorker E, 57; Cutlass Supreme four-door, 59; Chrysler E Class, 63; Cutlass Ciera, 63; LTD, 65; Malibu, 66½; Regal four-door, 68; Citation, 70; Cutlass Supreme two-door, 70; Phoenix, 74; Marquis, 74; Omega, 75; Grand Prix, 86½; Skylark, 91; Regal two-door, 91; Monte Carlo, 91; Concord, 93, and Eagle, 136½.

Standard — Olds 88, 44; LTD Crown Victoria, 52; Olds 98, 54; LeSabre, 62; Grand Marquis, 64; Chevrolet, 67; Electra, 70; New Yorker Fifth Avenue, 72; Cordoba, 73; Diplomat, 73; Gran Fury, 115, and Mirada, 126.

Luxury — Seville, 30; Eldorado, 34; Lincoln, 41; Cadillac, 41; Mark VI, 46; Imperial, 53; Continental, 56; Toronado, 68; Corvette, 95, and Riviera, 96.



The Pac Man cometh

This custom car patterned after one of the most popular of the video game heroes is on the show circuit this year. Pac Man Street Rod was first seen at the Detroit Autorama along with some 400 other custom cars, trucks, buggies and boats. The bright yellow rod was built under license from Bally Mfg., owner of Pac Man. It featured hand-formed top panels from a Volkswagen Beetle, fenders from a Peterbilt truck and a gold-plated Buick V-6 engine.

Fiat-NHTSA battle on rust finally nearing completion

WASHINGTON. — The successful government suit against Fiat over excessive rust and corrosion on underbodies of 1970-74 Fiat 124s and 850s finally is winding down a little over two years after it was launched.

In retrospect, the rust problems were so serious—and Fiat delayed correction for so long—that the episode is thought to have very adversely affected the company's image and, subsequently, its sales.

What appears to be the closing chapter in the case is a court order dated Dec. 6, 1982, which says Fiat must have its dealers post notices offering to repurchase vehicles from some 34 owners and to reinspect vehicles belonging to 16 other owners. In addition, the notice warns owners whose addresses are not available they have 60 days to bring in their claims. After that 60-day period, Fiat will have no legal obligation although the federal court says Fiat should still exercise discretion to provide dealer inspection and advice "without free remedy" to owners asking for help.

Then Fiat is to notify and certify to NHTSA that it has fulfilled its part of the modified consent settlement, ending the 1980 suit.

Thus within a few weeks will end a hard-fought battle between the government and the huge Italian company. It was January 16, 1979, that NHTSA told Fiat it had made an initial finding of a safety-related defect because the rust problem was so serious that it affected structural and steering components.

Two months later, that finding was suspended because Fiat said the problem was limited to 850 Spyders, which Fiat would recall and repair. Later, NHTSA found the problem extended to 124s. Moreover, it started receiving complaints that owners of Spiders were not receiving adequate prices for repurchased vehicles and in some instances owners were being pressured to sell back their cars instead of having parts replaced. In addition, NHTSA reinstated its initial finding of a safety-related defect in the 70-74 Fiat 124s. By October, 1979, NHTSA estimated that Fiat had sold more than 180,000 of the affected vehicles and over 100,000 were still on the road. The cars are now between nine and 13 years old.

By the time NHTSA had reached a final finding of defect—a position that automatically triggers mandatory recall and free repair—it knew that Fiat would go to court and so the Justice Department, on behalf of NHTSA, filed suit against Fiat. NHTSA was now not only asking for repair but insisting that if repurchase was agreed to, Fiat would have to offer owners the average of "blue" or "red" book values in the used-car guides.

The agreements reached with Fiat after strenuous litigation not only told Fiat to send warning letters to owners and to recall and repair but specified the amounts of money to be offered to owners and/or amounts of rebates toward purchase of newer Fiat vehicles. The first agreement occurred in July, 1981, and the second in December, 1981.

The third—a year later—deals with the relatively few 1970-74 Fiats still left on the road.

IVECO unaffected by Fiat withdrawal

BLUE HILL, Pa. — Fiat's plans to pull out of the U. S. car market will have no effect on the future of IVECO light trucks and Magirus medium trucks in this country, according to James R. Bostic, president, IVECO Trucks of North America, Inc.

Although Fiat is the parent of Netherlands-based IVECO B.C., of which ITONA is a subsidiary, there is no official connection between the two firms, Bostic said. ITONA is continuing plans to expand its product line in the U. S., he added.

Chevrolet is No. 1 for first time since '76

'82 truck sales gain 13.6 percent

Continued from Page 14

38.3 percent, from 73,921 units in 1981 to 45,642. Heavies were down 9.3 percent to 137,653 units, compared with the year-earlier 151,736.

In the final month of the year, an estimated 206,518 new trucks of all types were retailed in the U. S., an increase of 37.9 percent over the 149,800 units sold in December, 1981.

The Motor Vehicle Manufacturers Assn. reported that its members' retail outlets sold 2,247,045 new trucks in 1982, an increase of 13.9 percent over the previous year's 1,972,301 units.

In December, according to MVMA, domestic truck makers reported 176,517 retail sales, up 40.5 percent from the year-earlier 125,673 units.

On Jan. 1, the MVMA said, the number of unsold new trucks in retailers' hands totaled 559,366 units, an increase of 3.6 percent over the 539,755 in inventory on the first day of 1981.

Light-truck stocks at the start of the year totaled 503,410 units, up 1.3 percent from the year-earlier 497,017. Mediums were up 72.4 percent, from 10,577 on Jan. 1, 1981, to 18,234. Heavies totaled 37,722 units, 17.3 percent higher than the previous year's 32,161.

• Big Three truck manufacturers reported that their dealers retailed 2,075,231 new units in calendar 1982, an increase of 18.5 percent over the year-earlier 1,750,649.

December deliveries were 48.9 percent higher than those in 1981, soaring from 108,910 units to 162,175.

Chevrolet dealers sold 58,636 trucks in the final month of the year, up 38.5 percent from the previous year's 42,347. Ford's December sales totaled 65,747 units, a gain of 70.5 percent over the year-earlier 38,570.

Dodge and Plymouth dealers retailed 245,945 light trucks during the year, up 31.8 percent from the 186,849 sold in 1981. December sales were 29.5 percent higher, from 15,292 units in 1981 to 19,805.

GMC's 12-month total was 228,934 units, an increase of 33.4 percent over the previous year's 171,551. In December, dealers retailed 17,987 new trucks, 41.6 percent higher than the year-earlier 12,701 units.

Sales of four-wheel-drive Jeep vehicles were up for both the year and the month. The 12-month count of 63,761 units was eight-tenths of one percent higher than the year-earlier 63,275. In December, 5,392 units were sold, up 16.3 percent from the previous year's 4,636.

Volkswagen dealers sold 12,770 new compact pickups during the year, a decline of 62.3 units from the year-earlier 33,879. December sales were off 75.4 percent, from 2,833 in the final month of 1981 to 698 units.

During the year, Toyota sales totaled 144,308 units, an increase of 4.9 percent over the previous year's 137,529. December deliveries were 12.7 percent higher, from 11,624 units in 1981 to 13,096.

Datsun dealers retailed 107,927 new compacts in calendar 1982, a decline of 6.4 percent from the year-earlier 115,334. The December total, however, was up 2.3 percent to 10,600 units, compared with 10,424 in 1981.

Mazda sales were dramatically higher for both the year and the month. The 12-month count soared to 41,005 units, an increase of 144.1 percent over the year-earlier 16,798. In December, the total was 4,269, up 377 percent over the 895 units sold in the same month in 1981.

Isuzu dealers sold 17,669 compacts during the year, an increase of 77.4 percent over the previous year's 9,959 units. The December total was 18.8 percent higher than the year earlier, from 1,184 units in 1981 to 1,406.

Mitsubishi, which began distribution late in the year, said its dealers sold 570 units in December, bringing the 1982 total to 1,264 vehicles.

Big Three December, year-to-date truck sales

	December 1982	December 1981	Calendar Year 1982	Calendar Year 1981
Ford				
Vans	9,803	7,059	125,478	108,658
Club Wagon	3,734	1,731	33,668	24,669
Ranger	10,193	.....	104,396	.....
Courier	1,647	3,869	32,967	63,925
Bronco	4,174	2,863	41,228	35,680
Conventional Pickups	32,820	18,855	408,899	432,134
Mediums	NA	3,244	44,911	42,087
Heavies	NA	949		9,696
Chevrolet				
Vans	8,246	4,336	101,932	86,727
Sportvan	1,382	757	15,843	13,576
S-10	11,479	7,224	177,758	15,473
S-10 Blazer	3,831	.....	8,161	.....
LUV	819	1,696	22,304	61,724
El Camino	1,460	1,528	22,732	33,086
Blazer	1,697	1,341	24,103	21,399
Suburban	2,902	984	28,004	19,518
Conventional Pickups	25,966	23,672	393,277	403,487
Mediums	854	809	14,691	20,638
Chrysler				
Vans	4,253	4,032	60,780	49,639
Voyager	212	444	4,715	4,739
Ram Wagon	1,596	2,083	28,486	19,985
Scamp	355	.....	691	.....
Rampage	1,549	.....	17,067	.....
Arrow	358	546	5,392	8,728
Ram-50	2,877	1,907	34,614	25,174
Trail Duster	.....	49	244	1,624
Ramcharger	1,641	498	11,504	5,209
Conventional Pickups	7,014	5,733	82,452	71,523
GMC				
Vans	2,406	1,725	27,661	22,982
Caballero	186	194	2,573	3,994
S-15 Jimmy	638	.....	1,229	.....
S-15	3,174	1,305	39,358	2,314
Jimmy	471	312	6,574	4,689
Suburban	994	248	9,490	4,349
Conventional Pickups	8,340	6,626	109,762	97,599
P models	264	132	3,765	3,454
Mediums	1,106	1,299	20,123	20,347
Heavies	408	860	8,399	11,823

Fuel-system rule called effective for cost, safety

WASHINGTON. — A government evaluation of safety standard 301 (fuel system integrity) as upgraded in 1975 on orders from Congress shows it to be cost effective and successful in reducing the number of fires in highway accidents and lowering the number of fire-related deaths and related injuries.

The evaluation uses statistical analysis of crash fire data from five states, with most stress given to Michigan data. Cost estimates are from the manufacturers.

There are about 20,600 car crash fires a year, associated with 1,100 deaths, 3,200 serious injuries and more than 3,300 moderate to minor injuries, not counting occupants of any other vehicles.

The upgraded standard was found effective not only for post-crash fires but for post-crash fuel leakage. The drop in crash fire rates has meant: 400 fewer deaths, 520 fewer serious injuries, 110 fewer moderate injuries and 6,500 fewer car crash fires.

Total cost to meet the standard is estimated at $8.50 per car or a total of $85 million a year. These are preliminary findings.

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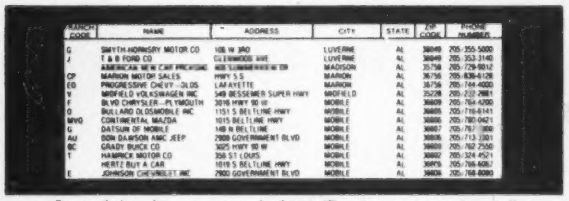

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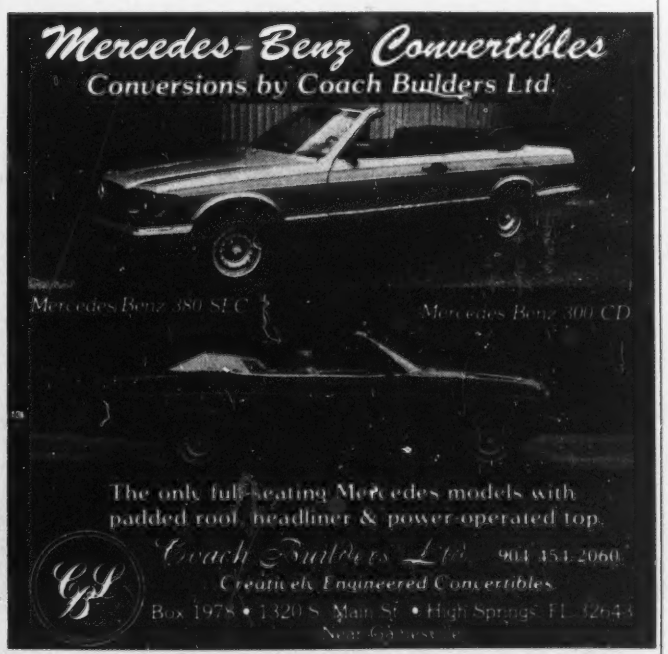

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Up 40 pct. from last year

Week's car output reaches 105,322

By Patricia Hoffman
Staff Writer

The domestic auto makers continued their early-1983 comeback last week. Production was up considerably from a week ago and a year ago.

Last week, the manufacturers estimated 105,322 cars, up 39.82 percent from the previous week's 75,328, and a 77.06 percent gain over last year's 59,485 units.

The cumulative two-week total for 1983 reached 180,650 units, 53.16 percent ahead of the 117,945 cars produced in the comparable 1982 period.

Breakdown for the year to date by company was: General Motors, 69.78 percent; Ford Motor, 16.99 percent; Chrysler Corp., 5.84 percent; American Motor's, 3.75 percent; Volkswagen of America, 3.53 percent and Honda, 0.11 percent.

Six assembly plants were idle last week, continuing downtime that began before the Christmas/New Year's holidays.

General Motors' Willow Run point, Ford Motor's Metuchen, San Jose and Wayne facilities and Chrysler Corp.'s Belvidere plant remained closed due to overstocked inventory.

The Ford Atlanta facility continued down last week for model changeover. Atlanta, which produces the LTD and Marquis, is currently retooling for the addition of the 1983 Thunderbird, which is slated to go into production later this month.

Back last week following inventory control were Ford's Dearborn, and Lorain facilities, Chrysler's Jefferson, Newark and St. Louis points, and American Motors' Kenosha plant.

Truck production jumps for week; 29,868 assembled

The return of five plants helped boost last week's domestic truck production substantially from the previous week's total, but the cumulative output so far this year lagged slightly behind the comparable 1982 period.

Last week, the makers estimated 29,868 units, a 50.67 percent gain from the previous week's 19,824, and up 6.52 percent from 28,041 built the same week last year.

During the first two weeks of assembly this year, the manufacturers produced 49,692 trucks, 2.19 percent behind the 50,804 units finished in the same period in 1982.

Eight assembly plants remained idle last week (Jan. 10) changeover. Ford Motor's Kansas City, Kentucky, Norfolk, San Jose and Twin Cities plants plus Chrysler Corp.'s Belvidere and Warren facilities, all idle since the holidays break, continued down last week due to overstocked inventory.

Closed for model changeover was Volkswagen of America's Westmoreland point. The plant, idle since June 28, is slated to return Feb. 7.

Back last week from inventory control down time were the full-size pickup lines at General Motors' Flint, Janesville, Pontiac and St. Louis facilities. Also back was American Motors' Toledo truck point.

Pontiac sales reorganized; six regions established

PONTIAC. — Pontiac has restructured its sales organization, adding four new regional offices and new executive appointments.

W. H. (Bill) Ross, former assistant general sales manager, became assistant general sales manager - administration, working directly with General Sales Manager William W. Lane on all administrative matters.

Pontiac's 26 zones were formed into six regions: Central, Southeast, Midwest and Southwest were added to the existing Northeast and Western regions.

The regions are served by an Assistant General Sales Manager-East and West, reporting directly to Lane. H. S. (Howard) Christie, formerly sales manager-Central, is the new assistant general sales manager-East. A Western manager has yet to be named.

Reporting to Christie are the Northeast region, under J. P. (Jim) LaClede, headquartered in New York; Central, under R. J. (Rich) Sherman, headquartered in Detroit, and Southeast, under J. W. (John) Johnston, headquartered in Atlanta.

The West area includes the Midwest region under J. L. (Jack) Losch, in Chicago; Southwest, under S. A. (Steve) Hoostal, in Dallas, and Western, under C. W. Thomson, in Los Angeles.

J. G. (John) Middlebrook, former director of car distribution, becomes general director of distribution, sales analysis and strategic planning.

R. L. (Bob) Brown is the new Cleveland zone manager; T. J. (Tim) Maloney is the New York zone manager. T. L. (Tom) King, Jr. is the Northwest zone manager.

R. T. (Dick) Hartzell becomes general service manager of the Service Department. Byron Strausser becomes assistant staff engineer / design evaluation.

AMC deal formed

THORNTON, Colo.—Sal Caeti and Gene Osborn have formed Osborn AMC/Jeep / Renault here.

Auto production in Canada continues big lead over 1982

The Canadian auto makers have built 2½ times as many cars thus far this year as they did in the comparable 1982 period.

The return of one Ford Motor car facility offset downtime at American Motors' Brampton plant last week, bringing the estimated output up to 17,502 units, a 21.58 percent gain from the previous week's build of 14,396. The total was up substantially from 8,594 units built in the year-ago week.

The auto makers have assembled 31,898 units so far this year, compared with 12,789 through Jan. 16, 1982.

Truck production last week was targeted at only 5,283 units, down 21.0 percent from the previous week's 6,687, and down 34.27 percent from 8,038 units built the same week last year. However, the year-to-date total of 11,970 units was up 9.54 percent from 10,928 built the first two weeks of 1982.

Ford's Oakville car point resumed operations last week (Jan. 10) after being idle since Dec. 20 for holiday downtime.

The Ford St. Thomas car plant and Oakville truck facility remained closed last week for inventory control. Oakville is slated to return today (Jan. 17) while St. Thomas will remain down until Jan. 24.

International Harvester's Chatham and Vancouver facilities remained closed last week to control inventory.

AMC's Brampton plant also was idle last week for inventory adjustment.

All other car and truck facilities were reported operating last week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 15, 1983	Week Ended Jan. 16, 1982	Week Ended Jan. 8, 1983	Jan. to Date	Jan. 1 to Jan. 16, 1982	Jan. 1 to Jan. 15, 1983
CHEVROLET	12,919	12,012	8,277	21,196	26,208	21,196
DODGE	.....	3,215	.....	.....	3,700	.....
FORD	7,886	5,470	8,021	15,907	5,469	15,907
GMC	5,543	3,965	2,191	7,734	8,792	7,734
INTERNATIONAL	300*	1,029	285*	585*	2,285	585*
VOLKSWAGEN	.....	.....	.....	.....	.....	.....
JEEP	2,170	900*	.....	2,170	1,500*	2,170
AM GENERAL	50*	50*	50*	100*	50*	100*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,000*	2,800*	2,000*
Total Trucks, U. S.	29,868	28,041	19,824	49,692	50,804	49,692

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 15, 1983	Week Ended Jan. 16, 1982	Week Ended Jan. 8, 1983	Jan. to Date	Jan. 1 to Jan. 16, 1982	Jan. 1 to Jan. 15, 1983
CHRYSLER CORP.	2,652	1,969	2,646	5,298	2,000	5,298
FORD MOTOR	219	351	280	499	738	499
GENERAL MOTORS	2,412	5,477	3,761	6,173	7,712	6,173
INTERNATIONAL	.....	241	.....	.....	478	.....
Total Trucks, Canada	5,283	8,038	6,687	11,970	10,928	11,970
N. American Trucks	35,151	36,079	26,511	61,662	61,732	61,662

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 15, 1983	Week Ended Jan. 16, 1982	Week Ended Jan. 8, 1983	Jan. to Date	Jan. 1 to Jan. 16, 1982	Jan. 1 to Jan. 15, 1983
AMERICAN MOTORS	3,800	1,600	2,974	6,774	2,550	6,774
AMC Total	800	.....	.....	800	.....	800
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	800	.....	.....	800	.....	800
Renault Total	3,000	.....	2,974	5,974	.....	5,974
Alliance	3,000	.....	2,974	5,974	.....	5,974
CHRYSLER CORP.	10,550	10,429	.....	10,550	10,400	10,550
Plymouth Total	3,450	3,500	.....	3,450	3,400	3,450
Horizon	.....	2,068	.....	.....	2,200	.....
Reliant	3,400	1,432	.....	3,400	1,200	3,400
Caravelle ('81)	.....	.....	.....	.....	.....	.....
Caravelle ('83)	50	.....	.....	50	.....	50
Gran Fury	.....	.....	.....	.....	.....	.....
Chrysler Total	2,900	3,007	.....	2,900	3,200	2,900
LeBaron	1,900	3,007	.....	1,900	3,200	1,900
Chrysler	.....	.....	.....	.....	.....	.....
Chrysler E-Class	1,000	.....	.....	1,000	.....	1,000
Dodge Total	4,200	3,922	.....	4,200	3,800	4,200
Omni	.....	1,843	.....	.....	1,900	.....
Aries	2,700	1,109	.....	2,700	1,000	2,700
Diplomat	.....	.....	.....	.....	.....	.....
Dodge 400	600	970	.....	600	900	600
Dodge 600	900	.....	.....	900	.....	900
St. Regis	.....	.....	.....	.....	.....	.....
FORD MOTOR	17,768	2,807	12,918	30,686	4,256	30,686
Ford Division	10,385	.....	6,875	17,260	.....	17,260
Escort	.....	.....	.....	.....	.....	.....
Fairmont	2,950	.....	3,017	5,967	.....	5,967
Mustang	3,168	.....	.....	3,168	.....	3,168
LTD/Granada	2,989	.....	3,149	6,138	.....	6,138
Thunderbird	488	.....	.....	488	.....	488
Crown Victoria/Ford	790	.....	709	1,499	.....	1,499
EXP	.....	.....	.....	.....	.....	.....
L-M Division	7,383	2,807	6,043	13,426	4,256	13,426
Mercury Total	5,325	1,310	3,981	9,306	1,293	9,306
Lynx	.....	.....	.....	.....	.....	.....
Capri	670	.....	.....	670	.....	670
Zephyr	906	.....	863	1,769	.....	1,769
Marquis/Cougar	1,027	.....	883	1,910	.....	1,910
Cougar/XR7	244	.....	.....	244	.....	244
Gr. Marquis/Marquis LN7	2,478	1,310	2,235	4,713	1,293	4,713
Lincoln Total	2,058	1,497	2,062	4,120	2,963	4,120
Continental ('82)	412	380	412	824	1,121	824
Lincoln	964	614	968	1,932	980	1,932
Mark VI	682	503	682	1,364	862	1,364
GENERAL MOTORS	69,854	44,649	56,198	126,052	100,739	126,052
Buick Division	14,281	11,810	14,934	29,215	21,107	29,215
Skylark	290	1,636	.....	290	3,221	290
Skyhawk J	1,575	575	1,583	3,158	496	3,158
Century	2,710	813	2,740	5,450	5,097	5,450
Regal	4,992	4,335	5,914	10,906	4,329	10,906
Buick	3,951	3,290	3,978	7,929	6,704	7,929
Riviera	763	1,161	719	1,482	1,260	1,482
Cadillac Division	6,617	4,691	6,545	13,162	8,905	13,162
Cimarron	500	.....	591	1,091	154	1,091
Seville	560	371	527	1,087	320	1,087
Eldorado	1,597	1,080	1,509	3,106	1,235	3,106
Cadillac	3,960	3,240	3,918	7,878	7,196	7,878
Chevrolet Division	24,636	12,539	14,255	38,891	30,047	38,891
Chevette	4,550	.....	.....	4,550	.....	4,550
Cavalier	3,025	4,462	2,902	5,927	10,545	5,927
Celebrity	2,065	.....	1,445	3,510	2,196	3,510
Camaro	3,945	3,219	3,853	7,798	6,768	7,798
Citation	2,595	2,197	1,164	3,759	4,355	3,759
Malibu	2,467	861	2,480	4,947	2,194	4,947
Monte Carlo	1,161	922	1,802	2,963	2,166	2,963
Chevrolet	4,774	316	603	5,377	639	5,377
Corvette	54	562	6	60	1,184	60
Oldsmobile Division	17,615	9,576	15,327	32,942	27,168	32,942
Omega	.....	2,280	.....	.....	4,864	.....
Firenza	595	589	607	1,202	496	1,202
Cutlass	6,060	.....	4,840	10,900	4,826	10,900
Cutlass/Ciera	2,440	650	2,462	4,902	5,535	4,902
Oldsmobile	7,720	5,371	6,658	14,378	10,692	14,378
Toronado	800	686	760	1,560	755	1,560
Pontiac Division	6,705	6,033	5,137	11,842	13,512	11,842
Acadian†	.....	.....	.....	.....	.....	.....
2000	1,595	648	1,496	3,091	1,972	3,091
1000	1,050	.....	.....	1,050	.....	1,050
Firebird	1,585	1,544	1,594	3,179	3,506	3,179
Phoenix	715	803	.....	715	1,417	715
G. Prix/B'ville ('83)	1,760	3,038	2,047	3,807	6,617	3,807
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	200*	.....	200*
VOLKSWAGEN	3,250	.....	3,138	6,388	.....	6,388
CHECKER	.....	.....	.....	.....	.....	.....
Total Cars, U. S.	105,322	59,485	75,328	180,650	117,945	180,650

CANADIAN CAR PRODUCTION

	Week Ended Jan. 15, 1983	Week Ended Jan. 16, 1982	Week Ended Jan. 8, 1983	Jan. to Date	Jan. 1 to Jan. 16, 1982	Jan. 1 to Jan. 15, 1983
AMERICAN MOTORS	743	254	1,220	1,963	257	1,963
CHRYSLER CORP.	4,128	3,282	4,272	8,400	6,514	8,400
FORD MOTOR	3,766	240	313	4,079	768	4,079
GENERAL MOTORS	8,640	4,594	8,366	17,006	4,800	17,006
VOLVO	225	224	225	450	450	450
Total Cars, Canada	17,502	8,594	14,396	31,898	12,789	31,898
N. American Cars	122,824	68,079	89,724	212,548	130,734	212,548
N. American Trucks	35,151	36,079	26,511	61,662	61,732	61,662
North American Cars and Trucks	157,975	104,158	116,235	274,210	192,466	274,210

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

C2700-1 1/25/83

Automotive News

January 24, 1983

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58th year—$40 per year, $1.00 per copy

380,000 units good for 54 days

Import stocks edge higher

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. climbed moderately during December and the industry opened the new year with a 54-day supply, up from 51 days a month earlier, but still on the lean side.

The inventory of new imported cars Jan. 1 totaled 380,316, compared with 365,467 a month earlier.

Despite the increase, a number of nameplates remained in very short supply, several of them shorter than a month earlier.

The inventory of new imported pickup trucks was also up a bit to a 78½-day stockpile Jan. 1, compared with a 75-day supply Dec. 1. The unit count of trucks in stock was 107,535, which was actually down from the month-earlier total of 117,184.

The combined imported car and truck inventory Jan. 1 totaled 487,851 units, a 58-day supply, compared with 491,959 units Dec. 1, a 55-day stock.

The increase in imported-car stocks during December was entirely accounted for by Japanese makes, which jumped from 261,874 units, a 43½-day supply Dec. 1, to 274,372 units Jan. 1, a 48-day stockpile.

But despite the Japanese buildup, shortages persisted in some lines. Shortest were Honda, 24 days, and Toyota, 28 days.

Other Japanese lines and their Jan. 1 days-supply figures were: Subaru, 58; Mazda, 60; Nissan, 68; Isuzu, 114, and Mitsubishi, 167. In addition, Chrysler Corp. had an 87-day supply of Mitsubishi-built cars, including Plymouth Colt, 84; Dodge Colt, 87; Sapporo, 70, and Challenger, 120.

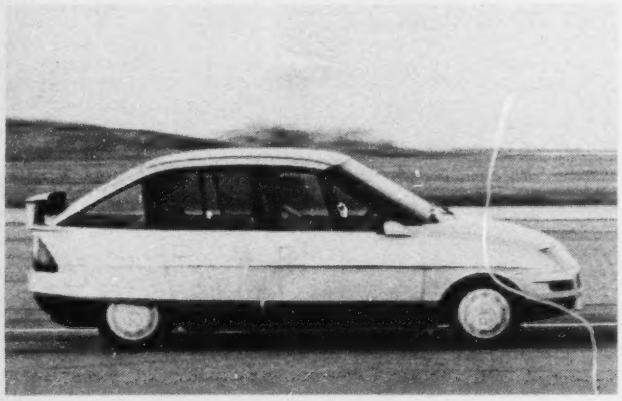
The stockpile of West German-built new cars Jan. 1 totaled 65,129 units, a 68-day supply, down from 71,850 Dec. 1, an 85-day supply.

Mercedes-Benz had the leanest inventory of any import at 21 days, while Porsche at 30 days and BMW at 32 days were also very short. Volkswagen had a 142-day supply of German-built VWs, along with an 87-day stock of U. S.-built Rabbits and a 112-day supply of Audis.

Days-supply figures for other European lines Jan. 1 included Jaguar, 42½; Volvo, 69; Saab, 80; Peugeot, 106; Alfa Romeo, 111; Renault, 185, and Fiat-Lancia, 185.

Days-supply figures for new imported pickup trucks in inventory Jan. 1 were: Toyota, 49; Nissan, 52; Mazda, 70; Chrysler Corp. Ram 50 and Arrow, 71; Mitsubishi, 153; Ford Courier, 206; Isuzu, 262, and Chevrolet LUV, 340.

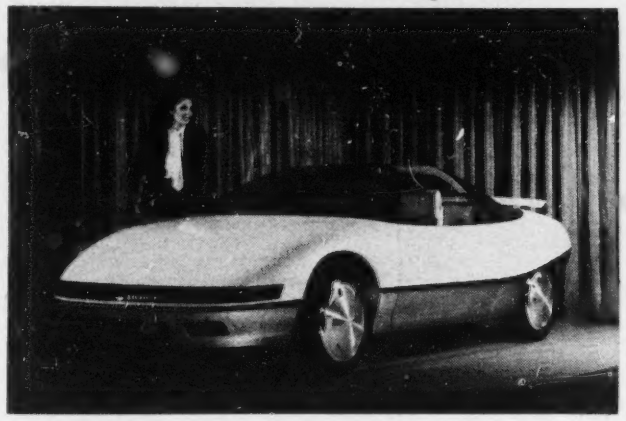
Slippery and plastic



BL's third-generation fuel miser

BL has developed the ECV 3, its third-generation Energy Conservation Vehicle, built with an aluminum structure and plastic body panels and fitted with a lightweight alloy three-cylinder engine. Combined with a drag coefficient of 0.25, the 1,464-pound car is said to get 40.8 MPG in the ECE urban test cycle. Story on Page 13.

The concept is computers



Buick Questor strong on electronics

Buick unveiled its 14-computer concept car, the Questor, at the Detroit Auto Show. A laser key replaces door handles. A hand-held control box opens the door, raises the car for easy entry and adjusts seats, pedals and stereo to each driver's setting. Rear-view mirrors are replaced with television monitors. A computer raises the flush rear spoiler and the rear end as the car accelerates, to reduce wind drag. Story on Page 3.

Chrysler chops prices on line of convertibles

Chrysler Corp. last week reduced convertible prices $995 to $2,505 and now offers a ragtop with a sticker of $9,995.

That model is the Dodge 400, which was cut from $12,500. Some $520 worth of equipment was removed from the car — power steering, wheel covers and steel-belted-radial whitewall tires.

Tom Pappert, Chrysler vice president, U. S. automotive sales, said the company is "passing along the efficiencies we achieved by manufacturing our convertibles in-house at one of our plants."

Chrysler now makes its convertibles at its St. Louis assembly plant. When the soft tops were introduced last year, the conversion was done by Cars & Concepts, Brighton, Mich. Conversion work on other domestic convertibles (Ford Mustang and Buick Riviera) is handled by outside firms.

There were no equipment deletions on Chrysler's other three convertibles. The LeBaron dropped to $10,995 from $12,800, a cut of $1,805.

The LeBaron Mark Cross now is $14,595, down $1,000. The new Town and Country is $15,595, down $995. The Town and Country convertible has all the Mark Cross equipment plus a simulated wood-grain exterior and a deck-lid luggage rack.

On models in inventory, dealers will be compensated for the difference between the old and the new wholesale prices. Dealers will receive revised price stickers and must display both the old and the new stickers on the cars.

Chrysler is giving purchasers of '82 convertibles a $300 rebate certificate. This applies to cars in dealers' hands as of Jan. 17, 1983.

Market share is reduced, too

Diesel-car sales plunge 37.6 pct.

By Jim Plegue
Staff Writer

Sales of diesel-powered passenger cars plummeted 37.6 percent during calendar year 1982 while market penetration skidded to below 4 percent of total industry sales.

Domestic and import manufacturers sold 318,648 diesel cars during 1982, a substantial drop from the 510,679 sales of calendar 1981.

Likewise, diesel market share took a beating last year. Diesel sales accounted for only 3.99 percent of total domestic and import deliveries during '82, down from a 5.99-percent diesel share in 1981.

Diesel sales had been one of the few bright spots in the otherwise discouraging sales year of 1981. Both the calendar-year diesel total and the 536,440 diesel sales of model-year 1981 established records.

But the boom became a bust shortly after the '81 model year ended as consumers reacted swiftly to stable or falling gasoline prices, steady gasoline supply and the higher price tags put on diesel-engine options. Diesel sales have been flat ever since.

Most of the smaller manufacturers, however, posted diesel sales gains during '82, while giants General Motors and Volkswagen saw shrinking volumes and market share throughout the year.

GM's sales of 173,944 diesel cars during 1982 represented a 42.96-percent dip from the 304,960 sold during 1981. GM still accounts for more than half of the diesel market in the U. S., but the company lost 5.12-percentage points last year—from 59.71 percent in 1981 to 54.59 percent in 1982.

All GM divisions except Chevrolet registered sales losses during 1982. Chevrolet diesel sales increased 73.82 percent during 1982, bolstered by strong sales of diesel-powered Chevette (17,102 units) and Impala/Caprice (18,868). Chevy's share of the diesel market almost tripled last year—from 5.40 percent in '81 to 15.06 percent last year.

• Volkswagen reported whopping losses in both volume and market share. The company sold 48,091 diesel cars during 1982, down 59.44 percent from 118,585 in 1981. VW's diesel share dropped 8.13 percentage points to 15.09 percent.

Sales of VW's bread-and-butter diesel model, the Rabbit, plunged 62.03 percent last year. The company sold 37,705 diesel Rabbits during 1982, down from 99,308 during '81.

Audi's lineup of higher-priced luxury diesel cars fared better.

Continued on Page 60, Col. 2

breaking news

Chrysler to drop push-pull

HIGHLAND PARK, Mich. — John Naughton, Chrysler Corp. executive vice president of sales and marketing, wired dealers last week, officially promising to eliminate push-pull "from all future programs." He acknowledged that the company had had "five consecutive quarters" of push-pull, but said Chrysler's position had improved to where it no longer needed them. There are reports of February overtime at several plants and the E-class cars being put on allocation because of demand.

Hyundai to enter Canadian market

TORONTO.—Hyundai Motor Co. of Seoul, Republic of Korea, will enter the Canadian market this summer with its Pony four-door hatchback model, a rear-drive subcompact with 1,439-cc engine. The company, which will probably be

See BREAKING NEWS, Page 8, Col. 1

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Fewer but more-distinct models, and lots of electronics

Reuss maps new strategy at Buick

By Kathleen Hamilton
Financial Editor

General Motors divisions will begin to differentiate while they lop off overlapping car lines, Buick General Manager Lloyd E. Reuss said.

One way Buick is planning to distinguish itself from its sister divisions is through widespread use of electronics, both in its products and in its operations.

The division has already begun the move into computerization in an attempt to provide customers with an unusual degree of service, according to Reuss.

But Buick products will be looking unique, too — especially front ends, he said.

Like many of its sister divisions, Buick is studying the profit possibilities of producing cars it can call its own — part of a decentralizing trend at GM, Reuss told the Detroit Auto Writers Group.

But, he also pointed out that the fate of a luxury two-seater hinges on corporate cash flow. It is now in clay form, unapproved as yet for production. In the best-case scenario, it could be in production in 1986, Reuss said.

• Reuss cited the Riviera convertible and T-Type as other examples of the path toward distinctiveness Buick is following.

Other "discriminators" Buick will be trying: Fuel injection (for both Regal and Riviera in '84), turbocharging and diesels.

Buick held back on advertising the diesel and the turbocharger for two years, "trying to get the turbo a hot car. Now it is," Reuss said.

The result is steady diesel sales and a marked increase in orders for the turbocharged Regal -- more for the first four months of 1983 than Buick had expected for the year, he said.

Other models will be turbocharged in 1984. A 3.8-liter turbocharged engine will bow then. Another lightweight 3.0-liter plant is due in '85.

Reuss said the downsized Electra for 1984 will have a distinctive Buick face, seat six passengers and weigh less than its predecessor. He predicted its sales will double those of the current model.

In 1987, the division will be producing only front-drive cars and will have a thinner lineup, eliminating the overlap between Century and Regal and between Skylark and Century, Reuss said.

Although Buick has trimmed back its forecast for 1983 model year sales (from 850,000 to 820,000), Reuss was bullish on the division's medium-range prospects. One reason is that the baby boomers are aging, and their children soon won't fit in the back seats of subcompacts. These families will soon become potential Buick customers.

Per capita income is also on the rise. The closing of the fuel-economy gap between small and large cars is yet another bonus for Buick, according to Reuss.

• Buick's new customer satisfaction advances also promise to boost the division's sales.

A toll-free customer service number for technical assistance, tied to the division's data base in Flint, promises to dramatically increase the number of repeat customers: Reuss said in non-automotive markets, a similar service has increased repeat customers as much as 2½ times.

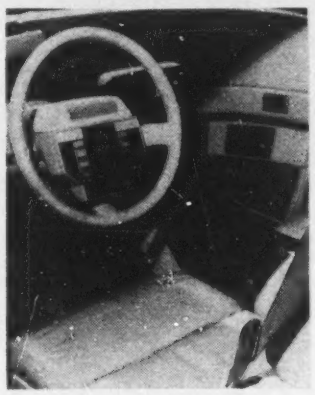
Buick now provides such technical assistance to 60,000 customers a year; Reuss said the computerized system with 40 stations that is being installed this year will allow 150,000 contacts a year.

In another move into the computer age, Buick has already tied two-thirds of its zones into a similar technical assistance service. The rest will be tied in by the end of February, he said.

In a year-long pilot program, Buick found it could answer 85

Continued on Page 60, Col. 1

Continued on Page 60, Col. 4



No more stalks

Transmission selector, turn signal switches, windshield wipers, washers and horn are in the center of the Questor's steering wheel. So is a voice-actuated radiotelephone and traction monitor.

No more navigators

The center console shows the driver where the car is on a map of the state, area or city. Below, a screen gives data on radio station, climate control, elapsed time, date, MPG, average speed, fuel remaining, estimated time of arrival and hotel reservations. A printer provides a hard copy.

Checker Motors sells taxi unit to former employe

WASHINGTON. — Checker Motors Corp. has sold its Yellow Cab Co. of Pittsburgh subsidiary to a longtime Yellow Cab executive for $290,000.

In a filing with the Securities and Exchange Commission, Checker reported the subsidiary has been sold to Alfred L. Krupp, who has been treasurer of Yellow Cab for 17 years. Krupp has been associated with Checker 31 years, a company spokeswoman said.

Checker received $100,000 and a promissory note for $190,000, according to SEC papers. In addition, Yellow Cab will lease two parcels in Pittsburgh owned by another Checker subsidiary.

Checker built taxicabs until last year and owned a number of taxicab firms. Its Kalamazoo (Mich.) plant now builds steel parts for other auto makers. Its last taxi company is Yellow Cab of Chicago.

Dodge undercuts import rivals with $5,665 truck

DETROIT.—In pricing its '83 imported trucks, Dodge went for a lowest-price-in-industry strategy with its base Ram 50.

At $5,665, the base Ram is below Mitsubishi's $5,749 model, the former price leader. The Ram unit is down $450 from its 1982 tag of $6,199. The Mitsubishi model is the one sold by Mitsubishi Motor Sales of America. Dodge Ram 50 trucks also are imported from Mitsubishi.

The Ram 50 Custom is $6,266, down from $6,408, and the Ram 50 Royal, at $7,135, is up from $6,892. The Ram 50 Sport, at $7,-732 is up from $7,474.

The Power Ram 4x4 Custom, at $8,424, is up from $8,361. The Power Ram Royal, at $9,565, is a new entry, and the Power Ram Sport, at $9,333, is up from $9,245.

VW offering rebates, aid on floorplanning

By Joseph Bohn
Marketing Editor

TROY, Mich. — Volkswagen has opted for consumer rebates, dealer floorplanning assistance and sharply higher promotional emphasis — particularly on several turbo diesel and special spring models—for its winter/spring marketing drive.

Meanwhile, officials flatly denied published reports of a possible low-interest-rate finance program on '83 models, and said they were sticking to policy in signing up new dealers.

Volkswagen, a reluctant rebater, nonetheless turned to costly "consumer benefits," as James R. Fuller, vice president of Volkswagen Division, termed them, to solve a short-term inventory problem on '82s.

The Jan. 11-April 30 program covers '82 imports and selected '82 domestic Rabbits. Announced retroactively last weekend, on imports it pays: $1,000 on Rabbit convertible; $700 on Jetta diesel; $1,200 on Vanagon diesel; $1,600 on Camper diesel; $1,000 on Quantum coupe and station wagon; $1,200 on Scirocco; $500 on Jetta gasoline engine model; $1,000 on Vanagon gasoline engine model; $1,000 on Camper gasoline engine model and $1,000 on Quantum sedan.

Also, on domestic models, it pays $525 on Rabbit diesels and $645 on diesel pickups. In essence, this is tantamount to offering the diesel engine option for free.

Fuller said it is "not our style" to overbuild cars, then incentivize them to sell off the inventory. However, because of leadtimes "here and in Germany" VW had not been able to adjust production fast enough to counter dropping demand in the small-car and diesel-engine market segments.

• To assist its "dealer partners," VW is paying 50 percent of dealers' wholesale floorplan expenditures "within our regions" on '82 import units purchased between Jan. 11 and April 30. It will pay the cost for a maximum of 180 days.

Although VW lost about 70 dealers within the past year, it has not loosened its basic policy of not signing up dual dealers in major metro areas.

"You don't make long-term decisions, like dealer representation, based upon a year or two of bad sales," Fuller said. "Once you make a change (in dealer representation) that's the bed you sleep in for the rest of your life."

About one-third of VW's dealers are exclusives, and they sell more than 50 percent of its volume, making the ratio of exclusives "important to us," Fuller said.

Despite its sales falloff, he added, dealers are still making good money servicing the sizeable VW owner body.

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58th year — No. 4951

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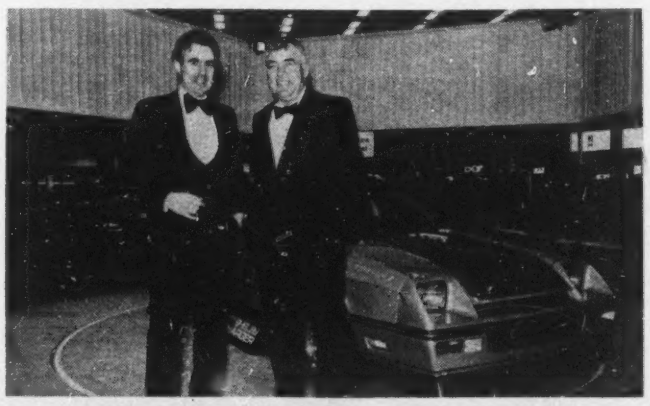


The right stuff

At Detroit Auto Show, Chrysler Corp. Vice Chairman Gerald Greenwald and Carroll Shelby are all smiles after checking out the high-performance Shelby Charger in the Chrysler exhibit.

3 GM units to sponsor new grid league on TV

By Joseph Bohn
Marketing Editor

DETROIT. — Buick, Chevrolet truck and GMAC have signed on as sponsors in the new United States Football League (USFL), with a couple more automotive participants to be added.

Datsun, Chevy truck and Buick got first crack at sponsoring the new football league's games on TV, beginning March 6, but Datsun declined. All three are Monday Night Football sponsors.

Datsun's decision opened the door to other participants.

Chevrolet truck and Buick each have about three minutes of TV time per game on 10 of the 20 regular season games, plus 1½ minutes apiece on the championship playoff, July 17.

At $30,000 per 30 seconds, they are investing something over $2 million each. GMAC has an undisclosed number of minutes per game on every game in the season. Playoff games go for over $30,000.

ABC is still talking to other automotive companies and is expected to add a couple of car divisions on alternate weeks when Buick and Chevy truck aren't in.

It's also expected that auto component supplier divisions, such as at GM, for example, will get into the games.

The new football league holds a certain amount of risk, but also a lot of attraction for car companies because of the high concentration of anticipated male viewership.

It's uncertain yet how strong the ratings for spring/summer football games will be. But generally if the games don't deliver the expected audiences, the network is expected to make it up to sponsors with extra time elsewhere in its TV scheduling.

A number of Detroit car companies have expressed interest in the new league, and it is anticipated that the remaining available time will be sold on a sponsorship, rather than participation or scatter buy, basis.

Boston Subaru opens

BOSTON. — Boston Subaru has opened here.

Industry has suffered structural damage, he says

Agee expects auto recovery, but...

By Roger Rowand
Engineering Editor

DETROIT. — Bendix Corp. Chairman William M. Agee views the auto industry as a microcosm of all industry and says prospects for an auto turnaround are promising.

Speaking here to some 1,200 members of the Economic Club of Detroit, Agee said small but encouraging signs are seen from time to time. He cited success of a new model or an incentive program as examples.

"I do believe the automotive industry is on the slow road to recovery. We will see increased car production in 1983 when compared to 1982 and further improvement in 1984," Agee said.

But, he continued, "Indulging in such forecasts distracts us somewhat from the hard reality of what has happened already. For the fact is, the industry has suffered the structural damage we have feared for so long.

"The U. S. automotive industry will have serious difficulties in recovering to its former strength. The same unfortunate prospects are in store for many of the country's basic industries," the supplier firm executive said.

Among reasons are foreign competition, old plants and lagging productivity, he said. But he added another, more surprising reason:

"Some companies have gone along the route of vertical integration without the growth rate to support such a luxury.

"Vertical integration is appropriate only under the right circumstances — during periods of rapid growth and when it joins complementary manufacturing capabilities that lead to greater competitive advantages," he said.

• He worked into his remarks a plug for the supplier companies by saying:

"Many industries, including the automotive, do need to place greater reliance on a healthy supplier sector, whose special strengths are creativity, the agility to respond quickly to special needs and intense competition which produces a high level of efficiency."

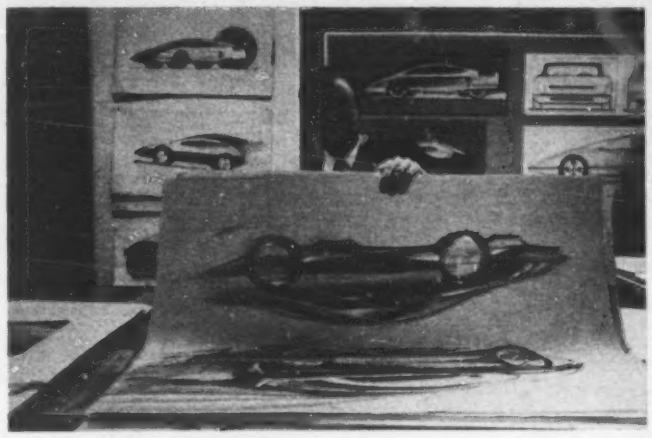
Agee had several suggestions for getting the U. S. back on a path to what he termed lasting economic stability.

He suggested building support for creation of a high-level commission to recommend programs for revitalizing mature industries. Such a commission would also redirect efforts toward more promising sectors of the economy such as high technology.

Agee also suggested expanded training of the unemployed, economic education of the public, tax incentives for new ventures and expanded exports.

"Above all, we need a change in attitude characterized by a new spirit of cooperation," he said.

"As terrible and awful as the recession is, it has created a new awareness of the common good. The separate interests of labor, industry and government are inextricably linked. This is the hard lesson of these hard times," Agee said.



Professionalism's fine eye

Preston Bruning, of the General Motors Design Staff, examines drawings made by students at the Center for Creative Studies/College of Art and Design in Detroit. Recently, five teams of three students each developed a design theme for a two-plus-two sports coupe or compact sedan using sketches, full-size tape renderings and foamcore mock-ups. Among those taking close looks at completed projects were top-echelon designers from Detroit-area auto makers and their suppliers. Bruning also teaches an introductory course in automotive design.

Olds to push six specials in early spring promotion

By Joseph Bohn
Marketing Editor

DETROIT. — Oldsmobile will run a special dealer/factory promotion from Feb. 28 to April 9, "The Great Olds Road Show Rally," promoting six special models.

The models are Firenza GT, 15th Anniversary Hurst Olds, Omega ES, Cutlass Ciera Holiday coupe, Cutlass Cierra ES and Cutlass Supreme.

James Mattox, general sales manager, anticipated 50,000 of the specially outfitted models would be sold, with 50 percent of the volume in the Cutlass Ciera ES and Holiday coupe models. Only 3,000 Hurst Oldsmobiles will be produced.

On the heels of a heady 10.1 percent market penetration in 1982, Oldsmobile officials projected a big sales increase — from just short of 800,000 units in calendar 1982 to 900,000 in 1983.

Olds' market penetration climbed to 10.9 percent for the first 10 days of January.

Officials acknowledged the decline in diesel demand, anticipating about 8-9 percent of their volume in diesel cars for 1983, down from 11 percent last year.

They had no timetable for when the V-8 diesel would be phased out, adding only it would be the same time as the phaseout of V-8 gasoline engines.

They said they were pretty content with their current product lineup. They felt no compelling need to push for a unique vehicle, such as the two-seater Pontiac is getting.

If Olds were to get a sporty model like Pontiac's, it would most likely be a 2 plus 2. Generally, officials said, their image is one of an intermediate and full-size producer, and they were not pushing for an entry below the Firenza.

There are no plans for a convertible "in the works," Mattox added.

Dealers' service volume up sharply for November

By Francis J. Gawronski
Service Editor

With all indicators registering impressive gains, new-car dealers' service and parts business in Novemer recorded its third biggest gain of 1982.

As measured by the Automotive News Service Index, shop volume in November amounted to 112.3 percent of the business posted in the same month of 1981.

November's showing in service and parts volume was the best since August when the Service Index was 113.8 percent of the volume the year before.

The biggest increase of the year was recorded in March when shop business amounted to 114.6 percent of the volume of March, 1981. In October, shop volume amounted to 103.2 percent of the year-earlier business.

November also marked the 21st consecutive month in which service and parts business bettered the volume achieved in the year-earlier month.

The leading indicator in November was the sale of all parts and accessories, up 19.7 percent, followed by shop parts sales (customer-paid and warranty), up 16.2 percent.

Total labor sales climbed 13.9 percent in November, while gross profit—the most important indicator from the dealer's viewpoint — increased 12.9 percent. Repair orders written jumped 6.1 percent in November.

Figures used in the Service Index are averages compiled from replies on shop business from a cross-section of the nation's new-car dealers.

For the first 11 months of 1982, dealers' shop volume amounted to 108.3 percent of the volume reported for the corresponding period of 1981. Volume for the first 10 months was 108.0 percent of the year-earlier figure.

The leading indicator for the January-November period was shop parts sales, up 12.2 percent, followed by sales of all parts and accessories, up 12 percent, and gross profit, up 10.3 percent.

Labor sales increased 8.7 percent for the year-to-date period, while repair orders written were down 4.1 percent.

SERVICE INDEX
112.3*

	Nov., '82 vs. Nov., '81	9 mos., '82 vs. 9 mos., '81
Gross Profit on All Labor and P&A Sales	+12.9%	+10.3%
Repair Orders Written	+ 6.1%	— 4.1%
Total Labor Sales (Customer & Warranty)	+13.9%	+ 8.7%
Shop Parts Sales (Customer & Warranty)	+16.2%	+12.2%
Sales of All Parts and P&A	+19.7%	+12.0%

*—Survey by Automotive News shows that dealers' service and parts business in Nov., 1982, was 112.3 percent of business in Nov., 1981. Service business in the nine months of 1982 was 108.3 percent of business in the corresponding period in 1981.

Microdot offers $200 to employes to 'Buy American'

DETROIT. — Microdot, Inc., a Darien (Conn.)-based supplier of the auto industry, has started a national campaign to promote domestic car sales. The company coupled its push with what it perceived as strengthening auto sales.

Lawrence G. Blackmon, president, is offering $200 company bonuses to any of the firm's 4,000 employes who buy a domestic car or truck "in the next 90 days."

Blackmon also sent letters to 200-300 corporate leaders, urging similar incentive programs for their employes.

The company is a supplier of fasteners and fastener systems, oil seals and sealing devices and electronic sub-systems for auto, aerospace and industrial markets.

It has 32 plants in 11 states.

Ephlin takes Ford to task for letters to its suppliers

By Marjorie Sorge
Labor Editor

DETROIT. — In his first appearance before the Ford Motor Co. board of directors, UAW Vice President Donald Ephlin criticized the company for offering to give its suppliers long-term contracts if they could control labor costs and productivity.

Ephlin, who is also director of the union's Ford department, told the board Ford's action was "not appropriate." He said the company has the right to bargain price on purchases but not on the wages and productivity of its suppliers.

"I think the people in that plant should handle their own affairs," he said. "I think Ford officials here have their hands full handling labor relations at Ford."

Ford sent letters to its suppliers in November offering them the long-contract deal if they could maintain a constant labor cost and increase productivity.

In his address before the board, Ephlin also encouraged a permanent and expanded Employe Involvement (EI) program. He said Ford workers are pleased with the EI program. But, he said, more managers should be trained in EI at the shop level.

In addition, Ephlin challenged the board to limit outsourcing, keeping more jobs in-house. In the past year, Ford has announced the closing of both its Sheffield aluminum plant and San Jose assembly plant.

Ephlin's appearance before the Ford directors resulted from a provision in the labor agreement that was negotiated last year. It gives UAW officials the right to address the board twice a year.

• Meanwhile, Ephlin and Peter J. Pestillo, Ford labor relations vice president, and representatives of Ford's Rouge Steel operations spent last week in Japan exploring union-management relations in the steel industry.

Ford has been negotiating to sell Rouge Steel to Nippon Kokan (NKK) since last July.

While the Ford-UAW group visited NKK plants, both Ephlin and Pestillo said before leaving that they would not be making any effort to close the Ford/NKK deal.

"The whole purpose of our trip is to help facilitate the sale but we're not going over there to enter into negotiations," Ephlin said. "We want to get to know each other."

The UAW represents the 4,700 active and 500 laid-off workers at the Rouge Steel plant. According to Ephlin, there is a successor clause in the current contract which would make the UAW the representative even if NKK buys the facility.

He said he does not expect the Japanese company to ask the workers for any concessions, but if there are any changes negotiated they must be "quid pro quo."

While Pestillo said there is no date set for the sale of the Rouge Steel plant, he indicated that the modernization needed in that facility would make it difficult for Ford to continue its operation on its own.

He said the modernization program for the plant could be about $1 billion in capital expenditures. Ford is currently embarking on a $3 billion new-product program.

The Rouge Steel plant is currently operating at 50 to 60 percent of capacity and 30 percent of that output goes into the Ford system.

Safety council slates traffic records forum

CHICAGO.—The National Safety Council's Traffic Records Committee will sponsor its Ninth International Forum on Traffic Records Systems, July 18-21, 1983, with emphasis on microcomputers and advancements in the use of traffic records for urban applications.

In addition, current developments in enforcement, engineering, public health and motor vehicle administration will be discussed. The forum will be held at the Radisson St. Paul Hotel in St. Paul.

ATA to fight rails' entry into trucking

WASHINGTON. — Railroads have been given the green light by the Interstate Commerce Commission to go into the commercial trucking business, and the move has drawn the fire of the American Trucking Assns.

"We will challenge it (the ICC decision) by asking the ICC to reconsider its action, or go to the U. S. Court of Appeals," said Nelson Cooney, general counsel for ATA, national association for the trucking industry.

Trucking companies, he noted, have suffered heavy losses as a result of the recession and increasing competition from newly formed trucking ventures since the deregulation of the industry two years ago.

"The railroads are so big and control so much that they will be an enormous competitive factor," Cooney said. "At the rate they are moving, this could be a real free-for-all."

The ICC, in a report accompanying its decision, rejected trucking's contention that it would suffer competitively.

• "The relative economic positions of today's truck and rail industries, as well as the ability of motor carriage to compete successfully with other forms of transportation, undercuts the basic protective rationale for the 'special circumstances' doctrine," the ICC said.

The agency noted that the trucking industry today generates about 75 percent of total transportation revenues, and that the once-dominant railroad industry now accounts for only 36 percent of intercity ton-miles of freight.

"Earnings by the railroad industry are the lowest of any transportation mode and are insufficient to generate funds for necessary capital improvements," the ICC added. "Under these circumstances, the trucking industry should easily survive any new parries by the railroads."

For almost 50 years, the ICC has barred railroads from get-

Continued on Page 58, Col. 3

Trailers used to haul extra loads

Freihofer Baking Co., Troy, N. Y., uses trailers to haul extra loads, eliminating the need for a second truck and driver. The trailers, called Kurbmite, are manufactured by Grumman Olson, which also supplies Freihofer with Kurbmaster aluminum route vans.

Bakery tests trailer to cut delivery costs

TROY, N. Y. — In a move to reduce future capital expenditures and operating expenses, Freihofer Baking Co. is testing the use of light-weight aluminum trailers coupled to delivery vans when additional load space is required for seasonal trade, special events and other peak volume periods.

Previously, explained Ralph Stockmayer, Freihofer distribution manager, a second truck and driver were used whenever there was an increase in volume deliveries on certain routes.

Freihofer, based in Troy, bakes and delivers more than 200 items to thousands of outlets in the Northeast. The territory runs from Bath and Victor, N. Y., to Acton, Mass., and from Yonkers to Westport, Conn.

Included in the company's 500 vehicles are 360 delivery vans. For the test, three aluminum trailers, called Kurbmite, were acquired. They're manufactured by Grumman Olson, which also supplies Freihofer with Kurbmaster aluminum route vans.

Stockmayer said the decision to use trailers to haul extra loads was based on economic considerations.

"Given the dramatic increase in the cost of equipment, fuel and labor over the years, we started to discuss various alternatives for reducing overhead and operating costs," he said.

• Stockmayer and Frank Marshall, Freihofer general sales manager, came up with the concept of using trailers.

If trailers are eventually integrated into the operations, Stockmayer said, they could result in significant savings. The difference in price between a van and a trailer alone can run upwards of $10,000 if a fleet has to be increased, he added.

After analyzing the sales territories, it was decided that the trailers would be stationed at depots in Troy, New Paltz and Verona, three New York regions

Continued on Page 21, Col. 1

Bronco II wins feminine approval

Ford Motor Co.'s Women's Product Evaluation Panel has given its OK to the downsized Bronco II, scheduled for public introduction March 10. The panel is made up of female Ford employes from various job applications. The number of women as principal drivers of such vehicles has nearly tripled in six years, Ford said.

HD tallies down for 11 months and November

Heavy-truck registrations in the U. S. dropped almost 28 percent below year-earlier levels in November, and the 11-month total was a little more than 20 percent under that for the like period in 1981.

R. L. Polk & Co. reported 9,565 new-truck tallies during the month, off 27.9 percent from the previous year's 13,264 units. Through November, the count was 116,606, a decline of 20.7 percent from the year-earlier 147,005 units.

The totals for both Groups 7 and 8 trucks were down from 1981 for both the month and the January-November period.

In November, there were 3,738 Group 7 registrations, down 15.4 percent from the year-earlier 4,419. The Group 8 count was off 34.1 percent, from 8,845 units in 1981 to 5,827.

Through November, the Group 7 total was 50,268 units, a decline of 16.9 percent from the year-earlier 60,458. There were 66,338 Group 8 tallies, down 23.4 percent from the previous year's 86,547 units.

Ford continues to hold a slim lead over International in Groups 7 and 8 tallies. Through November, Ford had 27,511 and International had 26,305. However, Ford's share of industry total for the 11 months was 2.59 percentage points higher than the previous year, while International's was down 3.02 points.

truck industry news

215,220 tallies top October by 11.4 pct.

Registration gains continue in November

The upturn in new-truck registrations that occurred in October continued in November, further reflecting a light-truck recovery from a mild slump during the summer months of 1982.

During the month, according to R. L. Polk & Co. statistics, there were 215,220 registrations of trucks of all types, an increase of 27 percent over the year-earlier 169,423 units and 11.4 percent higher than October's 193,243.

The 11-month total was up 8.9 percent over the previous year, 2,184,378 versus 2,005,683. Light trucks were the only vehicles to show a gain during the period over the 1981 registrations.

In November, both light and medium tallies were higher than those in the same month in 1981. It also was the first month in 1982 in which registrations of medium trucks exceeded the year-earlier count.

During the month, there were 201,381 light-truck tallies, an increase of 32.1 percent over the year-earlier 152,411 units. Registrations were higher in all three light-truck weight classifications.

Medium-truck registrations for November totaled 4,274 units, up 14 percent over the previous year's 3,748. Again, the count was up in all three groups comprising this market segment.

Registrations of heavy trucks in November were down 27.9 percent to 9,565 units, compared with 13,264 in the same month in 1981. The totals were lower in both heavy weight classifications.

Through November, light-truck tallies were 12 percent higher than the previous year, with increases in all three weight groups. The 11-month count was 2,026,193, compared with 1,808,591 units in 1981.

Registrations were down for the January-November period for both medium and heavy trucks, with declines in all weight classifications.

Through November, there were 41,579 medium-truck tallies, down 14 percent from the year-earlier 50,087 units. Heavies were off 20.7 percent, from 147,005 units in 1981 to 116,606.

Chevrolet increased its lead over Ford by almost 7,000 units in November, bringing the 11-month total to 680,925 tallies. Ford, which has been No. 1 in truck registrations since 1977, had 656,365 registrations through November.

Chevrolet was one of only three truck nameplates with a higher share of total industry registrations than the previous year. Its 11-month penetration was up 1.53 percentage points, from 29.64 percent in 1981 to 31.17 percent.

The biggest increase in penetration was achieved by Dodge. Its share through November was 9.13 percent of the industry

Continued on Page 48, Col. 4

U. S. TRUCK REGISTRATIONS

11 MONTHS, 1982 VS. 1981★

	11mos., 1982	Percent Share of '82 market	11 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	680,925	31.17	594,461	29.64	+ 1.53
Ford	656,365	30.05	646,777	32.25	− 2.20
Dodge	199,504	9.13	150,693	7.51	+ 1.62
GMC	191,836	8.78	146,352	7.30	+ 1.48
Jeep	55,534	2.54	52,999	2.64	− 0.10
International	42,139	1.93	57,439	2.86	− 0.93
Mack	13,780	0.63	17,619	0.88	− 0.25
Plymouth*	9,367	0.43	13,742	0.68	− 0.25
Kenworth	6,692	0.31	9,583	0.48	− 0.17
Freightliner	6,447	0.29	8,159	0.41	− 0.12
Peterbilt	5,168	0.24	5,988	0.30	− 0.06
Mercedes-Benz	2,735	0.13	3,205	0.16	− 0.03
White	2,357	0.11	2,687	0.13	− 0.02
Volvo	649	0.03	1,514	0.08	− 0.05
Western Star	593	0.03	706	0.04	− 0.01
Autocar	547	0.02	1,046	0.05	− 0.03
Miscellaneous**	309,740	14.18	292,713	14.59	− 0.41
TOTALS	2,184,378	100.00	2,005,683	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

11 MONTHS, 1982 VS. 1981★

	11 mos., 1982	Percent Share of '82 market	11 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	27,511	23.59	30,869	21.00	+ 2.59
International	26,305	22.56	37,609	25.58	− 3.02
GMC	19,182	16.45	20,132	13.70	+ 2.75
Mack	11,911	10.22	16,246	11.05	− 0.83
Chevrolet	7,001	6.00	9,569	6.51	− 0.51
Kenworth	6,692	5.74	9,583	6.52	− 0.78
Freightliner	6,447	5.53	8,159	5.55	− 0.02
Peterbilt	5,168	4.43	5,988	4.07	+ 0.36
White	2,357	2.02	2,687	1.83	+ 0.19
Mercedes-Benz	909	0.78	792	0.54	+ 0.24
Volvo	649	0.56	1,499	1.02	− 0.46
Western Star	593	0.51	706	0.48	+ 0.03
Autocar	547	0.47	1,046	0.71	− 0.24
Miscellaneous	1,334	1.14	2,120	1.44	− 0.30
TOTALS	116,606	100.00	147,005	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.

IMPORT REGISTRATION SHARES IN U. S.

	OCTOBER					TEN MONTHS				
	Regis., Oct., 1982	Percent Share of Market	Regis., Oct., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 10 Mos., 1982	Percent Share of Market	Regis., 10 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	41,329	21.19	35,830	19.64	+ 1.55	442,918	23.40	490,647	23.61	— 0.21
Nissan	38,419	19.69	37,441	20.53	— 0.84	379,702	20.06	383,797	18.47	+ 1.59
Honda	29,983	15.37	25,520	13.99	+ 1.38	306,552	16.20	315,304	15.17	+ 1.03
Mazda	14,954	7.66	13,067	7.16	+ 0.50	131,209	6.93	146,832	7.07	— 0.14
VW	13,175	6.75	19,323	10.59	— 3.84	124,726	6.59	198,094	9.53	— 2.94
Subaru	13,141	6.74	12,539	6.87	— 0.13	115,844	6.12	120,377	5.79	+ 0.33
Mercedes	5,592	2.87	4,507	2.47	+ 0.40	62,146	3.28	54,520	2.62	+ 0.66
Alliance	5,274	2.70	.....	.....	.....	53,024	2.80	48,724	2.34	+ 0.46
Volvo	4,734	2.43	5,184	2.84	— 0.41	41,616	2.20	.....	.....	.....
BMW	4,555	2.33	3,657	2.01	+ 0.32	37,549	1.99	40,158	1.93	+ 0.06
Audi	.....	.....	4,047	2.22	.....	.....	.....	36,025	1.74	.....
Others	23,939	12.27	21,295	11.68	+ 0.59	197,349	10.43	243,693	11.73	— 1.30
TOTAL	195,095		182,410			1,892,635		2,078,171		
Share of U. S. total		29.79		27.88	+ 1.91		29.99		28.79	+ 1.20

Registrations for Oklahoma not available.

Total is 195,095, up 6.95 pct. from '81

Import registrations hit Oct. peak

By Jenny L. King
Staff Writer

Registrations of new imported cars set a record for October and earned their fourth deepest market penetration of 1982, accerding to figures compiled by R. L. Polk & Co.

During the month, 195,095 new imports were officially registered in 49 states (figures are not available for Oklahoma), an increase of 6.95 percent over 182,410 a year earlier.

Market penetration climbed past the record set in 1981 to 29.79 percent from 27.88 percent. Imports' share was down from September, however, when it reached 31.62 percent, and down from the any-month wedge of 34.16 percent in August.

Import registrations for the first 10 months of 1982 totaled 1,892,635, down 8.93 percent from 2,078,171 a year earlier. Year-to-date penetration pushed ahead to 29.99 percent from 28.79 percent as the number of domestic cars continued to slide at a faster clip.

Among the major importers, Toyota, Honda, Mazda, Mercedes and BMW increased their shares of the market in October compared with 1981 segments. Toyota was up 1.55 percentage points, to 21.19 percent from 19.64 percent, reclaiming first place from arch-rival Nissan.

Honda was up 1.38 percentage points, to 15.37 percent from 13.99 percent. Mazda was up 0.50 percentage points, to 7.66 percent from 7.16 percent; Mercedes was up 0.40 percentage points, to 2.87 percent from 2.47 percent, and BMW was up 0.32 percentage points, to 2.33 percent from 2.01 percent.

• On the downside in October were Volkswagen, Nissan, Subaru and Volvo. VW was off a hefty 3.84 percentage points, to 6.75 from 10.59. Nissan was off 0.84 percentage points, Subaru was down 0.13 percentage points and Volvo was down 0.41 percentage points.

Audi slipped from the top-10 chart this year and Renault gained a spot in October, boosted by Alliance's performance in its first two months on the market.

The top 10 sold 87.73 percent of the October import total, down from 88.32 percent a year earlier.

On a year-to-date basis, six importers improved their positions compared with 1981. Nissan was up 1.59 percentage points; Honda was up 1.03 percentage points; Subaru was up 0.33 percentage points; Volvo was up 0.66 percentage points; Mercedes was up 0.46 percentage points, and Audi was up 0.06 percentage points.

Toyota was off 0.21 percentage points, Mazda was down 0.14 percentage points and Volkswagen was down 2.94 percentage points for the first 10 months.

The top 10 imports claimed 89.57 percent of the import total through October, up from 88.27 percent.

Japanese passenger cars comprised 75.95 percent of October's imports, up from 74.18 percent a year earlier. German products were a far-distant second, accounting for 14.69 percent this year compared with 17.98 percent in 1981.

Registrations by country of origin in October were:

	Oct., 1982	Oct., 1981
Japan	148,184	135,310
West Germany	28,656	32,798
France	9,570	4,197
Sweden	6,305	6,214
Italy	1,060	2,318
United Kingdom	1,014	1,024
Ireland	306	549

Registrations year-to-date for 10 months were:

	10 mos., 1982	10 mos., 1981
Japan	1,473,149	1,563,244
West Germany	267,984	361,627
Sweden	77,400	65,847
France	49,816	37,568
Italy	13,359	32,564
United Kingdom	8,111	16,086
Ireland	2,816	1,235

Registrations of imported trucks in October totaled 41,230, down 1.59 percent from 41,896. Registrations were as follows:

	Oct., 1982	Oct., 1981
Toyota	15,204	12,423
Nissan	10,696	10,320
Mazda	3,495	.....
Dodge Ram 50	3,287	.....
Ford Courier	.....	5,036
Chevrolet LUV	.....	4,402
Others	8,548	9,715
TOTAL	41,230	41,896

The truck import total for the first 10 months of 1982 was 353,719, down 14.17 percent from 412,110. Registrations by manufacturer included:

	10 mos., 1982	10 mos., 1981
Toyota	121,185	109,678
Nissan	79,704	94,304
Mazda	30,553	.....
Dodge Ram 50	26,524	.....
Chevrolet LUV	.....	57,085
Ford Courier	.....	53,667
Others	95,753	97,376
TOTAL	353,719	412,110

TOP CARS

U. S. registrations for the first ten months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position
1—	994,720	Chevrolet	1,238,641— 1
2—	727,945	Ford	840,175— 2
3—	624,735	Oldsmobile	708,141— 3
4—	573,042	Buick	607,286— 4
5—	442,918	Toyota	490,647— 5
6—	379,702	Nissan	383,797— 7
7—	372,973	Pontiac	474,784— 6
8—	306,552	Honda	315,304— 8
9—	258,920	Mercury	290,131—10
10—	200,653	Dodge	266,285—11
11—	199,643	Plymouth	291,661— 9
12—	188,063	Cadillac	182,835—13
13—	137,639	Chrysler	73,957—17
14—	131,209	Mazda	146,832—14
15—	124,726	VW	198,094—12
16—	115,844	Subaru	120,377—15
17—	71,183	AMC	114,570—16
18—	66,916	Lincoln	49,926—19
19—	62,146	Volvo	54,520—18
20—	53,024	Mercedes	48,724—20
21—	41,616	BMW	....
22—	37,549	Audi	40,158—21
	.....	Colt	36,025—22
	197,349	Other Imports	243,693
	2,183	Misc. Dom.	2,876
	6,311,250	TOTAL	7,218,659

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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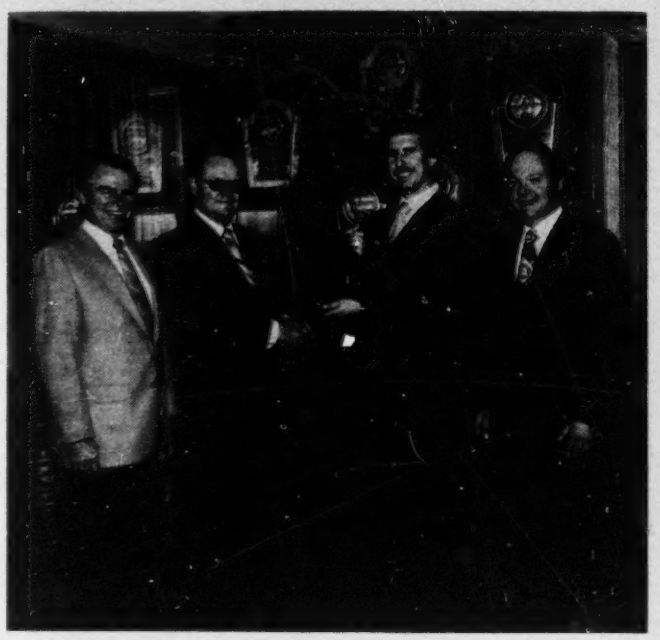
Where Auto Market was in 1982

	Total Sales	Pct. of Total
SUBCOMPACT	1,328,011	16.65
COMPACT	1,397,142	17.51
INTERMEDIATE	1,518,034	19.03
STANDARD	1,067,997	13.39
LUXURY	445,476	5.58
IMPORT	2,220,910	27.84
TOTAL	7,977,570	100.00

U. S. CAR SALES BY MARKETING UNITS

	Dec., 1982	Dec., 1981	Total 1982	Total 1981
Chevrolet	87,556	74,689	1,260,620	1,442,281
Ford	76,365	50,346	995,490	1,010,076
Oldsmobile	55,939	49,641	799,585	848,739
Buick	50,770	48,007	723,011	722,617
Toyota	46,147	41,773	530,246	576,491
Pontiac	38,788	25,733	483,149	552,394
Nissan	39,779	33,059	470,246	464,805
Plymouth	23,509	23,452	301,825	381,052
Honda	28,086	27,082	365,865	370,705
Dodge	29,093	23,421	313,135	361,243
Mercury	25,439	17,315	327,142	339,550
VW of America	17,428	22,147	218,879	306,676
Cadillac	23,675	20,600	249,295	230,665
AMC-Renault	15,788	9,778	149,973	167,551
Mazda	13,285	10,295	163,150	166,105
Subaru	11,594	11,207	150,335	152,062
Chrysler/Imperial	15,426	9,461	178,970	98,518
Volvo	3,401	3,080	72,374	64,477
Lincoln	8,774	4,375	93,068	63,830
Mercedes-Benz	7,399	6,416	65,963	63,059
BMW	6,215	4,225	52,393	41,761
Fiat	697	1,274	15,287	33,253
Jaguar Rover Triumph	1,219	519	10,349	18,956
Isuzu	1,359	1,203	15,462	17,805
Peugeot	1,219	1,219	14,323	16,937
Saab	1,425	1,287	18,463	14,613
Mitsubishi	1,260	.....	3,950	.....
DeLorean	.....	644	2,830	3,009
Alfa Romeo	240	268	2,194	2,301
TOTAL	631,875	522,799	7,977,570	8,531,514

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.



Olds honors Johnson

Howard B. Johnson, dealer-operator of E. O. Johnson Motor Co., Aberdeen, S. D., received his 10th consecutive Citation Service Merit Award from Oldsmobile. From left are Noel C. Kruger, Olds zone manager; Johnson; Jack H. Brinks, Olds district service manager, and James Pesterfield, Olds zone service manager.

Hoglund sees California pacing Pontiac sales gains

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Citing a resurgence in Pontiac's California sales as evidence that the division's new marketing plans are on target, William E. Hoglund, Pontiac general manager, predicted sales would continue to improve through the first quarter of 1983.

"California has always been a key barometer for us and we have seen a marked upswing in sales here since the beginning of the '83 model year," he said at a news conference held in conjunction with the Los Angeles Auto Show.

Hoglund reported that sales in the Los Angeles zone were continuing well ahead of the national sales resurgence for the auto maker, with December sales up 76 percent locally, compared with 50 percent nationally.

For the first three months of the '83 model year, local sales increased 42 percent, compared with the 21 percent gain nationally. Pontiac has embarked on a program to attract more youthful buyers.

Hoglund attributed the sales increase in part to attractive financing offered by GMAC.

"December saw significant numbers of new car buyers back in the market taking advantage of the excellent product availability and the 10.9-percent financing rate," he said.

• "Building on the last three months' increases and with our new 11.9-percent GMAC financing on 1983 as well as 1982 models, we are optimistic that the current sales momentum, which is being paced by the California market, will definitely continue.

"Leading indicators are showing that as consumer confidence moves up, interest rates and inflation are continuing to go down, which are positive signs for sustaining the sales recovery into 1983," he said.

Hoglund is optimistic that the momentum will continue in the spring selling cycle even after the subsidized finance rates expire. When asked if the banks will follow the manufacturers in lowering their lending rates on cars, Hoglund said that retail financing rates are slower on the down size and that it may take some time for them to drop further.

On the possibility of price increases sometime during 1983, Hoglund said that the market is "very price sensitive" right down and that even a one-percent increase could be disastrous.

Mercedes outlet

BRIDGEPORT, Conn. — Euro Motors, Ltd. (Mercedes - Benz), has opened a new sales and service facility here.

BEST AVAILABLE COPY

More than seven million Ladas have been built.

Delay for new Lada

Soviets put project on back burner

By Richard Feast
European Editor

It seems unlikely that the Soviet Union's long-awaited front-wheel-drive Lada will appear in the west before 1986.

Details of the car—designated the 2108—first emerged in late 1979, when a 1983 introduction date was discussed. Latest reports, however, suggest that after various delays the Russians will be unable to start producing the car until the next five-year plan begins in 1986.

Under the present five-year plan the Soviet auto industry's financial resources were stretched to meet targets established for the Kamaz heavy truck plant on the Kama River.

This proved very demanding in terms of finance, manpower, resources and raw materials. The Russians decided to go it alone at Kamaz in the early 1970s when political pressures prevented western truck manufacturers from participating. Ford and Mack in the U. S. and Daimler-Benz and Fiat in Europe, among others, were involved in early discussions.

The result is the new Lada project is on the back burner, although development work by Porsche's contract engineering department in West Germany is well along.

Meanwhile, the VAZ factory at Togliatti continues to manufacture the original Lada, a derivative of the Fiat 124 sedan; even when the first model came off the production line in 1970 it was considered an outdated design.

Togliatti has produced more than seven million cars since then. Peak production was around 750,000 in 1980. Output in 1981 was 715,000.

The factory has the size to build twice that number, and western observers believe the necessary investment for capacity expansion will coincide with introduction of the 2108. Observers believe that's the earliest Satra Industrial Corp., a division of Satra Corp. of New York, will exercise its option to begin importing Ladas into the U. S.

Meanwhile, Satra has suffered another setback. Last October it lost the Lada concession it had in West Germany, largest national market in Europe. The Hamburg-based concern is now in the hands of the Soviet trading organization Avtoexport, which also controls or jointly controls Lada concessions in Belgium, Sweden, Norway and Finland.

Satra still retains the UK deal for Ladas; it sold 17,000 units there last year. The only market to take more was France where Poch SA sold 20,000.

The UK and French markets have always been high volume areas for Lada sales, but Lada's market share is highest in Finland at over nine percent.

Total Lada sales in Western Europe in 1981—the latest year for which full figures are available—were 88,300, about 1.3 percent of the market available to them.

In addition some 150,000 Ladas were sold to Russia's Eastern block allies, and around 15,000 in the rest of the world. That left around two-thirds of production for sale on the Soviet domestic market.

• Here is the unusual numbering system the factory uses for various Lada models: 2101 — 1200 sedan, 1970; 2102 — 1200, 1971; 2103 — 1500 sedan, 1974; 2104 — not allocated to a production vehicle; 21011 — 1300 sedan, 1976; 21026 — 1500 wagon, 1976; 2106 — 1600 sedan, 1977; 2105 — revised 1300 sedan, 1981; 2107 — larger engine, more luxurious versions of 2105 to be launched in 1984; 2108 — front-drive hatchback, expected 1985; 2109 — sedan version of 2108, expected 1986.

Where Ladas sell in the West

	1980 units	Market share	1981 units	Market share
Austria	2,555	1.1	2,596	1.3
Belgium	11,840	2.9	13,317	3.8
Denmark	3,196	4.3	4,386	6.1
Finland	9,409	9.1	10,015	9.5
France	13,069	0.7	19,744	1.1
Greece	1,210	2.9	1,707	3.6
Holland	5,555	1.2	6,662	1.7
Italy	1,747	0.1	447	0.1
Norway	2,300	2.4	3,677	3.5
Sweden	3,005	1.6	2,671	1.6
Switzerland	1,408	1.5	1,020	0.3
United Kingdom	13,043	0.9	15,508	1.1
West Germany	5,982	0.2	6,544	0.3
Total	74,319	1.1	88,294	1.3

Bleak outlook for European truck sales

Too much capacity, too many competitors

Truck sales in Europe during 1982 slumped to their lowest level in 22 years, according to DRI Europe's latest *European Truck Forecasts*.

With exports from Europe declining as OPEC markets weaken, the short term outlook for the industry remains bleak this year.

The industry has too much production capacity and too many manufacturers for current market conditions. Adjustments will be made, hastened by the current strain on industry finances, the report predicts.

DRI believes truck sales will improve this year but recovery from the recession will prove much slower than from the last one. Demand will remain depressed after that, and industrial production will not surpass its previous peak until 1985, DRI says.

DRI expects only four of 15 European manufacturers will report a profit for 1982 truck-making operations. They are Daimler-Benz, Volvo, Scania and MAN, with Daf making small profits largely through non-automotive business. Two makers, IVECO and Renault Industrial Vehicles, are expected to post heavy losses.

Poor results from South American subsidiaries, high costs from attempted expansion in the U. S. and reduced export earnings will depress results from industry leaders, according to the report.

Present depressed truck prices, resulting from too many sellers chasing too few buyers, pose a serious short term problem, with heavy discounting in the European market contributing to the overall lack of profitability.

Vehicle prices, along with average capacity utilization, will not begin to rise until 1984, the report says.

Demand for medium and heavy commercial vehicles in the eight major European countries covered by the report will rise by eight percent this year to 219,000, with light trucks falling by nine percent to 762,000, DRI says.

It's predicted that over the longer term (1987) heavy truck registrations will expand by 16 percent to 255,000, still less than in peak years 1979-80. Similarly, light commercial demand will improve by 11 percent in 1987 (848,000), but will still be short of the 1979-80 levels.

VW builds pickup in Yugoslavia

The Volkswagen Pickup, designed in the U. S., has been modified for production in Yugoslavia. The new VW is called the Caddy there, and will be sold in many European countries. Engine options are 1.6-liter gasoline or diesel plant. Soft and hard cab covers are options.

Lotus

Continued from Page 35

maintains that development work is not being held up by lack of working capital.

The Lotus factory has never produced that kind of volume, and to do so will need considerable additional capital and a bigger payroll. At present it employs 450, with extra labor required the first quarter of this year.

Even conservative estimates indicate Lotus will need some $5 million for capital equipment to get production lines rolling in 1984-85.

The new coupe, a Porsche 924 challenger, will use many key components from Toyota mass production cars including engine, driveline and brakes. Kirwin-Taylor describes it as "the most fascinating bit of Chapman I've seen."

Lotus undoubtedly is up to the job from an engineering standpoint. The real key to the company's future, however, lies with the bankers.

Lotus talks of selling 315 Esprit Turbos in the U.S. this year.

The factory in England will reach higher production volumes than ever before if Lotus can come up with capital requirements.

Cobra output continues in United Kingdom

For those who missed the Shelby Cobra, a nearly identical car has been resurrected for production in England and offered for sale in the U. S.

The A.C. Cobra is built from the original tooling, with body panels still hand-formed of 16-gauge aluminum over the original bucks. Frame and suspension follow the original design. — as do just about every component except the engine. Slight modifications have also been made to make bumpers comply with DOT specifications.

The engine is a 351-CID Ford V-8 installed in the U. S. The rest of the car is built by C. P. Autokraft in England.

Class Motors, with facilities in Beverly Hills, Calif. and in Chicago, has sole U. S. distribution rights. The A.C. Cobra is priced at $62,500.

BEST AVAILABLE COPY

European car sales heading upward

General Motors and Renault are major winners

New car sales in Europe for 1982 were heading for a small increase over the previous year, latest statistics from industry sources indicate. If that happens, it will mark a much-needed upturn after years of steady decline from the 1979 peak of 10.33 million units.

Sales in the first 10 months of 1982 were 8,392,700 in Western Europe, a half percentage point above the same period a year earlier.

The unofficial statistics are marked by some wide variations in sales trends nationally and by individual manufacturers. The only real winners among the volume producers are General Motors (Opel and Vauxhall) and Renault.

While being an auto dealer in France last year was a comfortable existence, it was doom and gloom across the Rhine in West Germany. The two countries, the largest national markets in Europe, recorded completely opposite sales trends.

The French market climbed 145,700 units in the first 10 months of 1982 to over 1.65 million, with a possibility of topping 2 million annually for the first time.

In Germany at one stage it looked as if full-year sales could fall to as low as 2 million for the first time in years. At the end of October they totaled 1.81 million, down 151,800 from a year earlier.

The second half of 1982 brought a change in the other two major markets, Italy and the UK. After some surprisingly good years, Italy's sales began to taper off. At the end of October they were 59,300 below the previous year at 1.44 million.

In the UK a change in credit regulations resulted in a 10-month total of 1.37 million, up 50,400 from the year-earlier period.

New-car sales in Europe

	10 Mos., 1982 (units)	Change From '81 (%)
Austria	171,100	− 0.4
Belgium/Lux.	327,300	− 1.1
Denmark	76,200	+19.4
Finland	109,700	+18.1
France	1,651,500	+ 9.7
Holland	364,600	+ 2.6
Ireland	68,400	−32.3
Italy	1,436,700	− 4.0
Norway	99,700	+12.0
Portugal	61,100	+ 8.3
Spain	415,000	+ 4.9
Sweden	173,900	+13.9
Switzerland	251,730	+ 0.2
United Kingdom	1,372,800	+ 3.8
West Germany	1,813,000	− 7.7
Total	8,392,700	+ 0.5

New car sales winners and losers (market shares)

	10 mos., 1982	10 mos., 1981
BL	3.7	3.8
Daimler-Benz	3.2	3.3
Fiat Auto	12.6	12.8
Ford	12.4	12.4
General Motors	9.7	8.3
Japanese (all)	9.1	9.6
Peugeot SA	12.1	13.0
Renault	14.3	13.8
VAG	12.0	12.5
Total sales (units)	8,393,000	8,349,000

There were gains in all four Nordic countries—Sweden, Finland, Norway and Denmark. Combined sales rose by more than 15 percent to 459,500. There also was a long overdue increase in Spain to 415,000.

The two main Alpine countries, Austria and Switzerland, showed sales stability. A major sales fall in the Republic of Ireland resulted from a sales tax increase.

Renault remained Europe's leading auto retailer in 1982. Bolstered by a bouyant domestic market, it increased its European share a half percent to 14.3 percent. But this was small compared to GM's substantial improvement from 8.3 percent in the first 10 months of 1981 to 9.7 percent in the same period last year; it was achieved on the strength of the new J-car (Ascona/Cavalier) and introduction of modern high-speed diesel engines.

Introduction of Opel Corsa (S-car) late in 1982 is expected to lift GM fortunes further this year.

Ford maintained its 12.4 percent market share, but the recent introduction of the Sierra is expected to increase its sales in a market where it was weak in mainland Europe. Few expect Sierra to improve Ford's standing in the segment in the UK where Cortina, its predecessor, was a best seller.

All other volume makers lost share, most notably France's Peugeot group and Volkswagen-Audi of West Germany.

World auto industry set for recovery

DRI spells out reasons for confidence

The world automobile industry stumbled in 1982 but will pick itself up this year and next year, according to the latest report from DRI Europe.

The main reasons behind the confidence in a market recovery are:

• Deferred demand. Car populations of the world have aged significantly since 1979 and their replacement will produce a boost in new car demand, particularly in North America.

• Increased prosperity. The continued rise in real incomes of those working will grow, since inflation rates are forecast to remain low in 1983-84.

• Stable energy prices. Although energy prices may gradually rise as world economic activity recovers, DRI does not foresee a sudden spiral in prices of any supply shortage.

The DRI report, titled *World Automobile Industry to 1986*, says last year was another poor one for the industry, with the anticipated recovery pushed back to the first half of this year.

It identifies exceptions in Europe where auto industries of West Germany, Spain and Sweden showed gains over 1981. The situation in North America is described as "desperately bad." In Japan, rising domestic sales failed to compensate for a severe drop in exports.

DRI attributes the scattered signs of optimism in Europe to gains in market share achieved by a few producers rather than to any firm recovery in the markets as a whole.

The revival in West German car production was entirely due to exports, as companies took advantage of the better car markets in France and elsewhere. Swedish producers gained share, notably in the U. S.

DRI warns that while car markets in Europe, Japan and North America are forecast to increase in 1983-84, car production will grow at a lower rate.

While expecting growth over the medium term, DRI does not anticipate improvement in the industry's poor financial situation. It cites five main causes:

• The scale of the financial problem. This is vast and still growing. In Europe alone, DRI believes, the difference in industry's ability to generate cash and its cash requirement will approximate $4.8 billion annually.

• Fundamental marketing changes. The sector of the market which normally generates most profit will be the focus of very severe competition over the next five years. Volume producers are moving into specialist territory. In response, the specialists, notably Daimler-Benz, have developed cars to compete directly against volume products.

• Increased investments. As the industry becomes more competitive, additional and expensive product changes will be required. The search for greater fuel efficiency will lead companies into substantial expenditures on engine and aerodynamic developments, new construction and assembly techniques.

• European overcapacity. This will be aggravated by the increase in capital intensity. Variable costs will be lower, creating incentives to boost production to levels which cannot be justified in terms of overall industry profitability.

• External financing. The industry's cash shortfall will force it into greater reliance on external financing. So far those providing financing have not attempted to influence the structure and organization of the borrowing companies because a market recovery was expected to solve the fundamental financial problems of the industry.

"This optimism will prove to be misplaced," says DRI.

New car sales

	1982	1983	1986
Europe	9.71	10.32	11.24
France	1.99	2.08	2.01
Italy	1.67	1.60	1.72
UK	1.50	1.63	1.66
West Germany	2.09	2.32	2.71
Japan	2.92	3.18	3.21
United States	7.78	8.88	10.61
Car production			
Europe	10.04	10.43	11.40
France	2.59	2.61	2.72
Italy	1.39	1.42	1.59
UK	0.89	0.87	0.90
West Germany	3.71	3.82	4.19
Japan	6.47	7.02	7.74
North America	5.82	7.22	8.64

(In millions) Source: DRI Europe

Long live the automobile

How long cars last in Sweden

	1965	1971	1976	1981
Audi/DKW	8.3	9.9	11.6	12.5
BL	8.6	10.2	11.3	13.1
BMW	9.1	10.5	12.7	14.7
Citroen	7.8	10.2	12.7	12.7
Fiat	8.3	10.6	11.0	11.9
Ford	8.4	11.2	12.3	13.6
Mercedes-Benz	10.2	12.4	14.8	16.8
Opel	8.8	11.4	12.6	14.4
Peugeot	8.6	11.8	11.8	11.8
Renault	6.9	10.3	11.9	12.6
Saab	9.0	11.6	12.0	14.5
Talbot/Simca	7.3	9.9	11.1	11.5
Volkswagen	10.6	13.2	13.8	15.5
Volvo	10.7	14.2	16.7	19.3
Average	9.4	12.4	13.4	15.4

Source: Swedish Motor Vehicle Inspection Authority.

Sweden's annual analysis of automobile life expectancy indicates cars are lasting much longer than they did in the mid-1960s. Back then the average life of a car was 9.4 years. The latest survey indicates an average of 15.4 years.

The survey is conducted by the Swedish Motor Vehicle Inspection Authority which is responsible for 12-month checks on all vehicles registered for use in the country. It is based on the average age at which 50 percent of a given car make are scrapped.

PRODUCTION OVERSEAS

FRANCE

Cars

	11 mos., 1982	11 mos., 1981
Peugeot SA	1,175,946	1,191,563
Citroen	476,960	486,319
Peugeot	494,780	514,666
Talbot	204,206	190,578
Renault	1,333,836	1,167,705
Total	2,509,782	2,359,268
Trucks, buses		
CBM	96	85
Peugeot SA	124,699	152,771
Citroen	27,352	41,343
Peugeot	84,145	97,490
Talbot	13,202	13,938
Renault	207,940	208,215
Sovam	96	116
Unic	4,756	7,829
Total	337,581	369,016
Total vehicles	2,847,369	2,728,284

JAPAN

Cars

	10 mos., 1982	10 mos., 1981
Daihatsu	105,411	125,292
Fuji	164,006	155,687
Honda	708,661	697,161
Isuzu	98,749	110,439
Mitsubishi	486,540	514,392
Nissan	1,510,406	1,542,605
Suzuki	89,706	79,877
Toyo Kogyo	685,965	699,951
Toyota	1,884,947	1,874,219
Total	5,734,391	5,799,623
Trucks, buses		
Daihatsu	277,708	276,595
Fuji	251,880	227,021
Hino	52,989	58,037
Honda	129,558	131,204
Isuzu	254,815	278,889
Mitsubishi	323,103	398,529
Nissan	502,361	605,305
Nissan Diesel	31,220	37,837
Suzuki	408,641	401,739
Toyo Kogyo	242,108	285,787
Toyota	749,519	836,671
Others	732	517
Total	3,224,634	3,525,131
Total vehicles	8,959,025	9,324,754

UNITED KINGDOM

Cars

	9 mos., 1982	9 mos., 1981
BL	309,255	328,353
Austin Rover	284,312	310,550
Jaguar	15,152	10,177
Range Rover	9,791	7,626
Carbodies	1,129	.....
DeLorean	1,333	3,426
Ford	231,513	243,882
Lotus	443	243
Reliant	62	73
Rolls-Royce	1,973	2,217
Talbot	36,207	89,418
TVR	91	129
Vauxhall	78,792	48,267
Others	419	431
Total	661,217	716,439
Trucks, buses		
Bedford	38,804	35,318
BL	63,558	62,066
Austin Rover	23,237	18,940
Land Rover	29,532	31,187
Leyland vehicles	10,789	11,939
ERF	1,353	N/A
Foden	561	416
Ford	85,984	58,811
Hestair Dennis	573	628
Karrier (Dodge)	4,871	6,100
Metro Cammell Weymann	241	493
Reliant	3	.....
Seddon Atkinson	1,312	1,045
Others	453	559
Total	197,713	165,436
Total vehicles	858,930	881,875

PORTUGAL

Cars

	9 mos., 1982	9 mos., 1981
BL	1,704	1,713
BMW	384	225
Datsun	.....	920
Fiat	6,860	6,757
Ford	3,370	2,543
General Motors	3,219	3,395
Honda	.....	220
Peugeot SA	7,029	8,146
Renault	22,926	18,758
Total	45,977	43,585

REGISTRATIONS OVERSEAS

AUSTRIA

Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	2,488	2,038
BL	611	902
BMW	6,789	6,669
Daihatsu	323	345
Datsun	11,852	10,773
Fiat Auto	11,484	11,708
Ford	15,796	16,924
General Motors	26,558	22,028
Honda	2,904	1,794
Lada	1,959	2,561
Mazda	17,947	16,962
Mercedes-Benz	4,654	5,166
Mitsubishi	3,691	5,037
Peugeot SA	13,543	16,389
Porsche	393	423
Renault	11,208	9,326
Saab	460	644
Skoda	342	410
Subaru	2,865	2,992
Suzuki	780	1,309
Toyota	6,867	8,154
VAG	38,162	39,694
Volvo	2,878	3,262
Others	122	194
Total	148,247	185,705

JAPAN

Cars

	10 mos., 1982	10 mos., 1981
Daihatsu	63,247	66,143
Fuji	60,526	53,522
Honda	186,025	138,072
Isuzu	48,245	55,302
Mitsubishi	189,525	196,775
Nissan	670,966	667,446
Suzuki	65,559	52,672
Toyo Kogyo	204,761	182,513
Toyota	958,796	903,992
Imports	29,363	32,518
Total	2,477,013	1,348,955
Trucks, buses		
Daihatsu	215,744	197,954
Fuji	155,499	124,954
Hino	31,318	33,894
Honda	120,194	118,582
Isuzu	105,246	107,894
Mitsubishi	234,867	239,086
Nissan	242,183	284,605
Nissan Diesel	15,655	17,895
Suzuki	305,841	303,615
Toyo Kogyo	125,264	141,091
Toyota	295,347	338,913
Imports	1	.....
Total	1,147,189	1,901,829
Total vehicles	4,224,202	4,250,784

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

11 MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov. '82	.....	.....	.....	.....	.....	.....	.....	42	42
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	48	48
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	547	547
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,046	1,046
BROCKWAY	Nov. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	Nov. '82	33,865	26,662	1,621	.....	22	437	425	31	63,063
	Nov. '81	27,321	20,872	1,093	.....	38	498	559	138	50,519
	Year to Date '82	369,907	281,798	17,085	.....	338	4,796	6,388	613	680,925
	Year to Date '81	320,780	245,043	10,748	.....	695	7,626	8,448	1,121	594,461
(Memo Units) #	Nov. '82	23,103	9,059	.....	.....	.....	.....	.....	.....	32,162
	Nov. '81	7,306	6,749	.....	.....	.....	.....	.....	.....	14,055
	Year to Date '82	217,907	95,924	.....	.....	.....	.....	.....	.....	313,831
	Year to Date '81	119,274	76,736	.....	.....	.....	.....	.....	.....	196,010
DODGE	Nov. '82	10,798	5,707	.....	.....	.....	.....	.....	.....	16,505
	Nov. '81	8,582	5,238	8	.....	.....	.....	.....	.....	13,828
	Year to Date '82	131,547	67,937	20	.....	.....	.....	.....	.....	199,504
	Year to Date '81	87,286	62,994	410	3	.....	.....	.....	.....	150,693
(Memo Units) #	Nov. '82	7,257	4,101	.....	.....	.....	.....	.....	.....	11,358
	Nov. '81	4,094	3,607	.....	.....	.....	.....	.....	.....	7,701
	Year to Date '82	82,250	48,042	.....	.....	.....	.....	.....	.....	130,292
	Year to Date '81	50,248	37,130	26	.....	.....	.....	.....	.....	87,404
FORD	Nov. '82	20,450	38,278	.....	.....	.....	1,348	1,592	797	62,465
	Nov. '81	14,894	31,927	.....	.....	.....	1,021	1,667	999	50,508
	Year to Date '82	225,878	391,095	.....	.....	.....	11,881	19,181	8,330	656,365
	Year to Date '81	215,434	386,868	.....	.....	.....	13,606	22,481	8,388	646,777
(Memo Units) #	Nov. '82	12,389	14,641	.....	.....	.....	.....	.....	.....	27,030
	Nov. '81	6,295	11,534	.....	.....	.....	.....	.....	.....	17,829
	Year to Date '82	129,531	148,993	.....	.....	.....	.....	.....	.....	278,524
	Year to Date '81	78,071	128,298	.....	.....	.....	.....	.....	.....	206,369
FREIGHTLINER	Nov. '82	.....	.....	.....	.....	.....	.....	.....	648	648
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	848	848
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,447	6,447
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	8,159	8,159
GMC	Nov. '82	9,179	8,311	49	.....	33	327	559	439	18,897
	Nov. '81	4,702	5,878	34	.....	98	431	784	1,132	13,059
	Year to Date '82	79,950	86,829	859	.....	953	4,063	11,789	7,393	191,836
	Year to Date '81	52,975	66,337	464	.....	1,001	5,443	10,038	10,094	146,352
(Memo Units) #	Nov. '82	4,515	2,459	.....	.....	.....	.....	.....	.....	6,974
	Nov. '81	485	1,852	.....	.....	.....	.....	.....	.....	2,337
	Year to Date '82	38,969	25,811	.....	.....	.....	.....	.....	.....	64,780
	Year to Date '81	7,710	19,593	.....	.....	.....	.....	.....	.....	27,303
INTERNATIONAL	Nov. '82	.....	.....	.....	.....	.....	1,804	898	1,464	4,166
	Nov. '81	.....	77	.....	.....	.....	1,314	1,207	1,961	4,559
	Year to Date '82	.....	.....	.....	.....	.....	15,834	10,791	15,514	42,139
	Year to Date '81	.....	2,203	.....	.....	.....	17,627	16,859	20,750	57,439
(Memo Units) #	Nov. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Nov. '82	3,188	2,694	.....	.....	.....	.....	.....	.....	5,882
	Nov. '81	2,986	2,127	.....	.....	.....	.....	.....	.....	5,113
	Year to Date '82	33,176	22,358	.....	.....	.....	.....	.....	.....	55,534
	Year to Date '81	33,310	19,689	.....	.....	.....	.....	.....	.....	52,999
(Memo Units) #	Nov. '82	3,188	2,280	.....	.....	.....	.....	.....	.....	5,468
	Nov. '81	2,986	1,624	.....	.....	.....	.....	.....	.....	4,610
	Year to Date '82	33,176	17,381	.....	.....	.....	.....	.....	.....	50,557
	Year to Date '81	33,310	14,456	.....	.....	.....	.....	.....	.....	47,766
KENWORTH	Nov. '82	.....	.....	.....	.....	.....	.....	.....	606	606
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	797	797
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	6,892	6,892
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	9,583	9,583
MACK	Nov. '82	.....	.....	.....	.....	.....	144	103	891	1,138
	Nov. '81	.....	.....	.....	.....	.....	127	46	1,619	1,792
	Year to Date '82	.....	.....	.....	.....	.....	1,869	613	11,298	13,780
	Year to Date '81	.....	.....	.....	.....	.....	1,373	330	15,916	17,619
MERCEDES-BENZ	Nov. '82	.....	.....	.....	.....	.....	158	82	.....	240
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	.....	258
	Year to Date '82	.....	.....	.....	.....	.....	1,826	909	.....	2,735
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	3,205
PETERBILT	Nov. '82	.....	.....	.....	.....	.....	.....	.....	565	565
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	738	738
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	5,188	5,188
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	5,988	5,988
PLYMOUTH	Nov. '82	383	362	.....	.....	.....	.....	.....	.....	745
	Nov. '81	712	346	.....	.....	.....	.....	.....	.....	1,058
	Year to Date '82	5,785	3,602	.....	.....	.....	.....	.....	.....	9,367
	Year to Date '81	10,062	3,680	.....	.....	.....	.....	.....	.....	13,742
VOLVO	Nov. '82	.....	.....	.....	.....	.....	.....	64	27	91
	Nov. '81	.....	.....	.....	.....	.....	.....	52	64	116
	Year to Date '82	.....	.....	.....	.....	.....	.....	456	193	649
	Year to Date '81	.....	.....	.....	.....	2	13	835	664	1,514
WESTERN STAR	Nov. '82	.....	.....	.....	.....	.....	.....	.....	43	43
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	593	593
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	706	706
WHITE	Nov. '82	.....	.....	.....	.....	.....	.....	.....	217	217
	Nov. '81	.....	.....	.....	.....	.....	.....	.....	347	347
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,357	2,357
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,687	2,687
MISCELLANEOUS*	Nov. '82	33,155	679	.....	1	.....	.....	15	57	33,907
	Nov. '81	25,356	258	.....	.....	1	220	104	111	26,050
	Year to Date '82	302,056	6,331	.....	8	11	.....	141	1,193	309,740
	Year to Date '81	286,446	3,360	2	8	12	2,678	1,467	1,362	295,835
TOTALS	Nov. '82	117,018	92,893	1,679	1	55	4,218	3,738	5,827	215,220
	Nov. '81	84,553	66,723	1,135	.....	137	3,611	4,419	8,845	169,423
	Year to Date '82	1,148,279	859,950	17,964	8	1,302	40,289	58,268	66,338	2,194,378
	Year to Date '81	1,006,293	790,674	11,624	11	1,710	48,366	60,458	86,547	2,005,683

★—No registrations for Oklahoma, 1982 and 1981; Iowa, November, 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

Firm enters $20,000 luxury class in U. S.

Volvo 760 brings new market slant

By John A. Russell
News Staff Writer

ROCKLEIGH, N. J.—With the introduction of the 760-GLE, Volvo of America is embarking on a new marketing strategy with what the company considers a second family of cars.

The 760 is Volvo's breakthrough into the $20,000 luxury-car market. According to William J. Hoover, vice president of marketing, the planning for the 760-GLE introduction started in 1979 when Volvo began to make subtle changes in its approach to the market.

While the 760 was still on the drawing boards, the company here began to move slowly from its traditional "family sedan" approach to the U. S. market into two other distinct areas: Personal luxury and performance sedan.

Those first efforts were the 262 Bertone Coupe, since discontinued, and the 242 GT, also discontinued. Those two models were the spearhead of the evolution into the new market areas which now include turbocharged performance sedans and the 760.

At the same time, the model mix began to change into more upscale product offerings.

As Hoover noted, in 1978, 80 percent of the company's car sales were the DL series, the base version. Today, fewer than 50 percent of the sales are in this category. He added that this positioning was done with moderate price increases and without fanfare while retaining the ownership body.

• Hoover said the first-year goal for the 760 is to establish Volvo as a credible contender in the $20,000 price category for the longterm which, he said, "points the direction where Volvo is going."

A separate advertising campaign has been developed for the upscale buyer, while maintaining the family identification.

Present owners, he said, have to be reassured that the features for which they bought Volvos in the past have not changed, and the company has to assure potential new owners that the quality is there. As Hoover said, "people have been burned before" and in 10 years 38 nameplates have come and gone from the auto scene.

Consequently, stressing that the car took "10 years to develop" and that "mistakes end up in the waste basket not in someone's garage" has been a thrust of the advertising.

• Pricing also became a critical part of the long-term development approach for the 760. The V-6 with a four-speed automatic transmission has been priced at $18,785 while the turbo diesel with a four-speed manual transmission with overdrive is priced at $19,595.

Hoover said this is a credible price. He added that there is always a temptation in pricing to "take the price to whatever the market would bear."

He said that would work for the first year, but for the long term that philosophy would put the company in a poor position when other versions are introduced.

The company hopes to sell about 10,000 units of the 760 in 1983, and the 760 has become a symbol for other areas of the Volvo operation.

The 760 is the first new car the company has introduced in 16 years and it replaces the 264 GLE as the flagship.

Joseph L. Nicolato, senior vice president of the Volvo Car Division, said the thrust of his meetings with dealers at the 760 introduction was customer satisfaction and encouraging dealers to become active in all aspects of their businesses — from parts and service to daily rentals.

Materials given to dealers in conjunction with the 760 provided information on dealer advertising, leasing, parts and service and sales.

Nicolato stressed that it was the total business in all profit centers that the company was encouraging dealers to become more active in.

Truck market continues to rise

Continued from Page 16

total, up 1.62 points from the previous year's 7.51 percent.

GMC's 11-month share was 8.78 percent of the total, an increase of 1.48 points over the year-earlier 7.30 percent.

Ford suffered the biggest decline in penetration with a drop of 2.20 points. Through November, it accounted for 30.05 percent of the industry total, compared with 32.25 percent in the like period in 1981.

Phoenix eyes car-pool plan as cost cutter

PHOENIX.—The Phoenix City Council is expected to prevent the purchase of 12 new Jeeps for water meter readers in an attempt to save the city at least $84,000.

Instead of purchasing the vehicles to replace old Jeeps, the city plans a six-month experiment with car pooling to get meter readers into neighborhoods.

The plan calls for a city van or two compact cars to transport eight meter readers into a neighborhood for them to walk their routes, instead of driving individually in Jeeps.

Not only would the plan save $84,000, but the costs of operating and maintaining the smaller fleet would slash up to $20,000 in expenses a year.

The Arizona Public Service Co. is using a similar car-pooling project which it said is saving money and boosting its meter readers' productivity.

Site preparation begins for Subaru headquarters

CHERRY HILL, N. J.—Wrecking crews are tearing down the former Latin Casino nightclub here to make way for the new national headquarters for Subaru of America, currently based in neighboring Pennsauken, N. J.

The 10-acre site was purchased by Subaru for a reported $13 million.

Toyota Data Centre is hub of communications in U. S.

TORRANCE, Calif. — Toyota Motor Sales, U.S.A., has opened a Data Centre that utilizes computer equipment to link Toyota's headquarters complex with its regional offices, parts centers, ports and dealerships throughout the U. S.

The Data Centre is the hub of a communications network that includes satellite and microwave transmissions, mini - computers and regional computer centers. The equipment can process all of Toyota's computerized information 24 hours a day.

"Although the new Data Centre has been open for only a few months, our investment in the facility is already paying off through improved service to our dealers and of course, to our customers," says Robert A. Best, Toyota senior vice president, data systems.

The Data Centre is the brain center for the company's new national headquarters complex. It handles communications, including vehicle allocations, parts distribution and corporate financing.

Two IBM 3033-U12 computers serve as primary information stations. Computer operations are monitored by operators in the control center, an octagonal glass - enclosed area situated in the middle of the 12,-500-square-foot computer room.

Data storage function is provided by 72 rotating storage devices that provide on-line storage of up to 20 billion characters.

The Toyota Dealer Network, a computerized communications system utilized by Toyota dealers, shortens the communications cycle between the dealer and Toyota to a matter of seconds.

Using this system, a dealer can order a part through a computer hookup at his dealership. The part can be located quickly at a parts depot by the system, processed overnight and shipped out.

The Data Centre has 50 computer room employes and another 140 working in systems design and programming. The Centre's computer equipment is valued at more than $25 million.

One-way tread

A Goodyear engineer measures width of the unique tread pattern of Goodyear's new Eagle VR50 high-performance radial designed for use on the 1983 Corvette.

factories list auction dates

American Motors

Jan. 25—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.

Jan. 26—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Dallas Auto Auction, 4226 E. Main, Dallas.

Jan. 27 — Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Gene Radcliffe's Mid - America Auto Auction, 1100 E. MacArthur, Wichita, Kans.; Todd Auto Auction, Rte. 309, Telford, Pa.; Evansville Auto Auction, 2229 S. Kentucky Ave., Evansville, Ind.

AMC sales are open to all dealers.

Ford Motor Co.

Jan. 25—Harrisonburg Auto Auction, I-81, Exit 52, Harrisonburg, Va.

Jan. 26—Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.

Fox opens Pontiac deal

LYNWOOD, Wash. — Jack E. Fox is a new Pontiac dealer here. He operates Alderwood Sales & Service.

Model breakdown

Auction Averages

	January To Date	December	November
1983	$11,880		
1982	7,358	$6,811	$6,961
1981	5,600	6,157	6,141
1980	4,813	4,811	4,904
1979	4,238	4,148	4,479
1978	3,156	3,125	3,424
1977	2,600	2,649	2,822
1976	1,677	2,021	2,001
OVERALL AVERAGE	$4,533	$4,505	$4,569

Used car sales

Auction Averages

January to date	$4,533
Month ago	$4,505
Year ago	$4,800

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9529. Closing: 10 days in advance.

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LOUISIANA

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SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S.C.

TEXAS

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TEXAS

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MPLS. AUTO AUCTION

Penetration rises despite restraints

MVMA wants Japan to cut exports

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The domestic auto industry wants the Reagan Administration to ask Japan not only to continue its "voluntary" restraint on car exports to the U. S. but to adjust for a weakened market so the Japanese share does not balloon — despite lower sales — as it has in the past.

MVMA President V. J. Adduci, in a letter to Trade Representative William E. Brock, noted that when Japan started its export restraints, U. S. unemployment was at 7.3 percent, laid-off auto workers numbered 185,000 and a "sharp recovery in car demand" was anticipated in 1981.

But in spite of the U. S. government's expectations — 9.5 million car sales in 1981, 11 million in 1982 and 12 million in 1983 — car demand slumped to 8.5 million in 1981 and fewer than 8 million in 1982.

"By adhering to the unit export commitment, Japanese auto producers have been able to raise their car share to 21 percent or more in the intervening two years," Adduci said. "In the months of January-November, 1982, Japanese penetration has averaged 22.5 percent and in August reached 27 percent."

The agreement was for 1.68 million units and the intent was a 16.5 percent share. Japan's Minister of International Trade and Industry divided this up among the Japanese auto makers, who bitterly resented this forced harnessing of competition.

But as Aducci said, the "voluntary" action to some extent did defuse protectionist pressure in early 1981 and might do so again when the pressure is even greater.

• Meanwhile, Adduci pointed out, the domestic industry has kept its promises: In 1981 and 1982 investing more than $18 billion in new products and facilities; introducing 29 new models and making great strides in fuel economy.

"The average EPA test results of domestic cars in the 1982 model year equal or exceed the average mileage of imports in 12 out of 16 weight classes where both compete — exactly the reverse of the 1980 model position," Adduci said.

Additionally, the domestic industry improved productivity, renegotiated labor contracts and saved several billions of dollars in operating costs and inventory, he said.

Nonetheless, MVMA told Brock, the industry still has not recovered its financial strength and is "considerably more depressed" than in early 1981 when the original Japanese restraints were imposed.

Contributing factors include high interest rates, general malaise in the U. S. economy and a "disparate yen-dollar exchange rate" that has given an "enormous windfall advantage for the Japanese producers, generating massive funds for new products, improved productivity and extensive marketing programs to strengthen their positions in the U. S. market," Adduci said.

Once again, said Adduci, the industry expects an upturn in car demand but most anaylsts feel it will be "a lower and much more gradual strengthening of the market than was forecast in early 1981."

In the interim, while domestic sales have suffered, Japanese companies have prospered and MVMA finds it "not surprising" that protectionist pressure has grown "dramatically." It is even suggested it may be reaction to the current "ineffectual" Japanese restraint.

• MVMA suggested setting up a restraint that will take into account weakened sales of domestic vehicles and correcting "the disequilibrium between the value of the yen and the dollar." Both would "assist greatly in reducing demands for restrictive legislation," MVMA said.

In the closing days of the 97th Congress, Adduci, speaking for all MVMA members except Chrysyer Corp., told the Senate Commerce Committee of a consensus that convincing more Japanese auto makers to manufacture in the U. S. was a good idea, but he said the industry raised "serious questions" about the concept of domestic content legislation.

These included the "feasibility of implementing" content requirements, the "possible adverse impacts" on domestic manufacturers and consumers and the "broader ramifications for U. S. international competitiveness and the structure of the world trading system."

Not mentioned specifically was the effect that limits on outsourcing of the domestic multinationals might have on production costs and pricing of domestic models.

Clowning around at dealership kick-off

Jim Limbaugh, hoping to see sales at his Birmingham (Ala.) Chrysler-Plymouth dealership balloon, hosted a community party at its opening. With Limbaugh, left, are: Bill Klingler, Chrysler zone manager, Memphis; John Redman, district manager, and Bo Bo.

Volkswagen offers rebates and aid on floorplanning

Continued from Page 3

VW's sales planning calls for 226,000 vehicles—120,000-125,000 domestics (up from 103,936 in 1982) and 101,000-106,000 imports (up from 67,349). Much of the increase is expected to be in Quantum sedans, which arrived late in 1982.

The Rabbit GTI is selling well. Dealers have about a 30-day turnover in GTIs, but GTI "by itself, won't carry the mail for us," Fuller added.

• VW, which is spending a "lot more" on promotion this year, will begin pushing the upper series Quantum GL, which has a standard five-cylinder engine, and the turbo diesel Quantum, heavily, beginning in late February/early March.

The turbo diesel Quantum, along with turbo diesel Rabbit and Jetta, in fact, will be featured in multi-line ads—one showing the three racing toward the edge of an aircraft carrier, to make the analogy between jet engines and turbo diesels.

In April, VW is also planning to introduce some specially equipped spring models — versions of Scirocco, Jetta, and Rabbit, with special trim and upgraded performance, officials confirmed.

Scirocco is expected to get the higher-performance 1.8-liter engine and special suspension, currently offered in the GTI.

Meanwhile, VW's ad agency move is on target. Doyle Dane Bernbach will come to Detroit "a little or before" VW's own sales/marketing organization on March 15.

It will not be a puppet agency for New York.

"The agency and ourselves agreed to have a full-service office. They will have the complete account group here as well as some creative staff and media support," Fuller said.

"There will also be another group in New York who will face off against the people here, but the main thrust of the account group, particularly, will be here."

Diesel-car sales plunge 37 pct.; share is pared

Continued from Page 1

The company increased both its volume and diesel penetration last year behind sales of its new 4000 diesel and 5000 turbodiesel models.

Mercedes-Benz reported another strong sales year. The German maker sold 52,051 diesel cars during '82, up 5.46 percent from 49,354 sold during '81. Mercedes' market penetration jumped 6.66 percentage points to 16.33 percent.

Sales of diesel-powered Peugeots dropped 33.87 percent during 1982—to 9,483 last year from 14,341 during 1981. Despite that increase, the company's market share edged upward.

Volvo, Datsun and Isuzu all recorded volume and market-share gains during 1982; however, an accurate year-to-year comparison cannot be made because those companies did not sell diesel models during all 12 months of 1981.

Sales of diesel-powered new cars in the U. S.

	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Cadillac	16,939	5.32	40,241	7.88
Buick	30,417	9.54	48,627	9.52
Pontiac	3,131	0.98	32,633	6.39
Chevrolet	47,975	15.06	27,600	5.40
Oldsmobile	75,482	23.69	155,859	30.52
General Motors Total	173,944	54.59	304,960	59.71
Volkswagen	48,091	15.09	118,585	23.22
Audi	7,415	2.33	6,434	1.26
VW-Audi Total	55,506	17.42	125,019	24.48
Mercedes-Benz	52,051	16.33	49,354	9.67
Peugeot	9,483	2.98	14,341	2.81
Volvo	7,405	2.32	1,954	0.38
Datsun	8,782	2.76	4,683	0.92
Isuzu	11,477	3.60	10,368	2.03
TOTAL	318,648	.....	510,679	.....

Reuss' Buick strategy tied to fewer models, electronics

Continued from Page 3

percent of all technical questions from dealerships on the first telephone call. Eventually, Buick hopes its major suppliers will contribute data.

A vehicle inspection system, implemented this model year at all dealerships, requires sales and service personnel to check all vehicles with customers before delivery.

Another attempt to improve product quality and customer satisfaction comes by tracking warranty and non-warranty repairs made by 80 key dealerships in differing climates and altitudes.

The newest computer marvel at Buick is a videotex marketing system which uses a dealership computer to give product and sales information.

Called Electronic Product Information Center (EPIC), the system is being tested in six dealerships. Terminals give potential buyers up-to-date information on Buick and its competition, especially imports.

Options, promotional and incentive information, warranty and maintenance data and product information are updated regularly from Flint.

Reuss also outlined plans for Buick to generate data for its dealers on potential buyers by zip code. Their product purchases, reading material and demographic information are to be listed.

• Buick showed off its EPIC computer system and an electronics-laden concept car called Questor at the recent Detroit Auto Show.

The Questor is equipped with 14 microcomputers that control the car's attitude and spoilers for fuel efficiency, as well as a navigation system and theft-deterrent system. Computers also aim the headlamps and monitor road surface traction.

The Questor is operated by a "laser key," similar in shape and function to an automatic garage-door opener.

The laser key raises the car six inches for easy entry, unlocks and opens the door, turns on the car's system and adjusts seat, floor pedals, steering column and entertainment and interior systems to the personal settings of each driver.

If the Questor were a running model, the laser key also would start the car. The car was developed by Buick, GM's Delco Electronics Division and the GM Design Staff.

Company offers $200 to employes buying new cars

SHEBOYGAN, Wis. — K. W. Muth Co., which makes parts for the auto industry, is trying to increase car sales by giving its employes a rebate for purchasing a new 1983 car.

Employes buying a car for which Muth Co. makes parts will receive a $200 rebate.

The firm makes a variety of parts, mainly insulation, padding and firewall protection, for cars and light trucks made by American Motors / Renault, Chrysler, Ford and General Motors.

"The program indicates our support for the American automobile industry — our customers," said Mike Muth, company chairman.

Joe Van Horn, of Joe Van Horn Chevrolet, Plymouth, Wis., said he will match Muth's $200 rebate on any qualified vehicle that Muth employes purchase from him.

Van Horn's offer to match the rebate will bring the combined savings on Muth employes' purchases at Joe Van Horn Chevrolet to $400.

NADA breakfast is scheduled for women executives

WASHINGTON. — Women executives will learn fine points of "networking" at a Feb. 13 breakfast at the NADA convention.

The breakfast, which begins at 8 a.m. in Conference Room 7-8-9 in the Las Vegas Hilton, will explore success techniques for female executives, explains hostess Sue Seidman, executive vice president of Honda Cars of Cleveland, Bedford Toyota Volvo and Bedford Porsche Audi.

While the NADA staff has made a special effort to locate and invite women dealers and managers to the breakfast, women who did not receive an invitation are encouraged to call (703) 821-7227 for reservations.

3 plants return, 2 others work overtime

Auto production rises to 117,318

By Patricia Hoffman
Staff Writer

The return of three plants and overtime schedules at two assembly points helped boost last week's domestic auto production from the previous week's total. Output also was substantially better than in the comparable 1982 period.

The makers targeted output last week at 117,318 cars, a 15.77 percent gain from the prior week's 101,336, and up 29.03 percent from 90,925 in the year-ago week.

Year-to-date, the manufacturers have assembled 293,982 autos, a 44.67 percent gain from 203,208 finished in the same 1982 period.

Breakdown for the year to date by company was: General Motors, 65.58 percent; Ford Motor, 19.25 percent; Chrysler Corp., 8.52 percent; American Motors, 3.35 percent; Volkswagen of America, 3.20 percent, and Honda, 0.10 percent.

Only the Alliance was produced last week (Jan. 17) at AMC's Kenosha facility. Eagle output was halted due to overstocked inventory.

Still down for inventory control was Ford's San Jose point. Operations, idled Dec. 23, are slated to resume today (Jan. 24).

Also at Ford, the Atlanta facility remains closed for model changeover. The plant, which currently assembles LTD and Marquis models, is scheduled to begin production of 1983 Thunderbirds later this month.

GM's Detroit point operated daily and Saturday overtime last week. Also working Saturday was Ford's St. Louis plant.

Operations resumed last week at GM's Willow Run point, Ford's Wayne facility and Chrysler's Belvidere plant. All three were idled Dec. 23 for holiday downtime/inventory control.

Truck production climbs, but week's total trails 1982

The domestic truck makers scheduled a 17.24 percent gain last week from the previous week's output as production resumed at four Ford Motor facilities and at Chrysler Corp.'s Belvidere and Warren plants. Also helping boost last week's total was daily overtime at General Motors' Moraine point.

The manufacturers estimated output last week at 34,199 units, up from 29,171 built the previous week, but down 9.19 percent from 37,658 units assembled in the comparable 1982 period.

Year-to-date there have been 83,194 trucks produced, down 3.41 percent from 86,127 completed in the same period last year.

Ford's Louisville facility and American Motors' Toledo truck point were idle last week (Jan. 17) for inventory control.

Still down last week for inventory adjustment was Ford's San Jose plant. Operations there halted Dec. 23.

Volkswagen of America's Westmoreland facility, idle since June 28, remains closed. Assembly of 1983 pickups is scheduled to begin at the plant Feb. 7.

GM's Moraine point operated four hours of overtime each day last week.

The Ford Kansas City, Kentucky, Norfolk and Twin Cities plants, plus Chrysler's Belvidere and Warren facilities resumed operations last week. All six plants were idle last Dec. 23 for holiday downtime/inventory control.

25-year plaque

Pontiac dealer George L. Meaux, right, of Crowley, La., receives a 25-year anniversary plaque from Memphis zone manager John J. Jahoda.

Dealer adds limo service

SHELTON, Conn. — Mario D'Addario Buick has opened Mario D'Addario Limo Service, Inc., to provide chauffeur-driven limousine service for weddings, airport commutes and other needs.

Canadian output holds steady for cars; trucks up

While Canadian auto production last week fell 1.91 percent short of the previous week's total, truck output jumped a substantial 44.05 percent with the return of Ford Motor's Oakville and International Harvester's Chatham truck facilities.

Last week, the auto makers estimated 17,167 units, down from 17,502 built the previous week and the total dropped 7.87 percent from 18,633 units in the comparable 1982 period.

So far this year, the car manufacturers have assembled 49,065 units, up 53.36 percent from last year's 31,993.

Truck output last week was targeted at 9,872 units, up from the previous week's 6,853, but down 7.38 percent from 10,659 units built in the same 1982 week.

Year-to-date, there have been 23,412 trucks completed, a 10.31 percent gain from 21,223 finished in the comparable period last year.

Ford's St. Thomas car facility remained closed last week (Jan. 17) due to overstocked inventory. Operations at the plant, idled Dec. 20, are scheduled to resume today (Jan. 24).

The Ford Oakville truck point returned last week following downtime for inventory control. Also back from inventory-adjustment idleness was International Harvester's Chatham plant. Both facilities were idled before the Christmas/New Year's holidays.

Second-shift operations will resume today at General Motors' St. Therese car point, calling back about 1,500 workers from indefinite layoffs. St. Therese assembles the Oldsmobile, Cutlass Supreme and Grand Prix models.

U.S. rules out blade fuses from Taiwan

WASHINGTON. — The International Trade Commission has voted unanimously to exclude the importation of miniature automotive plug-in blade fuses from Taiwan.

The ITC began its investigation in January, 1982, after Littlefuse, Inc., of Des Plaines, Ill., a subsidiary of Tractor Inc. of Austin, Tex., made a formal complaint about Taiwanese blade fuse imports.

Those imports, the commision has now determined, are a substantial cause of injury to the U. S. blade fuse industry and must be banned.

The President now has 60 days to review the exclusion order and either approve or veto it. During this time, the Taiwanese importers may still bring blade fuses into this country, but only after paying a bond equal to 90 percent of the entered value of the fuses.

U. S. CAR PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
AMERICAN MOTORS	3,000	.....	3,863	9,837	1,600*	9,837
AMC Total	.....	.....	831	831	.....	831
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	831	831	.....	831
Renault Total	3,000	.....	3,032	9,006	.....	9,006
Alliance	3,000	.....	3,032	9,006	.....	9,006
CHRYSLER CORP	14,350	14,107	10,685	25,035	24,629	25,035
Plymouth Total	4,850	5,920	3,445	8,295	9,400	8,295
Horizon	1,900	1,850	.....	1,900	4,168	1,900
Reliant	2,900	4,070	3,390	6,290	5,232	6,290
Caravelle ('83)	50	.....	55	105	.....	105
Chrysler Total	3,900	2,778	3,227	7,127	5,807	7,127
LeBaron	2,100	2,778	1,986	4,086	5,807	4,086
Chrysler E-Class	1,800	.....	1,241	3,041	.....	3,041
Dodge Total	5,600	5,409	4,013	9,613	9,422	9,613
Omni	2,300	1,637	.....	2,300	3,543	2,300
Aries	2,000	2,874	2,668	4,668	4,009	4,668
Dodge 400	500	898	534	1,034	1,870	1,034
Dodge 600	800	.....	811	1,611	.....	1,611
FORD MOTOR	25,555	26,021	18,115	56,588	30,407	56,588
Ford Division	15,348	17,319	10,670	32,893	17,188	32,893
Escort	5,731	6,541	.....	5,731	6,709	5,731
Fairmont	2,983	3,084	2,958	8,958	3,065	8,958
Mustang	1,438	4,311	3,285	4,723	4,222	4,723
LTD/Granada	2,926	1,941	3,020	9,095	1,776	9,095
Thunderbird	1,265	1,333	611	1,876	1,306	1,876
Crown Victoria/Ford	1,005	.....	796	2,510	.....	2,510
EXP	.....	109	.....	.....	110	.....
L-M Division	10,207	8,702	7,445	23,695	13,219	23,695
Mercury Total	8,141	7,055	5,372	17,494	8,586	17,494
Lynx	1,727	1,614	.....	1,727	1,572	1,727
Capri	578	1,020	633	1,211	1,096	1,211
Zephyr	942	1,472	922	2,727	1,515	2,727
Marquis/Cougar	1,074	1,325	1,012	2,969	1,462	2,969
Cougar/XR7	623	300	293	916	307	916
Gr. Marquis/Marquis	3,197	1,310	2,512	7,944	2,602	7,944
LN7	.....	14	.....	.....	32	.....
Lincoln Total	2,066	1,647	2,073	6,201	4,633	6,201
Continental ('82)	413	329	415	1,240	1,454	1,240
Lincoln	872	711	976	2,816	1,716	2,816
Mark VI	781	607	682	2,145	1,463	2,145
GENERAL MOTORS	71,063	47,209	65,546	192,807	143,103	192,807
Buick Division	18,831	11,932	14,375	48,140	31,240	48,140
Skylark	3,755	770	274	4,029	3,693	4,029
Skyhawk J	1,380	1,069	1,503	4,466	1,727	4,466
Century	2,710	2,604	2,723	8,173	6,235	8,173
Regal	5,928	3,637	5,098	16,940	7,935	16,940
Buick	4,393	3,290	4,005	12,376	9,994	12,376
Riviera	665	562	772	2,156	1,656	2,156
Cadillac Division	7,390	5,757	6,593	20,528	14,506	20,528
Cimarron	500	167	486	1,577	489	1,577
Seville	560	486	572	1,659	916	1,659
Eldorado	1,650	1,534	1,637	4,796	2,665	4,796
Cadillac	4,680	3,570	3,898	12,496	10,436	12,496
Chevrolet Division	20,502	9,343	20,230	54,987	38,646	54,987
Chevette	4,554	.....	4,991	9,545	.....	9,545
Cavalier	3,025	1,849	3,109	9,036	11,617	9,036
Celebrity	1,450	.....	1,433	4,328	2,196	4,328
Camaro	3,945	3,340	3,853	11,651	10,207	11,651
Citation	2,595	3,237	2,587	6,346	7,807	6,346
Malibu	2,392	.....	2,220	7,092	2,115	7,092
Monte Carlo	1,900	.....	1,434	5,136	2,003	5,136
Chevrolet	585	310	597	1,785	955	1,785
Corvette	56	607	6	68	1,746	68
Oldsmobile Division	17,477	14,220	17,778	50,582	39,860	50,582
Omega	1,540	.....	.....	1,540	4,894	1,540
Firenza	790	1,072	661	2,058	1,741	2,058
Cutlass	5,100	4,707	6,109	16,049	9,626	16,049
Cutlass/Ciera	2,440	2,087	2,445	7,347	5,860	7,347
Oldsmobile	6,762	5,403	7,749	21,169	16,063	21,169
Toronado	845	951	814	2,419	1,676	2,419
Pontiac Division	6,863	5,957	6,570	18,570	18,851	18,570
Acadian†	.....	.....	178	178	.....	178
2000	1,595	.....	1,573	4,664	1,839	4,664
1000	888	.....	686	1,574	.....	1,574
Firebird	1,585	1,871	1,592	4,771	5,180	4,771
Phoenix	715	801	775	1,490	2,177	1,490
G. Prix/B'ville ('83)	2,080	3,285	1,766	5,893	9,655	5,893
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	300*	.....	300*
VOLKSWAGEN	3,250	3,488	3,027	9,415	3,369	9,415
CHECKER	.....	100	.....	.....	100	.....
Total Cars, U. S.	117,318	90,925	101,336	293,982	203,208	293,982

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
CHEVROLET	13,212	12,693	12,586	34,075	38,490	34,075
DODGE	2,300	3,133	.....	2,300	6,515	2,300
FORD	11,542	13,137	7,988	27,551	19,151	27,551
GMC	5,065	4,598	4,556	11,812	12,788	11,812
INTERNATIONAL	1,030	1,131	1,030	2,345	3,314	2,345
VOLKSWAGEN	.....	616	.....	.....	669	.....
JEEP	.....	900*	1,961	1,961	900*	1,961
AM GENERAL	50*	50*	50*	150*	100*	150*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,000*	4,200*	3,000*
Total Trucks, U. S.	34,199	37,658	29,171	83,194	86,127	83,194

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
CHRYSLER CORP	2,652	2,016	2,706	8,004	3,969	8,004
FORD MOTOR	2,960	2,810	248	3,488	3,597	3,488
GENERAL MOTORS	4,000	5,593	3,899	11,660	12,937	11,660
INTERNATIONAL	260	240	.....	260	720	260
Total Trucks, Canada.	9,872	10,659	6,853	23,412	21,223	23,412
N. American Trucks....	44,071	48,317	36,024	106,606	107,350	106,606

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 22, 1983	Week Ended Jan. 23, 1982	Week Ended Jan. 15, 1983	Jan. to Date	Jan. 1 to Jan. 23, 1982	Jan. 1 to Jan. 22, 1983
AMERICAN MOTORS	906	528	755	2,881	782	2,881
CHRYSLER CORP	4,128	3,276	4,230	12,630	9,796	12,630
FORD MOTOR	3,608	3,643	3,744	7,665	4,176	7,665
GENERAL MOTORS	8,300	10,962	8,548	25,214	16,566	25,214
VOLVO	225	224	225	675	673	675
Total Cars, Canada	17,167	18,633	17,502	49,065	31,993	49,065
N. American Cars	134,485	109,558	118,838	343,047	235,201	343,047
N. American Trucks	44,071	48,317	36,024	106,606	107,350	106,606
North American Cars and Trucks	178,556	157,875	154,862	449,653	342,551	449,653

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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58th year—$40 per year, $1.00 per copy

'Interest war' draws crowds, pumps up sales in Detroit area

By Jim Plegue
Staff Writer

Detroit-area auto dealers, spurred by fierce competition for rare January sales, waged a cut-rate financing battle this month with rates as low as 6.9 percent on new-car purchases.

At least three Detroit-area dealers were offering to sell cars on 6.9-percent APR contracts. Several others offered 9.9 percent contracts, and one import dealer offered 7.5 percent on truck purchases.

The current rate being offered through factory incentive programs is 11.9 percent.

For some dealers, the results were phenomenal.

"I had 200 people in the dealership. I couldn't move," said Jim Seavitt, owner of Village Ford, a large dealership (1,740 new vehicles in 1982) in suburban Dearborn and the first dealership to offer the 6.9-percent financing.

• Impetus for Village Ford's cut-rate financing was a 350-vehicle inventory, a floorplanning burden. The program started Jan. 19 and was preceded by a day of advertising in local newspapers and on local radio.

The following day, Seavitt found himself elbow-deep in potential customers. He sold 80 vehicles in two days. At one point, he said, customers faced a three-hour wait to see a salesman. Customers were given numbers to ensure their spot in line.

Seavitt's 12 new-car and three used-car salespersons were overwhelmed. He recruited his parts and service and his clerical workers to help. Eventually, he got family and friends involved.

"I brought in my wife, my sister, my brother and 12 of my friends," Seavitt said. "My

Continued on Page 54, Col. 1

Peugeot's progress

New French minicar ready for debut

Peugeot plans to introduce its new Peugeot 205 in France at the end of February. This is the car insiders say will replace the Omni/Horizon in Chrysler Corp.'s U. S. lineup in 1985. The 205, caught here unofficially, offers front-wheel drive with 1.1 and 1.3-liter engines. A diesel is planned for summer introduction.

breaking news

Chrysler to sell South African holding

DETROIT.—Chrysler Corp. will sell one of its few remaining foreign holdings, its 24.9 percent equity in Sigma Motor Corp., Ltd., of South Africa. Sigma, which assembles Mitsubishi, Peugeot-Citroen and Toyo Kogyo cars in South Africa, will be purchased by Anglo American Corp. of South Africa. Chrysler's foreign holdings will then be limited to its wholly owned Chrysler Canada, 99.4 percent ownership of Chrysler Mexico and 15 percent holdings in Peugeot-Citroen and Mitsubishi.

IH extends deadline on debt swap

CHICAGO.—International Harvester has extended until Feb. 8 its offering of new 18-percent debentures plus stock warrants for $140 million worth of old debt. This is the third time IH has extended the deadline. About $71 million of the old debt has been tendered.

GM to recall 21,400 workers at seven plants

DETROIT.—General Motors will recall more than 21,400 indefinitely laid-off workers during the next three months when it reopens one plant, increases hourly production at four plants, and adds a second shift at two facilities. Framingham, the plant to reopen, has been closed since October.

OPEC's stalemate seen as break for GM's larger autos

By Kathleen Hamilton
Financial Editor

The failure of OPEC to reach an accord on oil pricing last week could prove a boon to General Motors and yet another blow to small-car specialists American Motors/Renault and Volkswagen of America.

The Japanese car makers, already exporting more mid-size and performance models to the U. S. because of quotas, are expected to be unfazed by any declines in oil prices.

"GM stands to gain the most, with 85 percent of the intermediate and full-size car output," said Mike Luckey, manager of automotive services for Merrill Lynch Economics, New York.

European cars, which cater to higher-income buyers, won't experience much of an impact from any slide in gasoline prices, predicted John Hammond, director of automotive services at Data Resources, Inc.

"The trends we have seen in the last six to 12 months are likely to continue," he said, listing "really sluggish diesel sales, lethargy in the small and some midsize-car sales and improved sales of large cars, especially in the second half of 1983."

• The impact of sudden drops in pump prices should prove volatile in the auto market, but the sharp movements should be confined to 1983, Hammond said.

DRI doesn't expect gasoline prices to fall all that much. The five-cents-a-gallon gasoline tax will be added this year and any sudden plunge in oil prices would likely be offset by additional taxes, he said.

It will be easy for U. S. auto makers to keep the big rear-drive cars around for another year or two, waiting for some certainty in fuel prices, Hammond said. But decisions will have to be made after that time on lineup.

Merrill Lynch's Luckey pointed out that the general auto sales slump should keep big and intermediate-car capacity ahead of demand this year. His forecast calls for OPEC's woes to keep diesel sales dead at least through 1984.

If the current trend toward larger cars indeed intensifies—and there is doubt in some quar-

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U.S. won't ask tighter curbs on Japanese

By Jake Kelderman
and Helen Kahn
Washington Bureau Staff

WASHINGTON.—The Reagan Administration, rejecting a plea by its ambassador for trade for a tougher attitude towards the Japanese on auto exports, will ask the Japanese government for no more than one year of voluntary export restrictions when the matter comes up early in February in the trade talks scheduled between the two countries.

According to government and industry sources, the decision to seek no more than a simple extension of the current voluntary trade restrictions came at a January meeting of the subcabinet on trade. Cabinet members rejected a proposal by U. S. Trade Representative William Brock to press the Japanese for a 25-percent reduction in the current 1.68 million auto export limit and an extension

Continued on Page 54, Col. 4

Makers consolidating position after a tough but not terrible 1982

Japan auto industry poised for anticipated year of recovery

By John Hartley
Staff Correspondent

TOKYO. — With the combination of the prolonged recession and intensifying protectionism, Japan's auto industry is now involved in consolidation rather than expansion.

But last year was by no means as bad as it might have been. The domestic market responded well to an influx of new models, while in overseas markets, windfall profits came from the low value of the Japanese yen against the U. S. dollar.

In Europe, though, the Japanese did not fare quite so well, not the least because of the fall of the value of the deutschmark.

In 1983, there is some hope of an upturn in the world economy, and the Japanese are poised to take advantage of any increase in sales volumes. However, as far as the U. S. is concerned, they are worried lest the Japanese government agrees to too low a level of voluntary restraint.

For the last few years, production in Japan has outstripped that of the U. S., and this situation continued in 1982, although total production fell by about 3 percent from 1981 to 10.8 million vehicles. Actual production of passenger cars in Japan is around 7 million a year, of which 3 million are sold domestically.

• But there were a number of shifts in the fortunes of the car companies last year, with Toyota, Honda and Toyo Kogyo on the rise, and Nissan, Mitsubishi, Daihatsu and Fuji (Subaru) finding the going tough.

With its ambitious international plans, Nissan started 1982 in a strong position, but its internal management problems, some unfortunate marketing and the vagaries of the international scene all threw it off balance. True, the new front-wheel Sunny (Sentra) became an instant hit in Japan and elsewhere so that sales began to challenge those of the Toyota Corolla, which was by now getting old.

However, the new Stanza range, which should have been a big seller, turned out to be a failure in Japan, with sales of 1,000 to 2,000 a month, instead of the target of 5,000 a month. One reason for this was that Nissan pitched the price far too close to that of the Bluebird (810), and it was also alleged that the styling was not rectangular enough to appeal to the Japanese.

Fortunately, Nissan was rescued by the Sunny and the successful new Pulsar sold in Japan as three ranges — the Pulsar, the Liberta Villa and Langley. Thus, there are a sporty coupe, three- and five-door hatchbacks and three-box four-door sedan to choose from, with minor variations between different versions.

Although the failure of the Stanza did not have a serious

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Ninth consecutive advance

Mid-January sales post 11-pct. increase

By Jenny L. King
Staff Writer

For the ninth consecutive 10-day period, domestic new-car sales were up Jan. 11-20: Up 11.38 percent from the same period a year earlier and up 28.24 percent over the early-January total.

Retail sales in mid-January, 1983, totaled 144,678, yielding a 16,075 daily selling rate. A year earlier, the total was 129,894, with a daily average of 14,433. There were nine selling days in the period both years.

Mid-January sales were up 28.24 percent over the 112,822 units sold the preceding 10-day period. Year-to-date sales numbered 257,500, up 11.43 percent from 231,093 in 1982.

Annualized sales moved at a pace to produce a 6.1 million domestic year-end total.

Everyone, even Volkswagen of America, beat out year-ago sales in mid-January. VWoA, in a continuous slump in 1982, reported an 8.61-percent increase, climbing to 2,068 from 1,904 last year.

General Motors was up 14.21 percent, to 88,222 from 77,247. Ford Motor Co. squeaked by last year's 33,397 by a few hundred units, and was up 1.02 percent to 33,738.

Chrysler Corp. dealers retailed 16,650 new cars, up 12.15 percent from 14,846 last year, and estimated sales of American Motors passenger cars were up 60 percent, to 4,000 from 2,500.

• GM sales accounted for 60.98 percent of the mid-month domestic market, up from 59.47 percent last year. Ford dropped to 23.32 percent from 25.71 percent. Chrysler edged up to 11.51 percent from 11.43 percent. American Motors earned 2.76 percent, advancing from 1.92 percent, and VWoA slipped to 1.43 percent from 1.47 percent.

Four Big Three makes failed to match or surpass their year-ago sales during the period. Imperial was down 49.38 percent; Plymouth was down 20.15 percent; Pontiac was down 11.85 percent, and Ford missed by 3.18 percent.

Chrysler was up 82.46 percent: Dodge was up 10.93 percent; Mercury was up 4.50 percent, and Lincoln was up 37.80 percent.

Buick was up 38.94 percent; Cadillac was up 31.71 percent; Oldsmobile was up 18.10 percent, and Chevrolet was up 6.72 percent.

DOMESTIC SALES

	Jan. 11-20, 1983	Jan. 11-20, 1982
AMERICAN MOTORS	4,000†	2,500
Chrysler	5,368	2,942
Imperial	41	81
Plymouth	4,816	6,031
Dodge	6,425	5,792
CHRYSLER CORP.	16,650	14,846
Ford	22,930	23,684
Mercury	8,085	7,737
Lincoln	2,723	1,976
FORD MOTOR	33,738	33,397
Buick	19,283	13,879
Cadillac	6,796	5,160
Chevrolet	30,210	28,309
Oldsmobile	21,992	18,621
Pontiac	9,941	11,278
GENERAL MOTORS	88,222	77,247
VOLKSWAGEN	2,068	1,904
INDUSTRY TOTAL	144,678	129,894

Whittey family now sole owners of dealership

BISMARCK, N. D. — Charles J. Whittey, 1972 NADA president, and his family have become the sole owners of Corwin-Churchill Motors, Inc., a downtown Chrysler - Plymouth-AM-Jeep dealership.

According to Whittey, Corwin-Churchill Motors is the oldest auto concern in the state and the sale of the Corwin stock to the Whitteys ends 69 years of the Corwin family's involvement in the dealership.

Whittey said the dealership's name and operations will remain the same.

The only changes are in the corporation's officers, he said. He has become board chairman, and his son Bruce, former operations vice-president, has taken over as company president. Audrey M. Whittey, Charles' wife, has become secretary-treasurer.

The transaction has resulted in promotions of two managers at the dealership. Al M. Rott is now vice-president and general manager and John Birkholz is general sales manager.

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58th year — No. 4952

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Seville roadster turbo

American Custom Coachworks has unveiled this turbo-charged Seville Convertible Roadster for the buyer who wants something a little different. It will feature "ultra-phonic" stereo, special suspension and furry carpets. Only 25 will be built during the '83 model run.

Dealers confident of upturn, Lyles tells Cleveland group

CLEVELAND.—George Lyles, president of NADA, told the Cleveland Automobile Dealers Assn. that this year will see a "slight upturn" and that "lower interest rates and the inflation slowdown have improved consumer confidence."

But he warned that "what happens to the general economy will be the controlling factor in how far sales will climb."

After Lyles' speech, in which he also mentioned Cleveland's upcoming autoshow, the CADA installed new officers.

The leaders for the group's 67th year are: William Ragg (Chevrolet), president; James W. Garrett (Oldsmobile), first vice-president; Robert Fairchild (Chevrolet), second vice-president, and Patrick Kane (Ford), treasurer.

Jim Garfield II was reelected executive vice-president and secretary for a 22nd year and his 32nd year with CADA.

Cleveland's auto show, under the auspices of the Automobile Dealers Educational Assistance Foundation, Inc., will be held in the Convention Center, Feb. 12-20, and is expected to top last year's attendance of 275,000.

The show's chairman is Steve Barry, a Buick dealer, and the co-chairman is G. Vincent DiVincenzo, a Volkswagen dealer who is past president of CADA.

Lyles told CADA that a survey of dealers, taken nationally, showed they are more confident than ever of an upturn, and "nowhere in the country is that more evident than in Cleveland.

"We see signs of improvement," he said, "and if the voluntary restrictions by the Japanese on exports continue, the improvement will be mostly in domestic products."

Noting present conditions, Lyles told the dealers that in order to survive they may have to take on additional lines so that "if a particular make isn't selling well, there's hope that another will."

He also said dealers are putting added emphasis on used cars, service, parts and leasing, noting the trend toward vehicle leasing throughout the nation is increasing.

Lyles said that "sticker shock" has apparently run its course unless another round of hikes takes place.

"Often the customer comes in expecting the price to be higher, and he is shocked when it is under $10,000," he said.

Lyles said the average dealer's service business was up 8 to 10 percent last year, helping the profit picture. The past year's comeback of the full-sized car, he said, was due to declining fuel prices and a hesitancy of traditional big-car owners to move into downsized cars, a trend also noted by Cleveland-area dealers.

Cleveland dealers get new officers

The Cleveland Automobile Dealers Assn.'s new officers, gathered around a Packard Phaeton, are, from left, James W. Garrett, first vice-president; Robert Fairchild, second vice-president; Patrick Kane, treasurer, and William Ragg, president.

Open to talks with AMC in Canada—UAW

TORONTO. — The UAW is willing to sit down and talk with American Motors about work rule changes at its Brampton plant, but the company has never approached the union, according to Basil (Buzz) Hargrove, administrative assistant to the UAW director for Canada.

Hargrove made the statement in a reply to an AUTOMOTIVE NEWS article (Jan. 17) in which AMC President Jose J. Dedeurwaerder said the union had refused to talk about changes.

He said AMC has never asked the union to discuss the changes. "In fact," he said, "AMC has ignored since December union requests for a meeting to discuss the future of the Brampton plant."

AMC has announced that the Brampton plant will be closed indefinitely in April. The company has declined to comment on its reopening or its possible future products.

Brampton was in the running to build the 1984 rear-wheel-drive cars for Chrysler, but that work has been given to Chrysler's mothballed truck plant in St. Louis.

In the AUTOMOTIVE NEWS article, Dedeurwaerder said AMC needs a cooperative attitude from the union to continue building cars in Canada.

Last spring, the union refused to participate in a new AMC-UAW contract which involves an employe investment plan.

"My understanding was that it was a voluntary plan in which workers had an opportunity to invest in the company, if they so desired," Hargrove said. "The workers in Brampton voted almost unanimously to reject the investment proposal. Workers in the U. S. voted in favor of the investment in the corporation."

Bi-lingual challenge

COWANSVILLE, Que.—Corry Motors, a used-car dealership in West Brome, will challenge the legality of Quebec's language law under Canada's new constitution. The dealership has refused to translate two business signs into French.

Workers reject pay cut; 300 at Budd to lose jobs

By Marjorie Sorge
Labor Editor

DETROIT.—Workers at Budd Co.'s Charlevoix-Connor plant here last week rejected a $2.12 an hour wage cut that would have saved 300 jobs.

The UAW-represented workers at the facility rejected the concessions by a vote of 948 to 77 in its three units. That package would have saved 300 of the 1,500 jobs at the plant, according to a Budd spokesman.

Budd announced the closing of the truck-wheel-producing portion of Charlevoix-Connor plant about three weeks ago. Norman Tunesi, president of UAW Local 306, said the union went to the company to try to work out a package that would save the jobs involved.

Tunesi said he was surprised that the company wanted $2.12 in concessions but said "Budd gave us an opportunity to save our jobs and we blew it."

In addition to saving the 300 jobs, Budd also offered to reinstate recall rights for 700 laid-off workers. There are currently 1,400 on layoff from the plant and about 800 have lost their recall right.

That plant employed 3,000 workers in May, 1979.

Three weeks ago, Budd also announced the closing of its wheel products machining plant in Clinton, Mich., affecting 130 employes.

"These closings will align our facilities more closely to current and expected truck wheel products' markets," said James J. McNeal Jr., Budd president.

Both plants will close in 1983. Heavy-truck wheel production will be shifted to Frankfort, O. Production usually done at the Clinton facility will be shifted to other Budd facilities in Johnson City, Tenn., and Ashland, O.

Imports up too, but November market share slips

Domestics pace registration gain

By Jenny L. King
Staff Writer

Registrations of new cars in November were at their highest level since June. They reflected the domestic industry's various sales incentives effective at the end of 1982, which were responsible for a two-month sales surge.

According to figures compiled by R. L. Polk & Co., registrations of new cars in the U. S. totaled 677,639 in November, up 3.49 percent from 654,806 in October, and up 10.41 percent over 613,740 in November, 1981.

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June registrations numbered 717,358.

Domestic new-car registrations of 497,081 were up 8.13 percent above October's 459,711. They were up 11.83 percent from 444,513 reported for November a year earlier.

Imports climbed 6.70 percent in November compared with a year ago, to 180,558 from 169,227. Because of the strong domestic showing, however, the imports share of the total market dropped to 26.64 percent from 27.57 percent.

For the 11 months, January through November, total new-car registrations were down 10.77 percent, to 6,988,889 from 7,832,399. Domestic registrations dropped 11.98 percent, to 4,915,696 from 5,585,001, while imports were down 7.75 percent, to 2,073,193 from 2,247,398.

Imports' share of market year to date was up 0.96 percentage points, to 29.66 percent from 28.70 percent.

• Among the domestic corporations, Chrysler and General Motors increased their presence on the market in November as the competition faded. Chrysler Corp. was up 0.41 percentage points, to 8.97 percent from 8.56 percent; its registrations climbed to 60,751 from 52,541. GM was up to 47.06 percent from 44.99 percent, with registrations of 318,911 this year compared with 276,141 in 1981.

Ford Motor Co. slipped to 16.39 percent of the market from 17.31 percent; American Motors was down to 0.92 percent from 1.51 percent; imports claimed 26.64 percent, down from 27.57 percent, and miscellaneous domestics had 0.02 percent, down from 0.06 percent in November, 1981.

Of the domestics-only market, GM cars accounted for 64.16 percent in November compared with 62.12 percent 12 months earlier. Ford had 22.34 percent, down from 23.90 percent. Chrysler claimed 12.22 percent, up from 11.82 percent. AMC dropped to 1.25 percent from 2.08 percent and miscellaneous domestics were down to 0.03 percent from 0.08 percent.

The domestic makes, ranked in order of their shares of the market in November, 1982, were headed by Chevrolet. Ford was second, followed by Oldsmobile, Buick, Pontiac, Mercury, Cadillac, Dodge, Plymouth, Chrysler, Lincoln and AMC. In October, Oldsmobile was second and Ford third.

A year earlier, the November ranking was as follows: Chevrolet, Ford, Oldsmobile, Buick, Pontiac, Mercury, Dodge, Plymouth, Cadillac, AMC, Chrysler and Lincoln.

• The market-class spectrum in November featured a shift toward intermediates, standards and luxury cars. Intermediates jumped to 27.13 percent of the market from 20.46 percent a year earlier. Standards claimed 12.43 percent, up from 10.55 percent, and luxuries claimed 6.30 percent, up from 5.79 percent.

Subcompacts dropped to 11.49 percent from 15.69 percent, compacts were down to 16.01 percent from 19.94 percent and imports dipped to 26.64 percent from 27.57 percent.

The domestics-only classification was: Subcompacts down to 15.66 percent from 21.66 percent; compacts down to 21.82 percent from 27.53 percent; intermediates up to 36.99 percent from 28.25 percent; standards up to 16.94 percent from 14.56 percent, and luxury models up to 8.59 percent from 8.00 percent.

Registrations by corporation for the 11 months, 1982, compared with the preceding year showed Ford Motor Co. and the combined imports gaining slightly as their competition moved back. Ford was up 0.25 percentage points, to 16.67 percent from 16.42 percent, and imports were up 0.96 percentage points, to 29.66 percent from 28.70 percent.

GM dipped to 43.96 percent from 44.52 percent; Chrysler was down to 8.57 percent from 8.74 percent; AMC was off 0.47 percentage points, to 1.11 percent from 1.58 percent, and miscellaneous domestics dropped to 0.03 percent from 0.04 percent.

Designer Clenet teams up with Cars and Concepts

DETROIT. — Alain Clenet, founder of the Goleta (Calif.) company that built high-priced 1920s-style cars with Mercury mechanicals, said he is working with Cars and Concepts on an automotive project for an unnamed maker.

Meanwhile, an offer has been received for the shuttered Clenet Coachworks minus the plant. The firm's creditors statement is expected to be filed with U. S. Bankruptcy Court officials in Los Angeles in early February.

25 years for Puckett

Luther D. Puckett Sr., left, Luther Chevrolet, Pendleton, Ind., was presented recently with a 25-year dealer award by G. Neil Perkins, Indianapolis zone manager for Chevrolet. Puckett retired a few weeks before the presentation and the dealership is now Boles Chevrolet, headed by Willie F. Boles.

NEW-CAR MARKET SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1982	Percent Share of Market	Regis., Nov., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 11 months, 1982	Percent Share of Market	Regis., 11 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	111,113	16.40	100,493	16.37	+ 0.03	1,105,833	15.82	1,339,134	17.10	− 1.28
Ford	74,614	11.01	72,594	11.83	− 0.82	802,559	11.48	912,769	11.65	− 0.17
Oldsmobile	73,929	10.91	61,445	10.01	+ 0.90	698,664	10.00	769,586	9.82	+ 0.18
Buick	68,377	10.09	56,376	9.19	+ 0.90	641,419	9.18	663,662	8.47	+ 0.71
Pontiac	41,252	6.09	37,213	6.06	+ 0.03	414,225	5.92	511,997	6.54	− 0.62
Mercury	26,549	3.92	27,515	4.48	− 0.56	285,469	4.09	317,646	4.06	+ 0.03
Cadillac	24,240	3.57	20,614	3.36	+ 0.21	212,303	3.04	202,669	2.59	+ 0.45
Dodge	23,464	3.47	22,571	3.68	− 0.21	224,117	3.21	288,856	3.69	− 0.48
Plymouth	20,875	3.08	22,161	3.61	− 0.53	220,518	3.16	313,822	4.01	− 0.85
Chrysler	16,412	2.42	7,809	1.27	+ 1.15	154,051	2.20	81,766	1.04	+ 1.16
Lincoln	9,911	1.46	6,102	1.00	+ 0.46	76,827	1.10	56,028	0.71	+ 0.39
AMC	6,210	0.92	9,249	1.51	− 0.59	77,393	1.11	123,819	1.58	− 0.47
GENERAL MOTORS	318,911	47.06	276,141	44.99	+ 2.07	3,072,444	43.96	3,487,048	44.52	− 0.56
FORD MOTOR CO.	111,074	16.39	106,211	17.31	− 0.92	1,164,855	16.67	1,286,443	16.42	+ 0.25
CHRYSLER CORP.	60,751	8.97	53,541	8.56	+ 0.41	598,686	8.57	684,444	8.74	− 0.17
AMC	6,210	0.92	9,249	1.51	− 0.59	77,393	1.11	123,819	1.58	− 0.47
IMPORTS	180,558	26.64	169,227	27.57	− 0.93	2,073,193	29.66	2,247,398	28.70	+ 0.96
MISCELLANEOUS	135	0.02	371	0.06	− 0.04	2,318	0.03	3,247	0.04	− 0.01
TOTAL	677,639		613,740			6,988,889		7,832,399		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Are auto makers playing electronic games with EPA?

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — The EPA is getting a little jumpy over games that can be played with engine-control black boxes, namely knock sensors.

Games in the EPA park consist mainly of dodge ball with Uncle Sam throwing rules and regulations—overarm. Car makers bend and twist and put on a sometimes-startling exhibition of ability and footwork.

This is how the next game may be played:

Knock sensors are installed to retard spark when low-octane fuel causes an engine to ping or hammer.

If an engine were designed for regular low-lead fuel and no sensor, it would hammer and knock itself out of the marketplace. The EPA doesn't worry about such engines.

But if an engine is designed to run on premium fuel, unleaded, of course, and customers are not told of that need, Uncle Sam warms up with another rule or regulation.

Also, if an engine is designed to run on regular with a sensor, another rule may be needed.

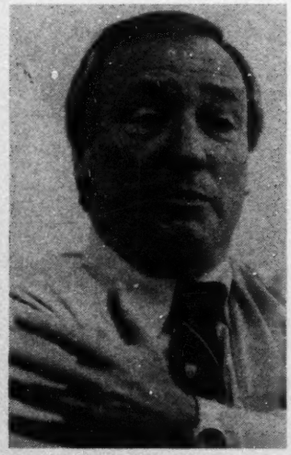
Such an engine would start to knock, the sensor would retard the spark and fuel economy would deteriorate.

The engine would pass EPA tests because of the agency's high-octane fuel. In customer hands, however, the sensor would function over a wide range, with serious degradation of mileage.

A car maker might go through such machinations to avoid telling customers of the need for high-priced premium.

Premium fuel averages around 96 octane and sometimes is hard to find. Regular is about 91 octane. A motorist conditioned to using premium could at times be forced to use low-octane. The black box would work overtime and fuel economy would be hurt.

The EPA told makers it will make sure sensors don't operate on 91-octane fuel by either design analysis or in a driving test.



Anderson on red ink

"We lost a lot of money in 1982; it will be a great deal worse than 1981 . . . ours was a very serious loss."

Sales and profits down; hopes high

Anderson discusses VW transition

By Al Fleming
Industry Editor

TROY, Mich.—He's known in the trade as a tough interview.

First, he doesn't give many of them.

Second, he doesn't like the limelight, much preferring the shadow role of behind-the-scenes operative.

Finally, he's a financial man—a bean counter — and everyone knows they're as tight-lipped as they are tight-fisted.

That makes interviewing Iain M. Anderson all the more intriguing, especially in an exclusive one-on-one session here at Volkswagen of America headquarters, where a whole lot of shaking's going on.

We hadn't gotten together with the VWoA executive vice president-finance and administration, and treasurer, since the heady days of 1979 when the company confidently predicted it would be operating profitably by the end of the 1980 model year — less than three years after its assembly plant in Westmoreland County, Pa., got under way — and selling 600,000 vehicles a year, good for 5 percent of the U. S. market, by 1985.

Now here it was, three years later, at the tail end of 1982, as we exchanged hellos and sat down at a conference table in his office on the penthouse floor of the modern building 20 miles north of downtown Detroit.

Anderson folded his arms, sat back and smiled. "I'm not sure why you want an interview," the 51-year-old executive said. "I'm just a surrogate mother around here."

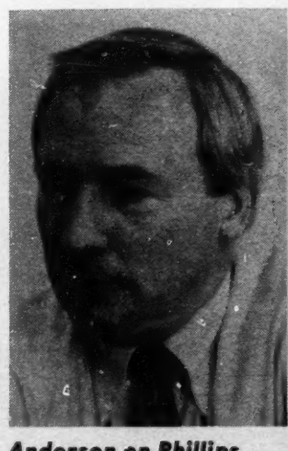
Surrogate? Well, maybe, but a very special one serving at a very special time — a time between shifts of power at VWoA.

James W. McLernon, ex-president and chief executive officer of the U. S. subsidiary of West Germany's giant Volkswagenwerk AG, had resigned under pressure last September.

His successor, Noel Phillips, had not yet arrived from South Africa, where he was winding up the chores of leaving his job as managing director of the McCarthy Group, an automotive distributor, and moving home and family to the Detroit area, where he would try to pick up the pieces of a VWoA battered by sales and profit losses. (Phillips has now taken over his new post.)

VWoA sales in 1982? How about just over 200,000 units and less than 3 percent of the U. S.

Continued on Page 22, Col. 3



Anderson on Phillips

"We all look forward very enthusiastically to his return . . . he cannot be strictly categorized as a marketing executive."

Industry minutiae

Answers to Auto Trivia quiz

1. 1897, Olds Motor Works.
2. All were names of Chevrolet "dream cars" before they were applied to production models.
3. Tuba.
4. Metta U. Woodward.
5. Amelia Earhart.
6. A '57 Plymouth hardtop.
7. It will be awarded to the person who in 1957 made the closest prediction of Tulsa's population in 2007.
8. Aug. 27, 1925, in New York.
9. 1938.
10. Manager of the Detroit bureau.
11. Brooks Stevens (Excalibur).
12. The Tucker 48.
13. DeSoto.
14. Ford Motor Co., 1907.
15. Ernest R. Breech joined Ford Motor Co. as chairman.
16. Less than 5 cents a barrel.
17. Walter P. Chrysler started the Chrysler Institute in 1931 in reaction to graduates of engineering schools who didn't "think cars," in his opinion. The institute featured a two-year program leading to a master's degree.
18. Zhiguli (named for a mountain range near the Togliatti assembly plant).
19. Skoda, Czechoslovakia; Wartburg, East Germany.
20. 1961. The order was made in late 1960, but there was a 1961 DeSoto. In fact, Chrysler paid a $300 rebate on '61 and '60 models in stock when the stop order was given.
21. Nine.
22. Two.
23. Lee Iacocca (Ford and Chrysler), Bunkie Knudsen (Ford and White), Ed Cole (GM and Checker) and Gene Cafiero (Chrysler and DeLorean).
24. David D. Buick.
25. William Steinway, whose plant on Long Island built the Daimler.
26. Oct. 1, 1940.
27. Chrysler Corp. had no chairman from 1940 to 1950, when K. T. Keller became chairman, or from 1956 to 1960, when L. L. (Tex) Colbert became chairman. So the correct answer is no one.
28. Adams, Carter, Cleveland, Ford, Harding, Harrison, Jackson, Lincoln, Monroe, Pierce, Roosevelt, Taft, Washington, Madison, Johnson, Wilson, Kennedy, Hoover.
29. King (William R., 1853), Hamlin-Holmes (Hannibal Hamlin, 1861-65), Fairbanks-Morse (Charles W. Fairbanks, 1905-09), Wilson (Henry Wilson, 1873-75), Curtis (Charles, 1929-33), Marshall (Thomas R., 1913-21), Bush (George, 1981-present).
30. Vice President Richard M. Nixon, who delivered a major foreign policy address, first ever by a vice president.
31. Stout Scarab, 1935.
32. Plymouth, 1937.
33. New York and Ohio Co., Warren, O.
34. 1949; two.
35. A pelican, an ancient symbol of the Christian church and used in coats of arms (including Packard's) where it is called a pious pelican. After objections from some people whose coats of arms bore the pelican, Packard set the record straight in 1949 in a staff memo which stated the correct identification was pelican, not cormorant.
36. 1933, in Dayton, O.
37. Flint, Mich.
38. British sculptor Charles Sykes, a member of the Royal Academy, in 1911.
39. He was the first Englishman to die in an air crash.
40. H. O. Koller, Reading, Pa., who was franchised to sell Winton cars in 1898.
41. Joseph W. Jones; 1901 Oldsmobile.
42. Packard; Albert Kahn; Detroit.
43. 1915; $50.
44. 1923; Dayton, O.; General Motors Research Corp.
45. Wills-St. Clair, 1921.
46. The St. Louis Southwestern (Cotton Belt) Railroad and the Cherokee Indian Nation.
47. W. H. Van Tine.
48. Addison Ford cemetery, a small family plot at Greenfield and Joy Road in Detroit.
49. Enger, 1916.
50. Thomas B. Jeffery, whose company later became Nash Motor Co., and Edward (Ned) Jordan, who entered the auto business with the Jeffery Co. after marrying the owner's daughter, then left to organize his own company to build the Jordan Playboy, of "somewhere west of Laramie" fame.

Photos

A. Hispano-Suiza.

B. 1937 Austin Bantam, built in Butler, Pa. The car was built from 1930 to 1941. After 1937, it was called the American Bantam.

C. 1927 LaSalle, said to be the first car completely designed by a stylist, Harley Earl.

D. 1923 Rolls-Royce American Ghost which belonged to President Woodrow Wilson.

E. It was the first Chrysler New Yorker, a series still in production today.

F. A 1967 Lamborghini P-400 and a 1927 Bugatti Royale with body by Kellner.

G. Pontiac Banshee, which was widely rumored to be the name of Pontiac's 1967 answer to the Ford Mustang. The production car was, however, named the Firebird.

H. Liz Carmichael, a Dale prototype, 20th Century Motor Car Corp.

Captain Trivia wishes to acknowledge the valued assistance of these experts in automotive minutiae: Jim Wren, patents department, MVMA, Detroit; David L. Lewis, professor of business history, University of Michigan, Ann Arbor; B. J. Hartford, corporate affairs manager, and Herman L. Smith, historical consultant, Ford Motor Co. of Canada, Ltd.; David R. Crippen, Ford Archives, Edison Institute, Dearborn, and William T. Simpson, 1982 Automotive News Trivia Quiz winner, Richmond, Va.

Tom Nick signs with Pontiac

Thomas F. Nick, seated, of Tom Nick Motors, Inc., Boonville, Mo., signs his Pontiac sales and service agreement while H. T. Ridsdale, left, manager of Pontiac's St. Louis zone, and Raymond M. Johnson, Pontiac district sales manager, look on.

Pfeiffer donates electric car to Northwood

MIDLAND, Mich.—Dan Pfeiffer, president of Pfeiffer Lincoln-Mercury, Grand Rapids, Mich., and past president of the Michigan Automobile Dealers Assn., donated an electric car to Northwood Institute.

The Lectric Leopard, which was displayed at Northwood's 19th Annual Auto, Truck and Parts Show, will be used in the school's auto marketing courses and as a showpiece, a school spokesman said.

IMPORT SALES BY MODEL

	Dec., 1982	Dec., 1981	12 Mos., 1982	12 Mos., 1981
Alfa Romeo	240	268	2,194	2,301
Audi	3,650	4,587	45,954	50,817
4000	892	1,223	13,164	18,644
4000d	323	254	3,172	297
5000	1,360	1,727	16,721	17,610
5000d	30	406	1,394	6,137
5000 Turbo	310	560	4,130	5,576
5000 TD	303	.....	2,849	.....
Coupe	370	417	4,235	2,553
Quattro	62	.....	289	.....
BMW	6,215	4,225	52,393	41,761
320	3,859	2,766	36,462	31,902
528	1,450	871	10,539	6,267
633	247	161	1,515	1,138
733	659	427	3,877	2,454
Chrysler/Mitsubishi	7,074	8,289	102,227	110,940
Colt	4,810	6,404	75,031	84,924
Sapporo	1,283	875	13,068	13,326
Challenger	981	1,010	14,128	12,690
DeLorean	.....	644	2,830	3,009
Fiat	573	1,224	14,113	32,186
Strada	114	318	4,478	6,873
Brava	60	245	2,452	7,380
X1/9	112	205	2,359	6,343
Spider	287	456	4,824	11,570
Miscellaneous	.....	.....	.....	20
Honda	28,086	27,082	365,865	370,705
Civic	9,777	10,313	132,469	154,696
Accord	16,749	14,082	195,524	172,557
Prelude	1,560	2,687	37,872	43,450
Isuzu	1,359	1,203	15,462	17,805
Jaguar Rover Triumph	1,219	819	10,349	18,937
XJ-6	1,072	469	8,904	4,444
XJ-S	147	84	1,409	232
MG	.....	49	.....	3,712
Rover	.....	53	.....	781
Triumph	.....	164	.....	9,768
Lancia	124	50	1,174	1,068
Mazda	13,285	10,278	163,150	166,088
GLC	4,020	3,481	54,348	62,195
626	4,838	3,768	58,740	60,475
RX-7	4,427	3,029	50,062	43,418
Mercedes-Benz	7,399	6,416	65,963	63,059
240D	1,323	1,481	13,480	14,612
300D	2,225	1,591	17,263	13,686
300CD	183	152	1,726	1,432
300TD	311	352	2,896	3,330
300SD	1,757	1,463	16,686	16,292
280E	.....	17	34	1,186
280CE	.....	9	2	590
380SEL	531	287	3,691	2,436
380SL	895	927	8,402	7,998
380SEC	71	96	1,761	1,402
Miscellaneous	3	1	22	93
Mitsubishi	1,260	.....	3,950	.....
Starion	362	.....	1,164	.....
Cordia	454	.....	1,471	.....
Tredia	444	.....	1,315	.....
Nissan	39,779	33,059	470,246	464,805
210	147	10,575	59,664	159,939
Sentra	15,609	.....	131,789	.....
310	1,010	3,439	43,562	77,980
Pulsar	4,763	.....	9,251	.....
510	.....	4,383	.....	37,558
Stanza	4,597	.....	59,152	8,523
Maxima	5,532	3,587	54,187	35,853
200SX	2,759	4,686	48,436	77,062
280SX	4,359	5,209	57,260	62,800
Hawaii	1,003	1,160	6,552	4,990
Other	.....	20	393	100
Peugeot	1,219	1,229	14,323	16,937
504D	88	.....	1,547	.....
505	544	220	4,985	2,274
505D	32	228	716	4,618
505TD	426	674	5,979	9,248
604TD	115	99	820	474
Tourist	14	8	276	201
Other	.....	.....	.....	111
Porsche	1,501	1,258	14,407	11,241
924	.....	359	1,677	3,251
924 Turbo	2	188	644	1,937
944	831	.....	5,125	.....
911SC	462	478	4,784	4,034
928	206	233	2,177	2,019
930 Turbo	.....	.....	.....	.....
Renault	2,031	2,037	37,540	30,869
Le Car	943	615	20,101	19,336
18i	181	1,422	7,559	11,533
Fuego	907	.....	9,880	.....
Rolls Royce	.....	908	.....	1,158
Saab	1,425	1,287	18,463	14,613
99	.....	2	1	316
900	357	251	4,468	2,226
900S	304	292	4,055	4,640
Turbo	744	742	9,655	7,323
Tourist	20	.....	284	108
Subaru	11,594	11,207	150,335	152,062
Toyota	46,147	41,773	530,246	576,491
Starlet	1,151	1,783	19,339	32,825
Corolla	13,095	13,731	175,199	241,603
Tercel	13,976	9,811	135,986	121,328
Celica	9,556	9,341	115,690	103,879
Supra	2,785	2,377	34,046	16,146
Corona	4	1,150	3,109	22,337
Cressida	3,718	2,364	37,448	29,583
Land Cruiser	312	265	3,088	2,027
Hawaii	1,550	951	6,431	6,704
Miscellaneous	.....	.....	.....	59
Volkswagen	6,246	5,214	67,352	82,173
Rabbit Convertible	787	683	8,985	12,114
Jetta	1,708	1,900	20,301	27,972
Vanagon	1,069	798	12,847	10,882
Quantum	1,263	426	11,362	2,325
Dasher	11	325	627	11,852
Scirocco	1,408	1,082	13,227	17,043
Volvo	3,401	3,080	72,375	64,477
DL	1,548	1,686	39,430	39,288
GL	641	459	11,525	10,228
GTL	.....	65	197	3,562
GTL Turbo	625	434	10,216	3,636
GLE	116	127	2,685	4,032
DL Diesel	.....	56	516	1,522
GL Diesel	420	213	6,889	432
Coupe	.....	15	78	1,126
Tourist	19	25	807	374
760	32	.....	32	.....
GT	.....	.....	.....	277
TOTAL IMPORTS	183,827	2,221,818	165,219	2,326,376

Study looks at job gains and losses

Michigan seen as robotics leader

LANSING. — Michigan has a chance to be a worldwide leader in robotics and may become an important training center for robotics technicians and engineers, according to a State of Michigan study.

Robotics: Human Resource Implications for Michigan is the first study to consider both job creation and job displacement. The study, conducted by the W. E. Upjohn Institute for Employment Research, of Kalamazoo, said that by 1990 about 13,500 to 24,000 jobs in Michigan would be lost to robotics.

However, the study said that depending on sales and the state's market share of the robot industry, another 5,000 to 18,000 new jobs could be created in the state.

The study suggested that current perceptions of both the robot population and robotics employment are vastly exaggerated. Conducted for the Michigan Occupational Information Coordinating Committee (MOICC), the study said there are about 6,800 robots in use in U. S. industry and only 2,000 workers producing new robots.

By 1990, U. S. robot population is expected to be 50,000 to 100,000 units with approximately 7,000 to 12,000 robots in use in Michigan.

Generally, current workers are not expected to be put out of work by robots. Reductions in force will be achieved through attrition.

• The study said the auto industry, the biggest user of robots, will lose 75 percent of all jobs lost to industrial robots in Michigan. However, it is expected that most of the robotics-related jobs in the auto industry would go to those already employed, since recent contracts emphasize job security.

Even though the authors expect a 30 to 40 percent annual growth rate for the robotics industry, they said expansion could be compromised by a shortage of electrical, industrial and mechanical engineers.

The study cautioned that if training of technicians is not monitored carefully, an oversupply may emerge. Excluding the auto industry, only 750 to 2,700 robotics technicians will be needed in Michigan by 1990.

MOICC Chairperson and State Labor Director S. Martin Taylor said the study was conducted to counteract some of the confusing information on how many jobs would be lost or created through the introduction of robotics.

"In spite of all the scientific and media attention robotics has received, there was very little good information available to counsel jobseekers and students, and to advise training program administrators," Taylor said.

The Upjohn Institute is continuing its study of the impact of robots, focusing more on the entire U. S. economy.

MOICC is a federally funded interagency program responsible for improving occupational information.

GM restructures its component works in UK

MILTON KEYNES, England. —General Motors has changed the organizational structure of its UK automotive component operations.

GM said the move is in line with its efforts in recent years to more fully integrate its worldwide component operations.

The operations involved include four GM, Ltd., plants in England: AC Spark Plug Operations in Liverpool and Southampton, Delco Products in Dunstable and Saginaw Steering Gear in Hendon; and two Fisher Body, Ltd., plants in Northern Ireland in Dundonald and Kennedy Way, Belfast.

These units are now divisions of newly formed U. S. corporations that fall under the overall responsibility of GM Overseas Corp. and are directly affiliated with GM's respective component divisions.

This change is expected to improve the long-term viability of the UK component operations by strengthening their capital base and creating new market and product opportunities, GM said.

In line with the restructuring of the manufacturing operations, those central administrative activities provided by GM, Ltd., in England are now supplied by a division of GMOC Administrative Services Corp.

Other marketing activities, including Detroit Diesel Allison, which were not represented by a component division, are part of GMOC Administrative Services Corp.

South Carolina dealers boost dues for 1983

COLUMBIA, S. C.—The South Carolina Automobile and Truck Dealers Assn. has increased its dues for 1983. The new fees are $1.25 per new vehicle sold at retail with an annual minimum of $125 and a maximum of $750. For exclusive heavy-duty truck dealers, the rates are $2 per unit sold with a minimum of $144 and a maximum of $750.

The old structure was $1 per unit with a $96 minimum and a $500 maximum. For heavy-truck exclusives, it was $2 per unit with a maximum of $500.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

NOVEMBER 1982 VERSUS NOVEMBER 1981

	1982 November	1982 Year	1981 November	1981 Year
AMC Spirit	821	15,788	1,911	32,485
Concord	1,449	21,651	2,603	40,346
Concord SW	666	7,861	1,209	13,832
Eagle 4WD	469	5,380	532	6,016
Eagle 4WD SW	1,927	16,723	1,797	14,860
Eagle SX4 4WD	878	9,990	1,197	16,280
TOTAL AMC	6,210	77,393	9,249	123,819
Chrysler LeBaron '81			829	31,986
LeBaron '81 SW			83	5,187
LeBaron FWD	5,731	71,029	3,337	4,023
LeBaron SW FWD	958	7,623		1
E Class/NY FWD	2,453	4,556		
Cordoba	1,341	14,138	1,632	23,541
Newport			55	4,105
New Yorker '81			66	5,601
NY/NY Fifth Ave.	5,715	54,331	1,497	2,682
Imperial	214	2,374	310	4,640
Total	16,412	154,051	7,809	81,766
Plymouth Horizon FWD	5,047	67,105	7,719	122,437
Turismo FWD	1,999	7,663		
Reliant FWD	9,221	94,042	9,938	133,577
Reliant SW FWD	3,809	37,015	4,077	50,382
Gran Fury '81			52	6,692
Gran Fury	799	14,693	375	734
Total	20,875	220,518	22,161	313,822
Dodge Omni FWD	4,519	57,846	7,728	102,285
Charger FWD	2,272	12,070		
Aries FWD	7,352	68,938	8,293	103,483
Aries SW FWD	3,021	30,173	2,982	37,991
Dodge 400 FWD	2,434	24,299	1,005	1,230
Diplomat	1,833	21,779	1,275	22,449
Diplomat SW	2	72	52	2,588
Mirada	646	6,663	1,152	13,867
Dodge 600 FWD	1,385	2,277		
St. Regis			84	4,963
Total	23,464	224,117	22,571	288,856
TOTAL CHRYSLER CORP.	60,751	598,686	52,541	684,444
Ford Escort FWD	20,021	228,439	16,383	163,127
Escort SW FWD	7,133	72,820	6,790	104,606
EXP FWD	3,240	34,767	5,294	47,519
Pinto			60	9,329
Pinto SW			12	2,754
Fairmont	10,461	112,783	9,493	134,240
Fairmont SW	18	2,040	1,146	43,807
Tempo FWD	4	6		
Granada	3,175	58,693	7,204	92,206
Granada SW	1,386	32,599	2,545	4,221
LTD	4,955	6,694		
LTD SW	1,536	1,967		
LTD '82	1,539	43,248	2,935	47,132
LTD Crn. Victoria	6,392	44,761	3,491	36,200
LTD Crn. Vict. SW	1,549	18,456	1,551	17,746
Mustang	10,463	104,953	11,375	144,779
Thunderbird	2,742	40,333	4,313	65,103
Total	74,614	802,559	72,594	912,769
Lincoln Town Car	4,929	34,647	2,556	26,446
Mark VI	2,600	22,784	2,192	27,427
Continental	2,382	19,396	1,354	2,155
Total	9,911	76,827	6,102	56,028
Mercury Lynx FWD	5,107	68,076	6,174	57,419
Lynx SW FWD	1,611	18,797	2,151	30,494
LN7 FWD	843	11,547	1,565	15,630
Capri	2,909	26,928	3,110	45,154
Bobcat			7	2,114
Bobcat SW			1	484
Zephyr	3,448	36,176	2,785	39,953
Zephyr SW	5	809	350	10,936
Cougar	1,373	27,507	3,540	39,695
Cougar SW	450	12,859	1,219	2,115
Marquis	1,760	2,170		
Marquis SW	1,097	1,460		
Marquis '82	250	7,136	568	7,129
Marquis Brougham '82	379	14,290	1,093	11,363
Grand Marquis	5,397	34,285	2,458	21,720
Marquis '82 SW/G Mrq. SW	914	8,601	734	6,421
XR7	1,006	14,828	1,760	27,019
Total	26,549	285,469	27,515	317,646
Lincoln-Mercury Div. Total	36,460	362,296	33,617	373,674
TOTAL FORD MOTOR CO.	111,074	1,164,855	106,211	1,286,443
Buick Skylark FWD	11,795	131,499	17,209	185,376
Skyhawk FWD	4,927	38,794		
Skyhawk SW FWD	263	372		
Century FWD	11,151	82,776	51	58
Regal/Century	18,736	189,266	22,001	296,913
Regal/Century SW	1,187	13,036	930	14,039
LeSabre	2,729	26,989	1,891	20,798
LeSabre Limited	5,785	55,630	4,122	42,675
Electra	5,923	51,332	5,348	51,091
Buick SW	1,325	13,281	896	9,698
Riviera FWD	4,556	38,444	3,928	43,014
Total	68,377	641,419	56,376	663,662
Cadillac deVille	11,287	97,612	8,055	90,122
Cimarron FWD	1,282	11,407	2,492	11,537
Fleetwood & Chas.	3,699	33,793	3,132	31,792
Eldorado FWD	5,520	49,424	4,840	48,149
Seville FWD	2,452	20,067	2,095	21,069
Total	24,240	212,303	20,614	202,669
Chevrolet Chevette	20,226	211,734	16,339	327,218
Camaro	14,349	155,518	3,336	91,042
Monza			55	16,047
Cavalier FWD	8,524	81,367	10,514	48,256
Cavalier SW FWD	2,722	23,712	2,715	15,032
Citation FWD	15,861	168,660	23,659	278,824
Malibu	4,729	59,600	9,534	144,314
Malibu SW	4,448	37,932	3,762	52,437
Celebrity FWD	11,747	82,639	2	2
Monte Carlo	9,063	87,265	11,643	149,911
Impala	3,229	46,139	4,723	56,719
Caprice	10,530	91,804	9,170	90,226
Chevrolet SW	4,008	39,935	3,309	41,070
Corvette	1,677	19,528	1,732	28,036
Total	111,113	1,105,833	100,493	1,339,134
Oldsmobile Omega FWD	6,186	65,878	8,830	102,410
Firenza FWD	2,816	23,063		
Firenza SW FWD	232	308		
Cutlass Ciera FWD	13,411	96,120	88	103
Cutlass Salon '81			10,685	144,591
Cutlass Sup./Calais '81			18,352	246,651
Cutlass Sup./Calais	22,375	233,674	9	9
Cutlass SW	1,767	18,168	1,882	28,449
Delta 88	608	7,609	828	10,944
Delta Royale	12,771	131,747	8,655	115,163
98	8,658	75,410	7,961	71,769
Oldsmobile SW	1,714	17,720	1,263	15,700
Toronado FWD	3,391	28,967	2,872	33,797
Total	73,929	698,664	61,445	769,586
Pontiac 1000	4,134	44,838	4,472	48,511
Firebird	8,823	86,437	1,924	49,898
Sunbird			65	28,156
2000 FWD	3,969	42,696	5,419	35,904
2000 SW FWD	731	7,407	914	6,317
Phoenix FWD	4,058	43,644	6,508	77,192
LeMans/Bonneville	5,137	53,593	4,631	46,658
LeMans/Bonneville SW	1,163	13,045	1,314	21,297
6000 FWD	6,806	44,709	20	22
Grand Prix	6,387	73,774	8,868	118,915
Catalina	7	451	239	5,869
Bonneville '81	15	1,690	1,360	36,971
Bonneville Brougham '81	17	1,472	1,171	28,675
Pontiac SW	5	469	306	7,612
Total	41,252	414,225	37,213	511,997
TOTAL GM CORP.	318,911	3,072,444	276,141	3,487,048
(Checker)	113	2,023	327	2,705
Misc. Domestic	135	2,318	371	3,247
Domestic Station Wagon Total	45,647	455,260	43,992	560,076
Domestic Grand Total	497,081	4,915,896	444,513	5,585,001
Import Total	180,558	2,073,193	169,227	2,247,398
Grand Total All Registrations	667,639	6,988,889	613,740	7,832,399

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Used car sales
Auction Averages

January	$4,646
Month ago	$4,505
Year ago	$5,021

Classified Want Ads Bring Quick Results

Japanese launch electric-vehicle project

TOKYO.—A campaign to develop a practical electric car by 1986 has been launched in Japan by two government agencies and 11 private firms.

Prime target, according to the Japan Economic Journal, will be the development of a truck that can carry heavy loads 55 to 65 miles at a top speed of 40 miles per hour.

The newspaper said it is hoped that the research project also will develop a passenger car with a range of 125 miles that could reach a top speed of 60 MPH.

Participating in the program will be the Ministry of International Trade and Industry, the Agency of Industrial Science and Technology; Toyo Kogyo Co.; Daihatsu Motor Co., and nine battery and electric firms.

Adequate development of a storage battery for the proposed vehicles is considered a key to success of the project. The project is expected to work on the development of either nickel-zinc or nickel-ferrochrome.

Auction Averages

	January	December	November
1983	$10,679		
1982	7,253	$6,811	$6,961
1981	5,844	6,157	6,141
1980	4,814	4,811	4,904
1979	4,235	4,148	4,479
1978	3,175	3,125	3,424
1977	2,573	2,649	2,822
1976	1,679	2,021	2,001
OVERALL AVERAGE	$4,646	$4,505	$4,569

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Industry consolidates after a tough year

Japanese makers poised for upturn

Continued from Page 1

effect on Nissan's sales worldwide, it did affect Nissan's plan to build a factory in Britain.

Nissan's plan to become a multinational was — and is — the dream of president Takashi Ishihara, who does not expect Nissan to reap the rewards until 1990. But opposition to the British project came from chairman Katsuji Kawamata and middle managers who are close to the trade union movement.

Ishihara admitted that there had been opposition to the project from the unions in January when he said, "The unions were against the UK project because they lack information from Nissan management. I intend to have more dialog with the unions, and most of the information from the UK will be passed to them."

It was argued by those opposed to the project that because Nissan was losing market share in Japan it should concentrate on building a better sales network there. Then, it is expected that Nissan will need to put some more money into Fuji Heavy Industries, in which it has some equity, in the future — it is just a question of when.

Fuji is too small a car maker to be able to sell at competitive prices — it already assembles some Nissans — and it has been losing market share with its now-dated 1.6-1.8-liter models in Japan. So, Nissan needs to have capital available to boost its domestic sales network, and to take a bigger stake in Fuji.

On top of that came the failure of the Stanza, the car Nissan had earmarked for UK production. Demand is such that to produce it in Britain would leave virtually none to be produced in Japan.

While Nissan has suffered, Toyota has gone from strength to strength. In July, Toyota Motor Sales and Toyota Motor Co were merged into Toyota Motor Corp. (TMC), which is strengthening the organization. That will lead to a more cohesive model policy.

But more important, Toyota got its marketing right. Instead of switching wholeheartedly to front-wheel drive in the 1.6-2.0 liter class, it introduced new rear-drive Corona and Carina models. These continued to be big sellers, whereas the front-drive Camry/Vista models sell in lower volumes.

With the Cressida, these models dominate the 1.5-2.0 liter class in Japan in a very profitable way. In fact, in 1982, Toyota sold 493,000 cars in this class in Japan, whereas Nissan's models accounted for about 330,000 units.

• In the smaller class, Toyota's new Tercel range, sold as Tercels, Corsas and Corolla IIs in Japan, were also far more successful than the old ones, and helped boost sales in this class in the same way as the new Pulsar range has for Nissan.

Toyo Kogyo continues to sell the Mazda GLC in incredible numbers worldwide, and in a few months it topped the sales charts in Japan, too, although over the year it remained in third place. On the other hand, the big 929, sold as the Luce and Cosmo, was less successful, although it has sold better than the old models.

In the autumn, TK launched the new front-wheel drive 626, an excellent front-wheel range of sedan, coupe and hatchback. In Japan, sales started strongly, and are likely to receive an extra boost from the fact that the 626 was chosen as Japan's Car of the Year (only Japanese cars are eligible).

Honda, which has set itself the target of increasing sales in Japan by 50 percent, seems well set to achieving that target, thanks mainly to the City. Now that it is available in turbocharged form, the City is selling at well over 10,000 units a month, and in December, 1983, shocked Nissan and Toyota with sales of over 16,000.

Soon, Honda wil start to export the City at about 3,000 units a month, with both Europe and the U. S. being eyed as big markets.

• The new Accord — also sold as the Vigor in Japan — started off well, but in the middle of the year, sales fell back. Demand in export markets, though, is still very strong.

Whether the all-new Prelude, an intelligent attempt at producing an interesting coupe with usable performance, will boost sales as Honda plans, is not certain. The sales target of 2,000/month in Japan seems optimistic in view of the fact that the car is being sold by Honda's Verno sales chain, which is very small.

If Honda stayed on course, Mitsubishi did not. In Japan, none of its new models except the Pajero 4WD has been a success. The Starion, Tredia and Cordia all suffered from styling that did not appeal.

Ironically, the Starion's styling is too aggressive — and its interior too cramped — for most Japanese.

The other two models suffered from being grown-up Colt hatchbacks mechanically, and from dullness. Thus, together, these cars, which are also reported to have suffered some quality problems in Europe, have been selling at the rate of about 2,500 a month altogether in Japan — about 25 percent of the planned rate.

But 1983 should be a completely different year. True, sales in Japan are expected to rise by 2-3 percent at most. But there is little doubt that over the past couple of years, the competitiveness of the Japanese industry has increased enormously, with wider model ranges and with more modern factories.

They are continually installing modern automated equipment, with robots being used now for most body welding. They are starting to use robots for paint spraying — but some men are still needed — and for one or two simple assembly jobs, such as fitting front seats into cars, and installing the spare wheel in the trunk.

• Then, there are the new factories. Toyota started operating its new Tahara factory a couple of years ago, TK has just opened its Hofu plant to build the 626 — with a claimed 40 percent reduction in manhours/car.

Nissan built a new factory within the Murayama complex for the March/Micra, and has completely remodeled plants to build the new range of engines. Clearly, it is ready for any turnaround in sales.

With a number of projects due to come on stream this year, Nissan is optimistic. In the U. S., it will start to produce pickup trucks at the Smyrna (Tenn.) plant. The plan is to build 15,000/month, and despite some fall-off in sales recently, as the Big Three's trucks started to take sales, Nissan is optimistic that demand will meet output.

In Europe, ARNA, the joint venture between Nissan and Alfa Romeo will start to build Pulsar bodies for a new small car — called Cherry Europe — to be assembled by Alfa Romeo, and powered by the Alfasud engine. The planned production rate is 60,000 a year. Some of these cars will be sold in Europe by Alfa Romeo as well as Nissan dealers.

In addition, Nissan will start to build the Volkswagen Santana in Japan in the fall. The plan calls for about 4,000 to be sold in Japan monthly, to open up a new market sector.

Also, this year, Nissan is hoping for big things from the March/Micra. Demand from the European dealers is well in excess of the 3,000/month the company plans to export, while in the first month in Japan, sales exceeded the 14,000 mark — against a target of 10,000.

Nissan will mark its 50th anniversary in 1983, so the company is planning a spectacular sales attack. A lot of new models are promised, including a new 280-ZX, with aluminum V-6 3-liter engine, and a new Bluebird.

Against that, Toyota will be introducing a new Corolla, expected to be built on the underbody of the Tercel, so that front-, rear- and four-wheel drive models can be produced. There are rumors of a small mid-engined sports car, while the Starlet is also likely to be rebodied.

Daihatsu, Toyota's affiliate, which has been facing a tough time recently, is just introducing a new Charade. With a much more roomy, square body, and the option of a one-liter diesel engine, this should offer strong competition to the Nissan Micra and Honda City.

Mitsubishi will also introduce a replacement for the Colt 1400 hatchback — larger than the present model — and a dual-purpose vehicle similar to the Nissan Prairie.

Honda is facing a testing year, as production of the Accord at Marysville, O., gets into full swing, but at least this will give it much needed extra production capacity. This year, Honda plans to build 65,000 Accords at Marysville, but is not expecting to increase the number of exports of fully built-up cars to the U. S.

Also, on the international front, Honda's deal with BL to produce the XX car starting in 1985 should make a lot of progress this year.

Meanwhile, TK seems to be

Continued on Page 52, Col. 4

Japan's car of the year

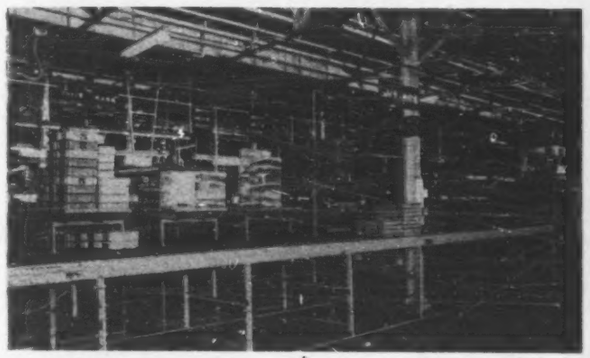
Mazda Capella (626), Japan's Car of the Year, is expected to help increase sales of front-drive cars in Japan.

Nissan's market leader

Nissan Sunny (Sentra) was the second-biggest seller in Japan in 1982. Strong sales of Sunny made up for disappointment in the Stanza range.

On the line in Japan

Kawasaki Unimate robots are used extensively in Japan to weld up bodies. No human workers are visible as these bodies move down the line.



Just in time

Japanese auto factories gain efficiency from low stocks and frequent deliveries of parts. Here, suppliers can drive their trucks into the plant and unload so that parts are stored near the assembly line. Note the scanty supplies on hand.

A leader at home

The Toyota Corona is one of Toyota's biggest sellers in the two-liter class in Japan.

To sustain sales momentum

Buick, Olds revamp ad strategy

By Joseph Bohn
Marketing Editor

Buick and Oldsmobile have reworked second-quarter advertising and media strategy to sustain momentum.

Buick, as previously reported, will be a United States Football League sponsor, with three minutes' time in 10 of 20 regular season games beginning March 6 and 1½ minutes in the playoff.

Buick is also using a "combination of split runs" in some of its news weekly ads. Essentially, it still buys the full national page, but that page might carry LeSabre in one area of the country, Century in another, Skylark in a third.

Different print ads and copy come off the same national page to display products in areas where "they have the greatest sales potential," said Ned Sale, vice president-account supervisor at McCann-Erickson, Buick's agency.

Ford Division did something similar in the second quarter of 1982, according to industry sources. Ford had four or five versions of ads.

Advertisers pay a premium for such a run because of extra production costs, but apparently find it worth the expense because of the more precise audience targeting.

Meanwhile, Buick created four new commercials.

One for Skyhawk teams Buick's hawk symbol with the car. There is a road shot of the Skyhawk maneuvering through mountain roads, with the bird superimposed flying above the car.

"Hawks are known for power and maneuverability, and their form enables them to move through the air with great ease," says the voiceover, pointing up Skyhawk's "certain indefineable spirit of freedom."

• A humorous new high-tech Century commercial features a "high-tech" man, using his wall full of computers to punch out stock market reports, etc.

Periodically, a robot hands him a cup of coffee, straightens his tie, etc., as the analogy between the high-tech individual and the state of the art Century ("advanced electronics, computer-design, front-drive") continues.

A voiceover concludes, "Happily, one human quality today's technology never replaces . . . the sheer pleasure of driving a Buick," as the high-tech man turns down the robot's offer to be of assistance in driving.

LeSabre's popularity, derived from traditional value and full-sized comfort, is touted in a commercial showing different examples of garages all over America.

"A comfortable full-size auto . . . with considerable class is why . . . every morning in garages across America, people start their day by starting their Buicks," says commercial.

"Buick LeSabre. It's earned its way into the hearts and garages of America for good reason."

As part of its marketing effort, Buick is supplying the Indy 500 pace car—a twin turbo Riviera convertible. It will sponsor the Indy 500 on network radio and do print ads on the pace car for various Indy 500 publications, Sale said.

Buick is also working on a new technology ad which is part of its generic campaign on Buick as the "high-technology division" at General Motors, Sale added.

In media, Buick will sponsor the Academy Awards for the fifth year in a row.

Meanwhile, at Oldsmobile, January-May includes a heavy schedule of national network prime-time TV and news spots and a "series of TV programming which concludes with the final M*A*S*H episode," expected to attract 97 million viewers in a two-hour special in February, said Palmer E. (Butch) Bunker, ad manager.

Oldsmobile is also running a heavy schedule in mass circulation and special interest magazines and in the Wall Street Journal and Barron's, Bunker added.

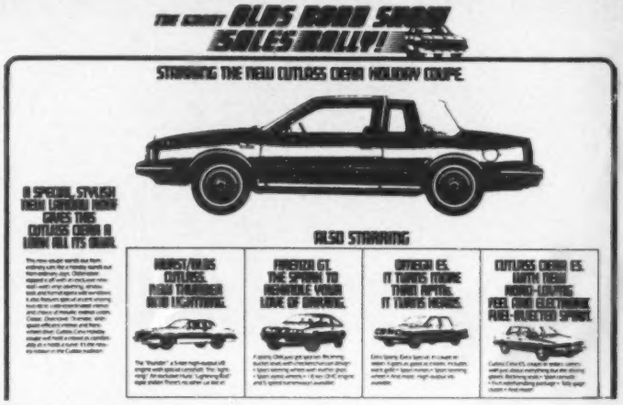
Oldsmobile received rousing 70 percent dealer sign-up for its "Great Olds Road Show Sales Rally" drive which offers cooperative advertising for dealers in newspaper and TV.

Essentially, Olds pays for one 1,200-line newspaper ad for every two bought by the dealer, with a 4,800-line dealer maximum; also, 250 gross rating points of TV for every 500 GRPs bought by the dealer.

Advertising spending for 1983 is expected to increase 12 percent from last year, according to Oldsmobile.

Olds has two new commercials for Cutlass Ciera. Other Cutlass Ciera, Cutlass Supreme and Olds 88 commercials continue unchanged on TV.

Cars such as the Olds 98 and Toronado, described as belonging to Olds' "high group," are "better received in magazine than TV," Bunker added, and will continue to be heavily promoted in print.



Olds Road Show

Oldsmobile had a strong 70 percent dealer sign-up for its "Olds Road Show Sales Rally" which touts specially equipped Olds models. It supplies co-op funds—one TV or newspaper ad for every two run by dealers—as part of the drive.

Seventh class from dealer school

NADA Academy graduates 18

NEW ORLEANS.—The NADA Dealer Candidate Academy graduated 18 people in December from its Class VII, which was held here.

The Academy, which was developed in 1979 to teach people to profitably operate a dealership, has had over 150 participants. In less than four years, 14 dealers have elected to sponsor a second student in the program.

Participation figures show that 37 percent of Academy graduates are now either the dealer, president or general manager of their own dealership. An additional 35 percent are department managers in dealerships for which they will one day assume responsibility.

The one-year program consists of six one-week group seminars at various locations across the country, followed by seven to eleven weeks of dealership work experience.

Each Academy student must be sponsored by a new-vehicle franchised dealer. The program requires a great deal of commitment from both the sponsoring dealer and the student.

The sponsoring dealer agrees to provide the rotating work experience required to complete the program, and the sponsor ensures that the candidate's dealership performance is adequately supervised.

• The dealer must make the monthly financial statement for the dealership available to the candidate and to the Academy for analysis. The dealer must recognize that the student will be away from the dealership for seven weeks of classes during the one-year program.

Finally, the sponsoring dealer guarantees payment of tuition and travel expenses to the classroom sessions. Classes are rotated to equalize travel expenses as much as possible.

Academy personnel are available to visit the dealership to discuss progress and to make recommendations.

Franklin (Bert) Saylor is the newly appointed administrator for the Academy. Working with him are NADA instructors Forrest (Woody) Miller and Allen Joppa.

Three new classes are scheduled to begin in 1983: Class X met for its first seminar Jan. 17. Class XI begins May 23 in Kansas City, Kans., and Class XII is slated for Sept. 12 in Washington. Space is still available in Classes XI and XII.

For more information, contact NADA Dealer Candidate Academy, 8400 Westpark Drive, McLean, Va. 22102, (703) 821-7227.

Mass. revises tax value base on private U.C. sales

BOSTON. — The stated price on the sale of a used car between individuals is to no longer be accepted, for sales tax purposes, by the Massachusetts Registry of Motor Vehicles and Department of Revenue.

Estimating that at least $500,000 a year is lost to Massachusetts in revenue because of individual falsification of true sales price of a car on a bill of sale (this to reduce the sales tax), Revenue Commissioner L. Joyce Hampers said the sales tax is now being calculated on basis of value assigned to the vehicle by the New England edition of the NADA Used-Car Guide.

Use of the guide is not expected to trigger generally higher prices or sales taxes on used-cars, according to a Revenue Department spokesman.

"We realize that there are a lot of clunkers, damaged and high-mileage cars not worth the book value," said the Revenue Department's Myron Auflero, "and so we have an abatement procedure."

Japanese makers poised for anticipated recovery

Continued from Page 50

gaining tremendous strength from its liaison with Ford. The Americans are buying manual and automatic transmissions for the U. S.-built Escorts, and will also buy larger transaxles for the Topaz models, thus giving TK economy of scale.

Then, TK is supplying Ford's operations in Australia and South East Asia with GLCs and 626s to replace Escort and Cortina kits. Finally, in Japan some Mazdas are being sold as Fords. It is also still possible that TK may supply Ford with the one-liter minicar it is currently developing. All this is good news for TK, if not for Ford.

One of the big questions on the international front concerns the triangle of GM, Isuzu and Toyota. Since GM owns a 34 percent stake in Isuzu, and has lent it a lot of money, a strong bond exists. Without its deals with GM, Isuzu would be in big trouble.

This spring, of course, Isuzu will introduce its J-car, which it hopes to sell at around 5,000 a month — optimistic in view of its weak sales network and the severe competition.

GM has already agreed to buy 200,000 of the new Isuzu 1.3-1.5 liter R-car annually starting in late 1984, and has since been negotiating to build this car in the U. S. as well in even larger volumes. For this reason, doubts about the plan for GM and Toyota to build new Corollas jointly in the U. S. are growing stronger.

Talks have dragged on far longer than expected, and now it has been announced that Toyota is to set up a big factory in Taiwan, with 50 percent of the output to be exported. This project is likely to dull Toyota's interest in the U. S. plan.

Indeed, Toyota has yet to show that it is an international company, and the recent negotiations, first with Ford and then with GM, emphasize the point.

But Toyota is very strong and once it makes up its mind to produce cars in the U. S. or Europe it will do so in a wholehearted way.

Meanwhile, Honda, and to a lesser extent, Nissan, are setting the pace in internationalism.

1983 Production and sales plans Japan

(Fully built up)

	Production (in millions)	Domestic sales	Exports
Toyota	3.25 (+3%)	1.6 (+5%)	1.65 (−0.6%)
Nissan	2.55 (+6%)	1.18 (+7%)	1.37 (+1.7%)
Toyo Kogyo	1.05 (+13.6%)	.420 (+6%)	.630 (+0.5%)
Mitsubishi	1.13 (+6%)	.550 (+7%)	.580 (+5.8%)
Honda	1.07 (+6%)	.450 (+15%)	.616 (+0.5%)

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Year's total is 411,299

Auto output 46 pct. ahead of 1982

By Patricia Hoffman
Staff Writer

Operations at all but two car facilities and overtime at General Motors' Detroit point and Ford Motor's St. Louis plant upped last week's domestic auto production 1.20 percent from the previous week's total.

The makers estimated output last week at 118,020 cars, up from the previous week's 116,615, and up 53.29 percent from last year's 76,993 units.

Year-to-date, there have been 411,299 cars assembled, a 46.13 percent gain from the 281,459 units built in the comparable 1982 period.

Breakdown for the year-to-date by company was: GM, 63.58 percent; Ford, 20.93 percent; Chrysler Corp., 9.77 percent; American Motors, 3.33 percent; Volkswagen of America, 2.29 percent, and Honda, 0.10 percent.

VWoA's Westmoreland facility closed last week (Jan. 24) for two weeks of inventory control. Only one of the two shifts will operate when production resumes Feb. 7, cutting output in half to 470 units a day.

According to a VWoA spokesman, the production cut is due to a weakness in the diesel and small-car markets. About 1,500 workers will be placed on indefinite layoff as a result.

Ford's Atlanta facility remained idle last week for model changeover. Assembly of 1983 Thunderbirds is slated to begin at the plant next month. The LTD and Marquis models are also produced there.

GM's Detroit plant operated 1.6 hours of daily overtime last week, plus two normal eight-hour shifts on Saturday (Jan. 29). Also working Saturday was Ford's St. Louis facility.

Eagle assembly resumed last week at AMC's Kenosha plant, following a one-week shutdown for inventory control.

The Ford San Jose plant, idle since the Christmas/New Year's holiday, returned last week after downtime due to overstocked inventory.

End of line for X-car in sight; Omega, Phoenix to go first

DETROIT. — General Motors is expected to begin phasing out its X-body cars in about 1½ years, with the last of the lines gone after '86.

The Oldsmobile Omega and Pontiac Phoenix will be the first to go. They are expected to be dropped after the '84 model year. Two years later, the Chevrolet Citation and Buick Skylark will be phased out.

The B-O-P divisions will pick up a new line of front-drive "N" series of cars in '85, close to X-car size.

The X-cars, introduced in the spring of 1979 as '80 models, served GM fairly well.

They chalked up 1,429,571 sales during their first two model years and provided GM engineers with front-drive design experience and the company with some componentry, later used in building the updated J and A-body lines.

X-car sales have tapered off of late, partially because of unfavorable publicity associated with recalls and safety defects and partially because of their market positioning.

Wedged between the slightly smaller J-cars and slightly larger A-bodies, the X-cars have been cannibalized by both.

Dealers have complained there is too much overlapping between the X cars and their sister J and A-car lines to make a strong sales case with prospective buyers.

As a body style, though, the X-cars will have had a fairly long run by the time they're gone. They'll have been on the market over five model years at two divisions and seven years at two more by the time they're phased out—hardly an untimely death, in Detroit's normal product life cycles.

Mazda East promotes Harcum, Reich, McCabe

JACKSONVILLE, Fla.—James T. Harcum and Charles Reich have been appointed vice presidents, and George McCabe has been named general sales manager of Mazda Motors of America (East), Inc. The firm is the Mazda importer for 18 states.

Harcum now is vice president service, and Reich is vice president parts. They formerly were service and parts managers, respectively. McCabe had been sales manager.

Year's car output in Canada shows gain of 35 pct.

The return of Ford Motor's St. Thomas car plant and the resumption of second-shift operations at General Motors' St. Therese facility helped boost last week's Canadian auto production 17.46 percent from the previous week's total.

The car manufacturer estimated 20,471 units last week, up from 17,428 the previous week, but output fell 1.71 percent from 20,827 units built in the comparable 1982 period.

Year-to-date, 69,797 cars have been assembled, a 35.51 percent gain over last year's 51,508.

Truck production last week was targeted at 9,500 units, down 5.39 percent from the previous week's 10,041, but up 4.83 percent from 9,062 units assembled the same week last year.

So far this year, 33,081 trucks have been completed, a 10.06 percent gain from 30,056 built in the comparable 1982 period.

American Motors' Brampton facility was idle last week (Jan. 24) due to overstocked inventory.

Back last week from inventory control was Ford's St. Thomas point. Operations were idled there last Dec. 20 for holiday downtime/inventory adjustment.

The second shift at GM's St. Therese car point returned last week, calling back about 1,500 workers from indefinite layoff. Full-sized Oldsmobile, Cutlass Supreme and Grand Prix models are assembled there.

Truck production climbs to 46,785; '83 now tops '82

Domestic truck production last week jumped 40.58 percent from the previous week's total as Ford Motor's Louisville and San Jose points and American Motors' Toledo (Jeep) facility returned following downtime due to overstocked inventory.

The manufacturers estimated 46,785 units last week, up from 33,279 the previous week, and up 16.71 percent from 40,088 units built in the comparable 1982 period.

For the year-to-date, the makers have assembled 129,059 trucks, a 3.62 percent gain over last year's 124,548.

Only one assembly point was idle last week (Jan. 24). Volkswagen of America's Westmoreland facility, remained closed. The plant has been down since June 28. Operations were slated to resume Feb. 7, but the start-up has been delayed until Feb. 21.

AMC's Toledo (Jeep) point and Ford's Louisville facility, both idle the week of Jan. 17, plus the Ford San Jose plant, idle since the Christmas/New Year's holiday break, resumed production last week following downtime for inventory control.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
CHEVROLET	12,884	11,425	12,685	46,432	49,859	46,432
DODGE	7,500	3,399	2,425	9,925	9,648	9,925
FORD	17,409	14,043	11,368	44,786	33,079	44,786
GMC	4,742	4,815	4,732	16,221	17,438	16,221
INTERNATIONAL	1,030	1,163	1,019	3,364	4,445	3,364
VOLKSWAGEN	.....	687	.....	.....	1,329	.....
JEEP	2,170	3,106	.....	4,131	3,000*	4,131
AM GENERAL	50*	50*	50*	200*	150*	200*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	5,600*	4,000*
Total Trucks, U. S.	46,785	40,088	33,279	129,059	124,548	129,059

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
CHRYSLER CORP.	2,240	2,050	2,744	10,336	5,985	10,336
FORD MOTOR	3,000	2,971	2,984	6,512	6,495	6,512
GENERAL MOTORS	4,000	3,800	4,047	15,707	16,618	15,707
INTERNATIONAL	260	241	266	526	958	526
Total Trucks, Canada	9,500	9,062	10,041	33,081	30,056	33,081
N. American Trucks	56,285	49,150	43,320	162,140	154,604	162,140

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
AMERICAN MOTORS	3,800	1,990	3,064	13,701	3,200*	13,701*
AMC Total	800	.....	.....	1,631	.....	1,631
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	800	.....	.....	.....	.....	.....
Renault Total	3,000	.....	3,064	12,070	.....	12,070
Alliance	3,000	.....	3,064	12,070	.....	12,070
CHRYSLER CORP.	14,750	12,369	14,748	40,183	36,836	40,183
Plymouth Total	5,650	6,331	5,127	14,222	15,520	14,222
Horizon	2,100	2,235	1,902	4,002	6,018	4,002
Reliant	3,500	4,096	3,189	10,079	9,502	10,079
Caravelle ('83)	50	.....	36	141	.....	141
Chrysler Total	3,700	1,007	3,781	10,708	6,985	10,708
LeBaron	1,900	1,007	2,000	5,886	6,985	5,886
Chrysler E-Class	1,800	.....	1,781	4,822	.....	4,822
Dodge Total	5,400	5,031	5,840	15,253	14,331	15,253
Omni	2,000	1,706	2,209	4,209	5,380	4,209
Aries	2,300	3,029	2,324	7,292	6,783	7,292
Dodge 400	700	296	624	1,858	2,168	1,858
Dodge 600	400	.....	683	1,894	.....	1,894
FORD MOTOR	29,364	10,508	25,686	86,083	40,642	86,083
Ford Division	18,441	5,561	15,637	51,623	22,581	51,623
Escort	7,558	2,948	5,796	13,354	9,293	13,354
Fairmont	2,992	.....	2,950	11,917	3,084	11,917
Mustang	1,414	.....	1,664	6,363	4,311	6,363
LTD/Granada	3,214	1,294	2,930	12,313	3,140	12,313
Thunderbird	2,100	1,195	1,280	3,991	2,502	3,991
Crown Victoria/Ford	1,027	.....	1,017	3,549	.....	3,549
EXP	136	124	.....	136	251	136
L-M Division	10,923	4,947	10,049	34,460	18,061	34,460
Mercury Total	8,857	3,102	7,988	26,198	11,585	26,198
Lynx	1,724	564	1,677	3,401	2,261	3,401
Capri	594	.....	382	1,609	1,020	1,609
Zephyr	973	.....	975	3,733	1,472	3,733
Marquis/Cougar	1,302	718	1,078	4,275	2,126	4,275
Cougar/XR7	1,050	437	639	1,982	744	1,982
Gr. Marquis/Marquis	3,173	1,315	3,237	11,157	3,913	11,157
LN7	41	68	.....	41	49	41
Lincoln Total	2,066	1,845	2,061	8,262	6,476	8,262
Continental ('82)	413	368	411	1,651	1,825	1,651
Lincoln	884	808	868	3,696	2,508	3,696
Mark VI	769	669	782	2,915	2,143	2,915
GENERAL MOTORS	70,006	50,309	69,738	261,488	193,526	261,488
Buick Division	17,737	12,308	17,947	64,993	43,614	64,993
Skylark	2,880	578	3,569	6,723	4,462	6,723
Skyhawk J	1,380	1,637	1,418	5,884	3,244	5,884
Century	2,710	2,642	1,983	10,156	8,839	10,156
Regal	5,708	3,612	5,930	22,650	11,572	22,650
Buick	4,390	3,375	4,366	16,739	13,284	16,739
Riviera	669	464	681	2,841	2,213	2,841
Cadillac Division	7,385	5,914	7,421	27,944	20,098	27,944
Cimarron	500	172	481	2,058	491	2,058
Seville	560	506	568	2,227	1,402	2,227
Eldorado	1,645	1,638	1,667	6,458	4,199	6,458
Cadillac	4,680	3,596	4,705	17,201	14,006	17,201
Chevrolet Division	19,881	14,686	20,006	74,372	53,239	74,372
Chevette	4,553	3,333	4,451	13,995	3,350	13,995
Cavalier	3,025	1,833	3,085	12,121	13,466	12,121
Celebrity	1,450	1,441	1,421	5,749	4,096	5,749
Camaro	3,945	3,553	3,651	15,302	13,547	15,302
Citation	2,595	3,595	2,575	8,921	11,044	8,921
Malibu	2,539	.....	2,335	9,574	2,115	9,574
Monte Carlo	1,093	.....	1,883	6,212	2,003	6,212
Chevrolet	585	327	567	2,352	1,265	2,352
Corvette	96	604	38	146	2,353	146
Oldsmobile Division	18,457	11,134	17,078	68,640	51,433	68,640
Omega	2,519	.....	1,743	4,262	4,894	4,262
Firenza	790	1,634	782	2,840	3,261	2,840
Cutlass	5,100	.....	5,176	21,225	9,533	21,225
Cutlass/Ciera	2,440	3,203	1,727	9,074	9,647	9,074
Oldsmobile	6,765	5,291	6,792	27,964	21,466	27,964
Toronado	843	1,006	858	3,275	2,632	3,275
Pontiac Division	6,546	6,267	7,286	25,539	25,142	25,539
Acadian†	.....	.....	216	394	.....	394
2000	1,595	.....	1,608	6,272	1,839	6,272
1000	891	240	1,187	2,764	331	2,764
Firebird	1,575	2,047	1,473	6,244	7,051	6,244
Phoenix	715	670	685	2,175	2,981	2,175
G. Prix/B'ville ('83)	1,760	3,310	2,117	7,690	12,940	7,690
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	400*	.....	400*
VOLKSWAGEN	.....	3,508	3,279	9,444	7,055	9,444
CHECKER	.....	100*	.....	.....	200	.....
Total Cars, U. S.	118,020	76,993	116,615	411,299	281,459	411,299

CANADIAN CAR PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
AMERICAN MOTORS	.....	607	927	2,902	1,382	2,902
CHRYSLER CORP.	3,456	3,265	4,238	16,196	13,072	16,196
FORD MOTOR	8,310	7,436	3,726	16,093	11,256	16,093
GENERAL MOTORS	8,480	9,294	8,312	33,706	24,900	33,706
VOLVO	225	225	225	900	898	900
Total Cars, Canada	20,471	20,827	17,428	69,797	51,508	69,797
N. American Cars	138,491	97,820	134,043	481,096	332,967	481,096
N. American Trucks	56,285	49,150	43,320	162,140	154,604	162,140
North American Cars and Trucks	194,776	146,970	177,363	643,236	487,571	643,236

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

General Motors' Moraine facility operated four nine-hour shifts last week.

All other truck points were reported operating normal eight-hour shifts last week.

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Automotive News

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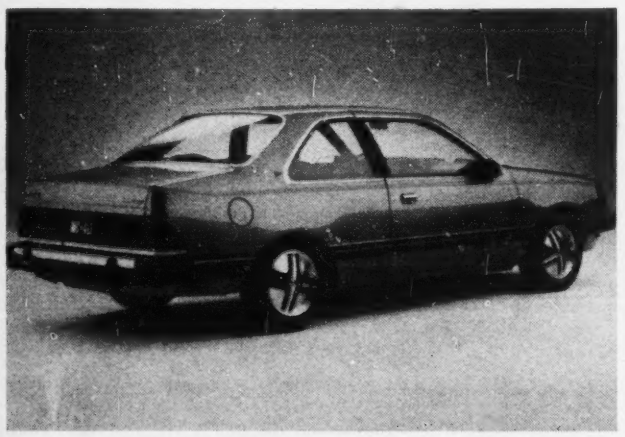
Compacts from Ford

Tempo is upbeat

Ford Division's new compact Tempo, heir to the Fairmont bread-and-butter sales role, sports Ford's new aerodynamic styling. It is powered by a new High Swirl Combustion 2.3-liter engine, which is similar to the current Ford 2.3 only in its displacement. The new engine uses PROCO technology and is Ford's first "fast-burn" powerplant. Story on Page 65.



Mercury's jewel—the Topaz

Mercury's version of the new-generation compact is the Topaz, which features somewhat different styling than the Tempo, but shares the "fast-burn" 2.3-liter engine. Ford figures the car's EPA mileage rating will be 28 city and 43 highway. The good numbers are largely a function of the shape, which is as functionally aerodynamic as it looks.

GM's car divisions to lose their home-plant identity

By Marjorie Sorge
Labor Editor

The home plants of General Motors car divisions will no longer have exclusive assembly rights by the mid-1980s, according to F. James McDonald, GM president.

"Eventually home plants will be building more than their own cars," he said. "They will be home plants in that they will probably be managed by the (divisional) people there."

He emphasized that the divisions will still have their own engineering, sales, personnel and financial capabilities and in many cases component operations.

During this change, GM is also aiming at a greater specialization of its car divisions—giving each group a special look for its products.

For example, Chevrolet has long been known as the entry level division for buyers. It also represents GM's high-volume competition against imports, McDonald said. Those two characteristics will be even further emphasized in the future, he said.

GM will tend to pull Chevrolet even further away from the other divisions, he said.

While it will basically return to the entry-level arena, he said Chevrolet will have some higher-priced vehicles. But it will not be in the luxury business. However, Chevrolet will "always have the Corvette," McDonald said.

"The market has gotten so that there is more opportunity for specialized things and I think you are going to see more ideas coming from the divisions in the specialty markets, the convertibles, those types of things."

• One of the big questions is which divisions will sell the new GM/Toyota car if that deal is consummated. According to McDonald, the decision will be based on which divisions want it, the size of the car, which division has worked the hardest, where the car fits in the marketplace and which division is covering that end of the market.

As the new GM strategy of specialization goes into effect, the divisions will be serving different market segments, McDonald indicated. In design, the cars could be vastly different, depending on the specific components involved, he said. The criterion will be that the buyers can recognize the difference between each division's products. Many observers feel that that is not the case today.

"From a marketing standpoint, the more specifics we can give a division, the more competitive we will be in the marketplace," McDonald said.

It has been rumored that GM will phase out the Pontiac division or perhaps merge it with a sister unit. According to McDonald, that is not in GM's future plans.

"We have been asked 'Can you afford to have all of those divisions? Wouldn't you be better off to drop a division?'" he said. "Perhaps if we were starting with a clean sheet of paper on everything, we might look at things differently. But if you take Pontiac right now . . . you can't take that Pontiac franchise away and make it an Olds or Chevrolet. You can't assume that you are going to get that business back (at the Chevrolet or Olds dealership) and that is a heck of a gamble we sure wouldn't want to take."

At Oldsmobile, changes are also taking place. The home plant in Lansing will build the new front-wheel-drive N-car at both assembly facilities but the car will belong to more than one division.

Oldsmobile has two assembly plants at its complex in Lansing both capable of producing 60

Continued on Page 66, Col. 3

Cut-rate car financing draws federal probe

By Jim Plegue
Staff Writer

The recent wave of cut-rate financing plans—some with advertised interest rates as low as 4.9 percent — has prompted a federal probe to determine if some programs are in violation of Truth in Lending laws.

The Federal Trade Commission, which enforces Truth in Lending, and the Federal Reserve Board, which interprets the laws, began the investigation after receiving inquiries through regional offices in many parts of the U. S.

Most of the dealer promotions appeared last month — and ran for short periods of one to eight days—with interest rates ranging from 4.9 to 9.9 percent, compared with current factory-subsidized financing programs of 11.9 percent.

The promotions appeared in the South, Midwest and North Central parts of the U. S. in several major cities such as Chicago, Detroit, Minneapolis/St. Paul, Toledo and Omaha.

The majority of the dealer plans required a large down-payment—in either cash or trade equity—of 20 to 25 percent, and contracts were limited to 36 months. Many programs required conditional purchases of extended service contracts, rust-proofing and other options.

Some dealers offered the financing on trucks only.

In most cases, financing was arranged through a local bank by buying down from the bank's current rate. Some Ford dealers convinced banks to accept factory subvention money to lower the rate to 11.9 per-

Continued on Page 66, Col. 3

FTC keeping close eye on any GM-Toyota deal

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Antitrust experts knowledgeable about the auto industry have been on standby alert for some months now awaiting an announcement that General Motors and Toyota have reached agreement on a joint venture to produce a front-wheel-drive car similar to the Corolla in GM's idle Fremont assembly plant in California.

Although not a merger or acquisition, this kind of getting together by two such huge companies would be examined almost routinely either by the Justice Department or the Federal Trade Commission, both of which have jurisdiction over matters automotive.

In this case, however, the FTC gets the job. After staff has made recommendations, the commissioners themselves — ex-

Continued on Page 68, Col. 3

breaking news

Central Foundry to control all GM foundries

DETROIT.—General Motors has announced that effective immediately its Central Foundry Division based in Saginaw will have operational responsibility for all major GM foundry operations in the U. S. This includes the transfer of Chevrolet Grey Iron and Nodular Casting plant in Saginaw, and the Chevrolet Metal Casting plant in Tonawanda, N. Y., to the Central Foundry.

Tempo/Topaz to debut May 26

DETROIT.—Ford Motor has pushed its Tempo/Topaz introduction date back to May 26 from May 5. The delay is to work all the pre-production bugs out of the system and ensure higher quality on early models, a spokesman said.

Mitsubishi Montero to be unveiled Feb. 26

CHICAGO.—The '83½ Mitsubishi Montero, a four-wheel-drive sports utility vehicle, will make its U. S. debut Feb. 26 at the Chicago Auto Show.

4WD Eagle to be Alliance-based in 1985

DETROIT. — American Motors will replace its current Eagle four-wheel-drive series with an Alliance-based 4WD Eagle in 1985. The Alliance-Eagle will be in the vein of a Subaru-type vehicle. AMC will drop its Spirit/Concord lines this fall.

See BREAKING NEWS, Page 8, Col. 1

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Coming: Cadillac Cimarron D'Oro

Cadillac will begin production in late February of a special-edition Cimarron, called the D'Oro. It will feature black paint and trim with gold-tone grille, accent stripes and ornaments. Aluminum alloy wheels also have gold-tone accents and steering wheel spokes are gold tinted. Option package is $350.

A gleam of hope for industry: 27,000 workers called back

By Marjorie Sorge
Labor Editor

There is a glimmer of optimism in the auto business as the Big Three have announced the recall of more than 27,000 hourly workers since the first of the year. However, at the end of January, there were still 265,400 hourly workers on indefinite layoff.

The two smallest auto makers, American Motors and Volkswagen of America, have not announced any callbacks. VWoA, caught in the middle of a severe sales famine, has indefinitely laid off 1,150 workers since the beginning of the year, bringing its indefinite total to 2,750 last week.

Of those laid off 2,420 have been cut at the Westmoreland (Pa.) assembly plant, 170 at the South Charleston (W. Virginia) stamping plant and 160 at the Fort Worth component plant.

AMC, boosted by good Alliance sales, has kept its layoff total around 2,700 at the Toledo and Kenosha operations.

The largest recall by far is at General Motors which will call back more than 21,400 workers during the next three months. Besides component plants, most will be recalled at facilities building mid-size and compact cars and commercial vehicles.

"The assembly plant schedule increases are being made in response to current dealers' orders, which result from positive customer reaction to the 11.9 percent GMAC finance rate program," said F. James McDonald, GM president.

GM also said the increased employment will have a positive effect on outside supplier employment.

About 9,000 of the workers will be recalled at assembly plants and another 12,000 will be called back at component operations. Seven assembly plants will be effected.

On March 7, GM will increase production at its Arlington, (Tex.) plant, source of Malibu, Monte Carlo and Regal, adding 600 people.

The Oklahoma City plant, building the Century, Celebrity and Citation, will also increase production beginning April 25, recalling 2,800 workers.

The Lordstown (O.) car plant will up output beginning March 7, returning 2,500 workers.

The Framingham (Mass.) plant, closed since last October, will reopen on one shift March 14, calling back 1,800 hourly workers. It will build Celebrity and Cutlass Ciera.

In addition, GM said, adding a second shift at the Van Nuys (Calif.) plant is "under study," but GM Chairman Roger Smith has said the shift will be added, recalling about 1,000 workers, although no timeframe has been decided. GM said a decision will be reached in about 30 days.

GM will also increase production at three truck plants. The van operation in Lordstown will up output on April 11, recalling about 300 workers. The St. Louis plant will resume second-shift operations for commercial vehicles on Feb. 28, returning 900. And the Detroit plant will also increase production on Feb. 7, adding 80 workers.

Other callbacks have occurred at various GM assembly and components plants. GM's indefinite layoff total at the end of 1982 was 172,000 and that had dropped to 168,000 the week of Jan. 24.

Chrysler Corp. has recalled 818 workers at its component plants since the beginning of the year.

Twinsburg (O.) Stamping has recalled 450; Sterling Stamping (Sterling Heights, Mich.), 184; Warren (Mich.) Stamping, 30; Amplex VanWert (Van Wert, O.), 19; Trenton (Mich.) Chemical, 13, and Huntsville (Ala.) Electronics, 122.

All those workers have returned to the job. In addition, 700 hourly workers have been called back to jobs at various component and assembly plants. Chrysler has now lowered its indefinite layoff total from 43,500 at the end of 1982 to 42,000 the week ended Jan. 21.

• Besides the current callbacks, Chrysler has announced it will reopen its St. Louis truck plant, mothballed in 1980, to build its rear-wheel-drive cars for 1984. The rebirth will provide about 1,500 jobs.

Chrysler will also build the new sporty G-24 at the car operation in St. Louis, adding between 1,400 and 1,700 jobs.

Ford Motor Co. has added 2,300 to its rolls. It will add a second shift at the Wixom (Mich.) plant, source of Lincoln, Mark VI, and Continental, on May 2. About 900 workers will be recalled beginning in mid-March.

Ford has also returned 550 at the Lorain (O.) car plant, source of Thunderbird and Cougar; 300 at the two Cleveland engine plants; 190 at Chicago Heights Stamping; 114 at Buffalo Stamping and 240 at Indianapolis Steering Gear.

Most of those recalls begin this week.

Ford has maintained a steady indefinite layoff rate of around 50,000 since the end of 1982.

Data 7 times worse than Camaro

Fuego numbers high in crash at 35

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Crucial crash data on a 1982 Renault Fuego is about seven times worse than the competing 1982 Chevrolet Camaro, more than five times worse than the competing 1982 Toyota Celica and more than three times worse than what is believed to be survivable by even a hardheaded, healthy young person in an actual crash.

The test—run last September by Dynamic Science, Inc., a Phoenix-based contractor to NHTSA—was a high-speed one (almost 35 MPH into barrier or about one-third tougher than the usual compliance speed of 30-MPH barrier).

And while pass/fail may not be an accurate description, it is fair to say that no driver—however sober and buckled-up — could survive a reading of 3768 Head Injury Criteria (HIC) and no passenger could survive a HIC of 2484, when a HIC of 1000 is generally taken to mean survivability.

Although this is a test of only one Fuego and NHTSA is doing research to find out if a single test is reasonably fair, the results are so dramatic and the car is selling so well (9,880 units in 1982) that it is surprising that NHTSA has not retested the vehicle with instrumented dummies.

But NHTSA has done no more testing, although it has reviewed, analyzed and studied the test itself—one that was attended by a Renault official — and has validated the results.

Renault was given the opportunity to question the test results and did not.

An AMC spokesman said, "Fuego complies with all applicable federal safety standards.

"In reference to NHTSA's high-speed crash program," he said, "we agree with NHTSA's own description which says, 'It is important to emphasize that the program is experimental and only one model of each car was crashed in a specific test. Subsequent crash test results for any vehicle may vary due to differences in the way the cars are manufactured and equipped or due to slight variations in test conditions.'"

Even if NHTSA believed the Fuego to be the most dangerous car on the road, it could not take it off the road because the only test under what remains of standard 208—occupant protection — is the part having to do with active belt systems where the only compliance test is a pull-and-stretch one.

Mandatory recall and correction applies only to noncomplying vehicles or to safety-related defects.

Apparently, the Fuego, whose readings exceeded the calibrated instrument's capacity and had to be estimated, has no discernible "defect" although the entire front structure folded up, the steering column was pushed into the driver's head and the passenger's head hit the dashboard so hard it was thrown back with so much force that it pushed the seat into the recline position.

Chest deceleration on the driver dummy was 50.1 Gs (below the acceptable level of 60 Gs) and the passenger dummy chest registered between 72 and 75 Gs.

There was some uncertainty as to whether the Fuego met safety Standard 212—windshield mounting — so another Fuego was tested.

This time — at 30-MPH barrier—the standard was met, but NHTSA did not use instrumented dummies in that test al-

Continued on Page 70, Col. 1

Chrysler eying new hatchback for 1984 intro

DETROIT. — Chrysler Corp. tentatively plans to build a new hatchback sedan at its Jefferson plant here in 1984.

Charles Cook, president of UAW Local 7, said the company has shown the union sketches of the new car, but he emphasized that the introduction of the new H-body is tentative.

He said if it is built, production is about 15 months down the road.

The Jefferson plant currently builds the Reliant. Aries, Dodge 400, LeBaron, Dodge 600, Caravelle and Chrysler E-class cars.

According to a report in the Detroit Free Press last week, the new car is designed to compete head on with the Honda Accord. The paper said it will be sold as a 1985 model under both Dodge and Chrysler nameplates.

Company insiders also say Chrysler is looking at the new Peugeot 205, to be introduced in France at the end of this month, as a replacement for the Omni and Horizon in 1985.

A Chrysler spokesman said the company has no comment on 1985 products.

But, he said, the Jefferson Ave. plant is a key facility in Chrysler's long-term plans. It is the biggest single plant the company has, employing 4,200 hourly workers.

Iacocca speech at NADA parley on phone lines

DETROIT. — Chrysler Corp. has arranged with AT&T to make Chairman Lee Iacocca's keynote address to the NADA convention available for live listening by dialing 1-900-410-NADA.

AT&T has set lines so that as many as 8,000 callers simultaneously can hear Iacocca giving his talk on Feb. 12. He will speak at 1 p.m. Eastern Standard Time (4 p.m. Pacific Standard Time) at the NADA convention in Las Vegas.

The rate for a 45-minute call is about $15.90 from anywhere in the country. AT&T said this was a first for the auto industry. It will enable Chrysler dealers, employes and others to hear the speech live.

Built by American Pullman

American Pullman Coachbuilders, Inc., Brooklyn, N. Y., builds 36-inch and 46-inch stretch Cadillac-based limousines. This 46-inch model features color television and illuminated bar on the inside, air-shock suspension and exterior transmission - oil cooler on the outside. Options include trunk-mounted refrigerator, video-tape player and handset intercom system.

Shhhhh!

HARTFORD. — The Connecticut Legislature is considering a proposal that would ban lawnmowers, snow-blowers and other equipment from producing more noise than is now allowed for automobiles.

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58th year — No. 4953

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New president of NADA sees sales upturn

Continued from Page 24

board, and four regional vice presidents, and I believe in letting them all participate.

"If there's a function I should attend, I'll be there. If it's a function someone else might serve as well as better, then they should be there. The people standing behind you will never develop if you don't let them do things."

Like auto manufacturers, who view their operations as global, Turnbull sees the retail auto trade as a world marketplace. Noting that 38 percent of NADA members sell imported vehicles, either exclusively or as duals, Turnbull said, "Imports have been a great asset to many dealers, and in some instances have been the difference between profit and loss.

"They're (imports) here to stay whether we like it or not," he said, "and we have an international product market, whether we like it or not. We'll see more of it."

He said also that it's been "very good for dealers that they've been able to dual (domestic and import makes)." In his own case, Turnbull said, when Buick decided to stop merchandising the Japanese-made Opel in the U. S., he wrote Buick management and told them he was going to take on the Subaru line.

"We took on Subaru to gain a market segment not covered by Buick, which didn't have a product that hit the low-price buyer," he said.

• When he's not overseeing dealerships or attending NADA functions, Turnbull said he likes to "try to play golf," and he and his wife, Sydney, enjoy playing bridge very much. "It's relaxing."

As for vacations, he said, "I haven't taken a week off, in I don't know when. In our business there are always a number of meetings somewhere, someplace, and you get into the practice of taking an extra day on one side or the other. But a real vacation? I can't even remember."

Besides son Bill Jr., the Turnbulls have two daughters (Mrs. Charlotte Deligne and Mrs. Sally Atkins), five granddaughters and a grandson. Would the veteran retail vehicle seller, who started out as a gas pump jockey in the small West Virginia town in the late '40s, ever want his grandson, Lane, to work at a grease rack?

"Sure, no qualms about that at all. It's a good way to learn the business," said Gramps. "Sure, it's a business that changed a lot in my time, it's changing now and there'll be a lot more changes down the road.

"But if you like the automobile business, if you work at it and get personal satisfaction from it, then it's worthwhile. It has been for me," said the man who takes over the NADA president's gavel next week.

Wells to run SAMA

WALLINGFORD, Conn.—The Specialty Automotive Manufacturers Assn. is now under the management direction of Dick Wells & Associates, Newport Beach, Calif.

TRANSMISSION OPTIONS on 1982 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	55,057	77.7	8,047	11.3	7,794	11.0
Spirit	12,614	62.5	4,480	22.2	3,088	15.3
Concord	32,008	95.0	775	2.3	910	2.7
*Eagle	10,435	61.3	2,792	16.4	3,796	22.3
CHRYSLER CORP.	603,059	83.2	121,489	16.8	N.A.	.....
C-P Total	386,484	86.2	61,935	13.8	N.A.	.....
Horizon	22,705	53.2	19,973	46.8	N.A.	.....
TC3	19,632	46.0	23,046	54.0	N.A.	.....
Reliant	145,834	89.7	16,746	10.3	N.A.	.....
Gran Fury	18,746	100.0	N.A.	.....	N.A.	.....
Imperial	2,717	100.0	N.A.	.....	N.A.	.....
Cordoba	19,147	100.0	N.A.	.....	N.A.	.....
LeBaron	101,140	97.9	2,170	2.1	N.A.	.....
New Yorker	56,563	100.0	N.A.	.....	N.A.	.....
Dodge Total	216,575	78.4	59,554	21.6	N.A.	.....
024	18,050	39.6	27,531	60.4	N.A.	.....
Omni	21,015	57.7	15,407	42.3	N.A.	.....
Aries	110,014	88.0	15,002	12.0	N.A.	.....
Diplomat	26,258	100.0	N.A.	.....	N.A.	.....
Dodge 400	32,726	95.3	1,614	4.7	N.A.	.....
Mirada	8,512	100.0	N.A.	.....	N.A.	.....
FORD MOTOR	954,617	72.9	343,712	26.3	10,187	0.8
Ford Division	612,518	69.2	265,789	30.0	7,043	0.8
Escort	131,188	41.2	187,230	58.8	N.A.	.....
EXP	4,643	20.5	18,007	79.5	N.A.	.....
Must./Must. II	66,513	51.0	56,862	43.6	7,043	5.4
Granada	120,082	99.8	241	0.2	N.A.	.....
T-Bird	45,142	100.0	N.A.	.....	N.A.	.....
Ford	120,660	100.0	N.A.	.....	N.A.	.....
Fairmont	124,290	97.3	3,449	2.7	N.A.	.....
L-M Division	342,099	80.8	77,923	18.4	3,144	0.8
LN7	2,885	25.0	8,655	75.0	N.A.	.....
Lynx	45,451	45.4	54,662	54.6	N.A.	.....
Capri	18,970	52.5	14,020	38.8	3,144	8.7
Zephyr	38,506	98.5	586	1.5	N.A.	.....
Cougar	56,950	100.0	N.A.	.....	N.A.	.....
XR-7	16,867	100.0	N.A.	.....	N.A.	.....
Mercury	77,157	100.0	N.A.	.....	N.A.	.....
Continental	23,906	100.0	N.A.	.....	N.A.	.....
Lincoln	35,069	100.0	N.A.	.....	N.A.	.....
Mark VI	26,336	100.0	N.A.	.....	N.A.	.....
GENERAL MOTORS	3,179,615	90.7	314,833	9.0	11,223	0.3
Buick Division	727,020	98.2	12,964	1.7	N.A.	.....
Skylark	139,934	96.8	4,626	3.2	N.A.	.....
Skyhawk	39,580	82.6	8,338	17.4	N.A.	.....
Century	102,965	100.0	N.A.	.....	N.A.	.....
Regal	225,418	100.0	N.A.	.....	N.A.	.....
Buick	175,052	100.0	N.A.	.....	N.A.	.....
Riviera	44,071	100.0	N.A.	.....	N.A.	.....
Cadillac Division	231,663	98.3	3,921	1.6	N.A.	.....
Cimarron	22,047	84.9	3,921	15.1	N.A.	.....
Seville	19,998	100.0	N.A.	.....	N.A.	.....
Eldorado	137,600	100.0	N.A.	.....	N.A.	.....
Cadillac	52,018	100.0	N.A.	.....	N.A.	.....
Chevrolet Division	1,068,962	82.4	217,439	16.8	10,956	0.8
Chevette	139,504	57.3	93,003	38.2	10,956	4.5
Cavalier	123,645	63.4	71,379	36.6	N.A.	.....
Celebrity	92,314	100.0	N.A.	.....	N.A.	.....
Camaro	146,623	82.0	32,185	18.0	N.A.	.....
Citation	144,775	87.4	20,872	12.6	N.A.	.....
Malibu	116,125	100.0	N.A.	.....	N.A.	.....
Monte Carlo	92,391	100.0	N.A.	.....	N.A.	.....
Chevrolet	188,178	100.0	N.A.	.....	N.A.	.....
Corvette	25,407	100.0	N.A.	.....	N.A.	.....
Oldsmobile Division	693,400	98.7	8,940	1.3	N.A.	.....
Omega	74,370	96.0	3,099	4.0	N.A.	.....
Firenza	24,267	80.6	5,841	19.4	N.A.	.....
Cutlass/Supreme	194,337	100.0	N.A.	.....	N.A.	.....
Cutlass/Ciera	101,320	100.0	N.A.	.....	N.A.	.....
Oldsmobile	265,178	100.0	N.A.	.....	N.A.	.....
Toronado	33,928	100.0	N.A.	.....	N.A.	.....
Pontiac Division	458,570	86.4	71,569	13.5	267	0.1
J-2000	88,550	74.5	30,309	25.5	N.A.	.....
T1000	27,526	61.9	16,676	37.5	267	0.6
Firebird	95,418	82.0	20,946	18.0	N.A.	.....
Phoenix	45,527	92.6	3,638	7.4	N.A.	.....
Grand Prix	80,650	100.0	N.A.	.....	N.A.	.....
Bonneville/LeMans	80,440	100.0	N.A.	.....	N.A.	.....
6000	40,459	100.0	N.A.	.....	N.A.	.....
VOLKSWAGEN	10,882	10.6	53,489	52.1	38,293	37.3
Total Cars, U. S.	4,803,230	84.1	841,570	14.7	67,497	1.2

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors car; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

* Eagle includes Eagle SX-4.

Dealers sell cars with 6.9 pct. rate and 25 pct. down

FORT WAYNE, Ind. — Two auto dealers here have slashed their financing rates to 6.9 percent, claiming they would rather sell cars at little or no profit than not sell them.

Most area auto dealers offer an 11.9 financing rate. Dealers said the 6.9 financing rates is the lowest in a decade.

Fort Wayne Datsun cut its rate from 13 percent to 6.9 percent and sales have increased 30 percent, according to Dean Ball, vice president and general manager.

The 6.9 rate is also being offered at Paul Ealing Ford, Chrysler, Dodge and Plymouth in Ossian, Ind. Both dealerships require a 25 percent downpayment and a 36-month contract to receive the interest discount.

Ball and Ealing said their dealerships will make up the difference between the interest rates they charge their customers and the higher interest rates they must pay their finance sources.

If you like the looks of that great Good Times van over there, it could be yours free.

Just come by and register at Space G during the NADA Show in Las Vegas. Come share the Good Times with us.

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Company shifting costs to dealers, he charges

Mullane rips Ford on service plan

By John A. Russell
New York Staff Writer

HACKENSACK, N. J. — A "Lifetime Service Guarantee" planned by Ford Motor Co. was attacked by Ed Mullane, president of the Ford Dealers Alliance.

Charging that the company is shifting its costs to the dealer, Mullane said that while he realizes there are problems in parts and service, this program has the potential to open dealers to liabilities and that dealers should not warrant any part since they don't have control of parts manufacturing.

According to a Ford spokesman, this program has been test-marketed at 74 dealerships in six cities. He stressed that the company was now "exposing dealers to the program" and that Ford was not at the point of announcing any introduction dates for it.

He added that company officials have not decided whether to make this a national effort, though he did admit that dealers were being signed up for it at meetings throughout the country.

Ford conducted its test-marketing in Washington; Cleveland; Kansas City; Chattanooga, Tenn.; Bakersfield, Calif., and Macon, Ga.

According to Ford literature, the customer pays for the initial repair, but if that initial repair should fail, the customer returns to the original repairing dealer and receives "free parts and labor."

The dealer's responsibilities under the program would be to extend the lifetime guarantee on eligible repairs, absorb labor costs should this type of repair fail beyond 90 days or 4,000 miles, contribute to the national advertising and "recognize the need for local advertising support and point-of-purchase merchandising."

Ford's responsibilities under the program are to reimburse dealers for parts at the published dealer prices for eligible claims, match the dealer advertising contribution, provide an ad planner and provide initial point-of-purchase material.

Specifically excluded from the program are maintenance repairs such as points, spark plugs, condensers, filters, lubricants, fluids, chemicals and windshield wiper blades, brake linings and clutch facings as well as paint, sheet metal, bright metal or trim.

In a letter to FDA members, Mullane said there are many complicated repairs of associated parts involving major assemblies that the dealer exposure escalates. He also noted that the program applies only to Ford and Motorcraft parts on all repairs and that most dealers often use comparable parts at greatly reduced prices.

He told dealers to calculate the advertising costs, pegged by Ford at 0.5 percent of all repair shop parts and service sales.

In an interview with AUTOMOTIVE NEWS, Mullane termed the program as "hocking one's future."

He added that the dealer is expected to contribute the "lion's share" since labor averages 60 percent of a repair bill.

Saab names Kaplanian

ORANGE, Conn.—Edward N. Kaplanian has been appointed marketing manager for parts and accessories for Saab-Scania of America. He formerly was with Peugeot in Torrance, Calif.

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1982 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	22,560	31.8	5,136	7.2	19,847	28.0	N.A.	—	N.A.	—	4,294	6.1	N.A.	—	586	0.8
Spirit	8,703	43.1	2,037	10.0	4,429	21.9	N.A.	—	N.A.	—	854	4.2	N.A.	—	46	0.2
Concord	11,202	33.2	3,077	9.1	9,362	27.8	N.A.	—	N.A.	—	1,524	4.5	N.A.	—	187	0.6
Eagle	2,655	15.6	22	0.1	6,056	35.6	N.A.	—	N.A.	—	1,916	11.3	N.A.	—	353	2.1
CHRYSLER CORP.	187,863	25.9	N.A.	—	310,054	42.8	10,086	1.4	N.A.	—	66,619	9.2	N.A.	—	7,287	1.0
C-P Total	102,912	22.9	N.A.	—	199,252	44.4	7,615	1.7	N.A.	—	56,354	12.6	N.A.	—	4,837	1.1
Horizon	17,655	41.7	N.A.	—	10,584	25.0	42	0.1	N.A.	—	296	0.7	N.A.	—	N.A.	—
TC3	11,314	26.3	N.A.	—	15,358	35.7	301	0.7	N.A.	—	1,291	3.0	N.A.	—	N.A.	—
Reliant	54,627	33.6	N.A.	—	67,471	41.5	813	0.5	N.A.	—	4,065	2.5	N.A.	—	3,089	1.9
Gran Fury	6,786	36.2	N.A.	—	4,049	21.6	75	0.4	N.A.	—	75	0.4	N.A.	—	75	0.4
Imperial	N.A.	—	N.A.	—	N.A.	—	149	5.5	N.A.	—	2,502	92.1	N.A.	—	65	2.4
Cordoba	1,321	6.9	N.A.	—	10,799	56.4	1,245	6.5	N.A.	—	3,906	20.4	N.A.	—	479	2.5
LeBaron	10,021	9.7	N.A.	—	65,065	63.0	1,653	1.6	N.A.	—	18,596	18.0	N.A.	—	620	0.6
New Yorker	1,188	2.1	N.A.	—	25,906	45.8	3,337	5.9	N.A.	—	25,623	45.3	N.A.	—	509	0.9
Dodge Total	84,951	30.8	N.A.	—	110,802	40.1	2,471	8.9	N.A.	—	10,265	3.7	N.A.	—	2,450	0.9
024	12,479	26.9	N.A.	—	18,231	39.3	649	1.4	N.A.	—	2,134	4.6	N.A.	—	N.A.	—
Omni	13,640	36.3	N.A.	—	8,939	25.1	71	0.2	N.A.	—	249	0.7	N.A.	—	N.A.	—
Aries	41,255	33.0	N.A.	—	50,381	40.3	500	0.4	N.A.	—	1,750	1.4	N.A.	—	1,875	1.5
Diplomat	12,656	48.2	N.A.	—	6,985	26.6	210	0.8	N.A.	—	341	1.3	N.A.	—	183	0.7
Dodge 400	4,155	12.1	N.A.	—	21,772	63.4	446	1.3	N.A.	—	4,293	12.5	N.A.	—	103	0.3
Mirada	766	9.0	N.A.	—	4,494	52.8	595	7.0	N.A.	—	1,498	17.6	N.A.	—	289	3.4
FORD MOTOR	275,919	21.1	43,759	3.3	405,303	31.0	28,355	2.2	N.A.	—	169,629	13.0	31,094	2.4	6,958	0.5
Ford Division	210,779	28.2	31,930	4.3	255,247	34.1	8,154	1.1	N.A.	—	60,499	8.1	N.A.	—	N.A.	—
Escort	118,133	37.1	18,468	5.8	53,813	16.9	1,592	0.5	N.A.	—	11,781	3.7	N.A.	—	N.A.	—
EXP	1,138	17.0	120	1.8	2,048	30.6	40	1.6	N.A.	—	1,686	25.2	N.A.	—	N.A.	—
Must./Must. II	18,911	14.5	3,000	2.3	50,993	39.1	2,348	1.8	N.A.	—	24,258	18.6	N.A.	—	N.A.	—
Granada	21,761	18.1	3,850	3.2	73,036	60.7	1,324	1.1	N.A.	—	7,219	6.0	N.A.	—	N.A.	—
T-Bird	2,934	6.5	361	0.8	23,112	51.2	222	4.9	N.A.	—	13,000	28.8	N.A.	—	N.A.	—
Fairmont	47,902	37.5	6,131	4.8	52,245	40.9	638	0.5	N.A.	—	2,555	2.0	N.A.	—	N.A.	—
L-M Division	65,140	15.4	11,829	2.8	150,056	35.5	20,201	4.8	N.A.	—	109,130	25.8	31,094	7.3	6,958	1.6
LN7	1,016	8.8	208	1.8	3,958	34.3	335	2.9	N.A.	—	4,743	41.1	N.A.	—	N.A.	—
Lynx	36,841	36.8	7,208	7.2	22,926	22.0	800	0.8	N.A.	—	7,909	7.9	N.A.	—	N.A.	—
Capri	3,939	10.9	759	2.1	7,082	19.6	614	1.7	N.A.	—	20,524	56.8	N.A.	—	N.A.	—
Zephyr	9,733	24.9	2,267	5.8	22,986	58.8	273	0.7	N.A.	—	1,876	4.8	N.A.	—	N.A.	—
Cougar	11,903	20.9	1,253	2.2	34,227	60.1	911	1.6	N.A.	—	6,606	11.6	N.A.	—	N.A.	—
XR-7	860	5.1	134	0.8	7,809	46.3	1,113	6.6	N.A.	—	6,022	35.7	N.A.	—	N.A.	—
Mercury	848	1.1	N.A.	—	35,415	45.9	7,947	10.3	N.A.	—	N.A.	—	31,094	40.3	N.A.	—
Continental	N.A.	—	N.A.	—	3,227	13.5	2,032	8.5	N.A.	—	18,648	78.0	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	9,608	27.4	3,121	8.9	N.A.	—	22,339	63.7	N.A.	—	2,455	7.0
Mark VI	N.A.	—	N.A.	—	2,818	10.7	3,055	11.6	N.A.	—	20,463	77.7	N.A.	—	4,503	17.1
GENERAL MOTORS	772,834	22.5	255,924	7.2	1,275,352	36.1	106,591	3.0	12,681	0.4	705,657	20.0	46,411	1.3	10,927	0.3
Buick Division	88,817	12.0	29,500	4.0	385,415	52.1	25,478	3.4	2,104	0.3	170,197	23.0	6,437	0.9	3,610	0.5
Skylark	33,745	23.3	8,732	6.2	85,319	59.0	946	0.7	N.A.	—	12,373	8.6	N.A.	—	N.A.	—
Skyhawk	11,603	24.2	1,868	3.9	28,694	59.9	166	0.4	N.A.	—	4,559	9.5	N.A.	—	N.A.	—
Century	12,362	12.0	3,605	3.5	54,883	53.3	1,075	1.0	N.A.	—	20,783	20.4	N.A.	—	784*	0.8
Regal	24,881	11.0	12,813	5.7	126,070	55.9	5,107	2.3	N.A.	—	45,283	20.1	N.A.	—	756	0.3
Buick	6,226	3.6	2,482	1.4	75,879	43.3	15,476	8.8	1,343	0.8	64,109	36.6	3,879	2.2	2,070	1.2
Riviera	N.A.	—	N.A.	—	14,570	33.1	2,708	6.1	761	1.7	23,010	52.2	2,558	5.8	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	77,803	33.0	14,433	16.1	9,270	3.9	109,642	46.5	22,901	9.7	N.A.	—
Cimarron	N.A.	—	N.A.	—	11,999	46.2	N.A.	—	N.A.	—	13,851	53.3	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,117	20.5	918	4.5	847	4.2	10,584	52.9	3,306	16.5	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,463	22.0	2,782	5.3	2,093	4.0	29,066	55.8	6,523	12.5	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,224	36.5	10,733	7.8	6,330	4.6	56,141	40.8	13,072	9.5	N.A.	—
Chevrolet Division	472,725	36.4	180,039	13.9	324,625	25.0	19,193	1.5	N.A.	—	161,806	12.9	1,987	0.2	N.A.	—
Chevette	155,816	64.0	44,067	18.1	14,608	6.0	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	88,541	45.4	30,814	15.8	46,611	23.9	2,145	1.1	N.A.	—	17,942	9.2	N.A.	—	N.A.	—
Celebrity	16,541	17.9	31,021	33.6	33,217	36.0	689	0.7	N.A.	—	7,009	7.6	N.A.	—	N.A.	—
Camaro	20,384	11.4	10,371	5.8	49,709	27.8	3,397	1.9	N.A.	—	71,523	40.0	N.A.	—	N.A.	—
Citation	95,861	57.9	21,193	12.8	34,059	20.6	N.A.	—	N.A.	—	5,689	3.4	N.A.	—	N.A.	—
Malibu	40,363	34.8	15,238	13.1	36,970	31.8	774	0.7	N.A.	—	6,159	5.3	N.A.	—	N.A.	—
Monte Carlo	16,604	18.0	6,724	7.3	37,062	42.3	3,892	4.2	N.A.	—	12,445	13.5	N.A.	—	N.A.	—
Chevrolet	38,615	20.5	20,153	10.7	70,856	37.7	7,373	3.9	N.A.	—	26,684	14.2	N.A.	—	N.A.	—
Corvette	N.A.	—	458	1.8	1,533	6.0	923	3.6	N.A.	—	20,355	80.1	1,987	7.8	N.A.	—
Oldsmobile Division	60,507	8.6	17,125	2.4	253,933	36.2	22,009	3.1	1,307	0.2	154,419	22.0	4,001	0.6	7,317	1.0
Omega	21,348	27.6	4,610	6.0	41,387	53.4	N.A.	—	N.A.	—	8,064	10.4	N.A.	—	N.A.	—
Firenza	9,945	33.0	1,469	4.9	13,689	45.5	139	46.0	N.A.	—	3,997	13.3	N.A.	—	N.A.	—
Cutlass/Supreme	13,409	6.9	5,830	3.0	112,715	57.7	4,858	2.5	N.A.	—	4,664	2.4	N.A.	—	N.A.	—
Cutlass/Ciera	9,785	9.7	2,642	2.6	62,341	61.5	1,173	1.2	N.A.	—	22,186	22.0	N.A.	—	732	0.7
Oldsmobile	6,020	2.3	2,574	1.0	13,011	49.1	13,532	2.1	1,307	0.5	94,955	35.9	4,001	1.5	4,316	1.6
Toronado	N.A.	—	N.A.	—	10,784	31.8	2,307	6.8	N.A.	—	20,553	60.6	N.A.	—	2,269	6.7
Pontiac Division	170,785	30.7	29,260	5.2	233,576	42.0	N.A.	—	N.A.	—	103,593	18.6	N.A.	—	N.A.	—
J-2000	50,991	42.9	10,222	8.6	41,601	35.0	N.A.	—	N.A.	—	11,767	9.9	N.A.	—	N.A.	—
T1000	26,415	59.4	5,203	11.7	4,803	10.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	4,972	4.3	2,290	2.0	45,697	39.3	N.A.	—	N.A.	—	51,891	44.6	N.A.	—	N.A.	—
Phoenix	16,108	32.8	3,536	7.2	23,636	48.1	N.A.	—	N.A.	—	3,579	7.3	N.A.	—	N.A.	—
Grand Prix	6,371	7.9	2,016	2.5	43,551	54.0	N.A.	—	N.A.	—	18,791	23.3	N.A.	—	N.A.	—
Bonneville/LeMans	9,894	12.3	4,504	5.6	46,494	57.8	N.A.	—	N.A.	—	13,031	16.2	N.A.	—	N.A.	—
6000	5,043	12.5	1,489	3.7	27,794	68.7	N.A.	—	N.A.	—	4,534	11.2	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	17,863	17.4	7,597	7.4	N.A.	—	N.A.	—	5,133	5.0	N.A.	—	N.A.	—
Total Cars, U. S.	1,279,176	22.4	716,682	12.5	2,018,153	35.3	145,032	2.5	12,681	0.2	951,332	16.7	77,505	1.4	25,758	0.5

*—Includes total CB installation.
Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.
Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.
Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

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GM QUALITY SERVICE PARTS GM

STEERING WHEEL, ELECTRONIC OPTIONS ON 1982 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	50,794	71.6	0	0	23,130	32.6	0	0
Spirit	12,432	61.6	0	0	3,875	19.2	0	0
Concord	28,336	84.1	0	0	11,152	33.1	0	0
Eagle/SX4	10,026	58.9	0	0	8,103	47.6	0	0
CHRYSLER CORP.	412,277	56.9	2,717	0.3	223,581	30.8	0	0
C-P Total	287,341	64.1	2,717	0.6	146,644	32.7	0	0
Horizon	0	0	0	0	0	0	0	0
TC3	0	0	0	0	0	0	0	0
Reliant	106,002	65.2	0	0	18,371	11.3	0	0
Gran Fury	2,474	13.2	0	0	4,349	23.2	0	0
Imperial	2,717	100.0	2,717	100.0	2,717	100.0	0	0
Cordoba	16,275	85.0	0	0	12,522	65.4	0	0
LeBaron	103,310	100.0	0	0	103,310	52.4	0	0
New Yorker	56,563	100.0	0	0	5,375	95.0	0	0
Dodge Total	124,936	45.2	0	0	76,937	27.9	0	0
024	0	0	0	0	0	0	0	0
Omni	0	0	0	0	0	0	0	0
Aries	79,760	63.8	0	0	14,877	11.9	0	0
Diplomat	6,197	23.6	0	0	41,755	33.4	0	0
Dodge 400	34,340	100.0	0	0	15,487	45.1	0	0
Mirada	4,639	54.5	0	0	4,818	56.6	0	0
FORD MOTOR	387,019	29.6	72,154	5.5	474,014	36.2	0	0
Ford Division	182,973	20.7	7,358	0.8	245,158	27.7	0	0
Escort	50,310	15.8	0	0	0	0	0	0
EXP	21,019	92.8	0	0	0	0	0	0
Must./Must. II	41,603	31.9	0	0	26,214	20.1	0	0
Granada	120	0.1	0	0	89,280	74.2	0	0
T-Bird	20,224	44.8	7,358	16.3	34,985	77.5	0	0
Ford LTD	47,781	39.6	0	0	71,431	59.2	0	0
Fairmont	1,916	1.5	0	0	23,248	18.2	0	0
L-M Division	204,046	48.2	64,796	15.3	228,856	54.1	0	0
LN7	11,540	100.0	0	0	0	0	0	0
Lynx	17,620	17.6	0	0	0	0	0	0
Capri	36,134	100.0	0	0	8,853	24.5	0	0
Zephyr	10,789	27.6	0	0	8,952	22.9	0	0
Cougar	33,202	58.3	0	0	42,769	75.1	0	0
XR-7	7,826	46.4	2,581	15.3	12,566	74.5	0	0
Mercury	30,940	40.1	12,962	16.8	71,139	92.2	0	0
Continental	23,908	100.0	23,908	100.0	23,908	100.0	0	0
Lincoln	5,751	16.4	5,751	16.4	34,333	97.7	0	0
Mark VI	26,336	100.0	19,594	74.4	26,336	100.0	0	0
GENERAL MOTORS	1,110,970	31.7	33,731	1.0	1,913,336	54.6	255,796	7.3
Buick Division	63,440	8.6	0	0	543,205	73.4	14,379	1.9
Skylark	3,903	2.7	0	0	80,809	55.9	0	0
Skyhawk	0	0	0	0	24,246	50.6	0	0
Century	1,750	1.7	0	0	75,576	73.4	0	0
Regal	6,537	2.9	0	0	175,826	78.0	0	0
Buick	50,765	29.0	0	0	147,569	84.3	10,853	6.2
Riviera	485	1.1	0	0	39,179	88.9	3,526	8.0
Cadillac Division	235,584	100.0	33,731	14.3	24,020	10.2	200,157	85.0
Cimarron	25,968	100.0	0	0	24,020	92.5	0	0
Seville	19,998	100.0	9,699	48.5	0	0	19,578	97.9
Eldorado	52,018	100.0	24,032	46.2	0	0	50,822	97.7
Cadillac	137,600	100.0	0	0	0	0	129,757	94.3
Chevrolet Division	374,442	28.9	0	0	540,176	41.6	25,407	2.0
Chevette	0	0	0	0	22,642	9.3	0	0
Cavalier	185,858	95.3	0	0	71,964	36.9	0	0
Celebrity	32,864	35.6	0	0	48,372	52.4	0	0
Camaro	79,569	44.5	0	0	126,238	70.6	0	0
Citation	0	0	0	0	41,909	25.3	0	0
Malibu	0	0	0	0	47,263	40.7	0	0
Monte Carlo	0	0	0	0	60,978	6.60	0	0
Chevrolet	52,878	28.1	0	0	120,810	64.2	0	0
Corvette	23,273	91.6	0	0	0	0	25,407	100.0
Oldsmobile Division	182,615	26.0	0	0	510,250	72.6	15,853	2.2
Omega	19,987	25.8	0	0	32,460	41.9	0	0
Firenza	0	0	0	0	13,458	44.7	0	0
Cutlass/Supreme	83,176	42.8	0	0	136,230	70.1	0	0
Cutlass/Ciera	709	0.7	0	0	69,303	68.4	0	0
Oldsmobile	44,815	16.9	0	0	224,871	84.8	11,137	4.2
Toronado	33,928	100.0	0	0	33,928	100.0	4,716	13.9
Pontiac Division	254,889	48.0	0	0	295,685	55.7	0	0
J2000	114,580	96.4	0	0	36,014	30.3	0	0
T1000	0	0	0	0	4,358	9.8	0	0
Firebird	100,073	86.0	0	0	85,760	73.7	0	0
Phoenix	0	0	0	0	20,059	40.8	0	0
Grand Prix	2,339	2.9	0	0	64,036	79.4	0	0
Bonneville/LeMans	2,091	2.6	0	0	59,686	74.2	0	0
6000	35,806	88.5	0	0	25,772	63.7	0	0
VOLKSWAGEN	0	0	0	0	0	0	0	0
Total Cars	1,961,060	34.3	108,602	1.9	2,634,061	46.1	255,796	4.5

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

Battery buyers: PIEs, SAPs or SAEs?

By Nancy I. Phillips
Staff Correspondent

CHICAGO. — If auto dealers are ever going to get battery business, it's from a segment of the market which GNB Batteries terms the Service Above Price buyer.

According to J. Norman Allen, director of new product development for what used to be called the Gould Automotive Battery Division and now is called GNB Batteries, market research the firm has done divides the battery market into three groups.

The first are the buyers to whom Price Is Everything, and they are called the PIEs.

The second group is Service Above Price, the professional who really wants to make a buying decision based on the expert's information and have the work done for him or her. They are called the SAPs.

The third group is the Self-styled Automotive Experts, who have think they know everything and are inclined to be do-it-yourselfers. Allen thinks of them as the SAEs.

The new-car dealer is most likely to meet the needs of the SAP buyer, 35 percent of the total consumer population, and 72 percent of whom are women. They're worried about getting stuck or not starting their cars in the early, cold mornings, according to Allen.

While Allen is aware that dealers don't usually sell batteries, or at least don't aggressively go after the business, he thinks that when they realize that they are serving this important market segment, they might well go after the business, since these buyers depend on them for advice and service. Allen believes GNB's new Cathanode battery is ideal for the SAP market, since it provides extra power — 40 percent more amps — for cold starts.

Because fewer units are needed to fit more cars, dealers don't need as many units in stock as they would in normal battery stocking, Allen said.

Predicts deliveries of 8.8 million cars; 2.9 million trucks

Lataif sees sales increase in 1983

GRAND RAPIDS, Mich.—The long-awaited improvement in car and truck sales appears to have begun and should continue on an upward trend for the remainder of the year, a Ford Motor Co. executive said here.

Louis E. Lataif, Ford Division general manager, told the Grand Rapids Economic Club that he is optimistic about the outlook for the auto industry and the nation's economy in general.

"I foresee a real improvement in automotive sales and 1983 should be the start of the long-term recovery of the industry," he said.

Lataif projected sales of 8.8 million cars and 2.9 million trucks for the industry in 1983, up from 8 million cars and 2.6 million trucks in 1982.

Confidence in the sales outlook is being expressed by the industry's production hikes of 30 percent on cars and 6 percent on trucks in the first quarter of 1983, he said.

Lataif cited several sales facts that indicate the industry "bottomed out" toward the end of 1982 and began gaining momentum.

"There was strong industry growth in the final three quarters of last year, especially the fourth quarter, which had a 17 percent increase in car sales and a 27 percent jump in truck sales," he said. "In the November-December period alone, car and truck sales were up 22 and 38 percent, respectively.

"And Ford sales were ahead of that rate in those two months with sales increases of 35 and 55 percent on cars and trucks. Sales reports show the momentum was carried over into early January—although we still expect a few valleys along with the peaks throughout the year," he said.

Lataif said various economic indicators and the results of consumer research surveys provide more encouragement for the car-buying climate.

"For the first time since August, 1980, surveys show that more people are saying now is a good time to buy a car than are saying it's a bad time for them to buy a car," he said.

"There's a lot of buying power because auto installment debt is the lowest in modern history," Lataif said. "There is the financial capacity to buy automobiles in greater numbers, but until recently, consumer confidence has been lacking.

"When people are asked which items they own would be the toughest to give up if they had to, 94 percent of them say their car would be the hardest possession to part with," he said. "In fact, 90 percent of the general public still drive to work. All of this is strong proof that private cars are not apt to lose their role as America's mass transit system."

Lataif said Ford plans to solidify leadership in product, quality, aerodynamics, electronics and labor-management cooperation.

Using his company as an example of the quality progress being made in the domestic industry, Lataif noted that the quality of Ford's 1983 model cars has increased 59 percent from 1980 and truck quality is up 47 percent — based on independent third-party surveys of consumers.

"The timing of the introduction of our 1983 products is perfect for the recovery," he said. "We're spending nearly $3 billion to bring products to market this year."

AIR CONDITIONING INSTALLATIONS

1982 VS. 1981 MODEL YEAR

	1982 Model Year			1981 Model Year		
	Unit Total	Percent of Output	Pct. of '82 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '81 Air Conditioner Installation
AMERICAN MOTORS	42,786	60.35	0.93	73,184	53.37	1.42
Spirit	8,880	44.00	0.19	16,566	37.10	0.32
Concord	26,314	78.10	0.57	40,208	73.00	0.78
Eagle	7,592	44.60	0.17	16,410	43.84	0.32
CHRYSLER CORP.	506,052	69.84	11.04	427,736	58.31	8.25
C-P Total	331,501	45.75	7.23	256,901	60.95	4.96
Horizon	15,834	37.10	0.35	53,117	38.00	1.02
TC3	13,444	31.50	0.29	.....	.....	.....
Reliant	113,969	70.10	2.49	131,653	64.30	2.54
Gran Fury	16,665	88.90	0.36	7,328	94.60	0.14
Imperial	2,717	100.00	0.06	.....	.....	.....
Cordoba	18,400	96.10	0.40	19,176	94.50	0.37
LeBaron	93,909	90.90	2.05	35,153	91.60	0.68
New Yorker	56,563	100.00	1.23	10,474	99.00	0.21
Dodge Total	174,551	63.21	3.81	170,835	54.76	3.29
024	15,224	33.40	0.33	.....	.....	.....
Omni	13,403	36.80	0.29	39,741	34.60	0.77
Aries	84,761	67.80	1.85	97,177	61.40	1.87
Diplomat	24,289	92.50	0.53	17,803	83.00	0.34
Dodge 400	28,949	84.30	0.63	.....	.....	.....
Mirada	7,925	93.10	0.18	10,828	91.00	0.21
FORD MOTOR	970,487	74.17	21.16	1,071,117	71.22	20.65
Ford Division	617,357	69.73	13.46	685,116	67.04	13.21
Escort	137,238	43.10	3.00	150,100	46.80	2.89
EXP	12,548	55.40	0.27	42,214	58.90	0.82
Must./Must. II	86,728	66.50	1.89	104,973	57.50	2.02
Granada	110,577	91.90	2.41	106,537	87.80	2.05
T-Bird	44,194	97.90	0.96	83,832	96.70	1.62
Ford	118,005	97.80	2.57	76,196	97.50	1.47
Fairmont	108,067	84.60	2.36	121,264	75.40	2.34
L-M Division	353,130	83.45	7.70	386,001	80.08	7.44
LN7	7,986	69.20	0.17	14,692	65.40	0.28
Lynx	49,756	49.70	1.09	59,908	53.30	1.16
Capri	25,800	71.40	0.56	37,666	63.90	0.73
Zephyr	35,691	91.30	0.78	57,198	86.00	1.10
Cougar	55,071	96.70	1.20	49,575	92.40	0.96
XR-7	16,665	98.80	0.36	36,157	97.00	0.70
Mercury	76,848	99.60	1.68	61,268	99.40	1.18
Continental	23,908	100.00	0.52	.....	.....	.....
Lincoln	35,069	100.00	0.77	32,839	100.00	0.63
Mark VI	26,336	100.00	0.57	36,698	100.00	0.70
GENERAL MOTORS	3,018,871	86.11	65.83	3,527,806	83.91	68.01
Buick Division	703,523	95.07	15.34	791,893	92.40	15.27
Skylark	129,526	89.60	2.82	218,303	83.80	4.21
Skyhawk	37,184	77.60	0.82	.....	.....	.....
Century	98,332	95.50	2.14	136,159	94.40	2.63
Regal	220,233	97.70	4.80	229,730	95.60	4.43
Buick	174,177	99.50	3.80	155,694	98.42	3.00
Riviera	44,071	100.00	0.96	52,007	100.00	1.00
Cadillac Division	235,584	100.00	5.14	252,256	100.00	4.86
Cimarron	25,968	100.00	0.57	14,048	100.00	0.27
Seville	19,998	100.00	0.44	28,606	100.00	0.55
Eldorado	52,018	100.00	1.13	60,557	100.00	1.17
Cadillac	137,600	100.00	3.00	149,045	100.00	2.87
Chevrolet Division	970,013	74.77	21.15	1,162,319	69.47	22.41
Chevette	94,464	38.80	2.06	182,500	40.20	3.52
Cavalier	124,620	63.90	2.72	38,882	59.70	0.75
Celebrity	80,959	87.70	1.77	.....	.....	.....
Camaro	150,378	84.10	3.28	96,118	76.20	1.85
Citation	121,751	73.50	2.66	279,440	67.60	5.39
Malibu	103,235	88.90	2.25	194,534	85.80	3.76
Monte Carlo	86,478	93.60	1.88	147,064	93.60	2.84
Chevrolet	182,721	97.10	3.98	178,150	96.30	3.43
Corvette	25,407	100.00	0.55	45,631	100.00	0.87
Oldsmobile Division	672,058	95.69	14.66	894,120	95.05	17.23
Omega	65,957	85.14	1.44	116,877	79.00	2.25
Firenza	22,686	75.35	0.49	.....	.....	.....
Cutlass/Supreme	191,092	98.33	4.17	470,709	100.00	9.07
Cutlass/Ciera	95,312	94.07	2.08	.....	.....	.....
Oldsmobile	263,083	99.21	5.74	263,930	98.20	5.09
Toronado	33,928	100.00	0.74	42,604	100.00	0.82
Pontiac Division	437,693	82.52	9.54	427,218	88.81	8.24
J-2000	85,103	71.60	1.86	.....	.....	.....
T1000	17,921	40.30	0.39	.....	.....	.....
Firebird	102,051	87.70	2.23	59,517	83.90	1.15
Phoenix	39,332	80.00	0.86	94,634	74.00	1.82
Grand Prix	78,231	97.00	1.70	105,852	97.70	2.05
Bonneville/LeMans	76,740	95.40	1.67	65,832	91.50	1.27
6000	38,315	94.70	0.83	.....	.....	.....
VOLKSWAGEN	47,431	46.20	1.04	86,933	48.40	1.67
Total Cars, U.S.	4,585,627	80.28	100.00	5,186,776	76.75	100.00

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included in some instances. Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Standard-size Ford, EXP and LN7.

Figures are based on production of 5,712,297 '82 models, including 3,505,671 GM cars, 1,308,516 Ford cars, 724,548 Chrysler models, 70,898 AMC and 102,664 Volkswagens.

GM's total includes 739,984 Buicks, 235,584 Cadillacs, 1,297,357 Chevrolets, 702,340 Oldsmobiles and 530,406 Pontiacs. Ford's total includes 885,350 Ford Division and 423,166 Lincoln-Mercury models. Chrysler's total includes 448,419 Chrysler-Plymouth and 276,129 Dodge cars.

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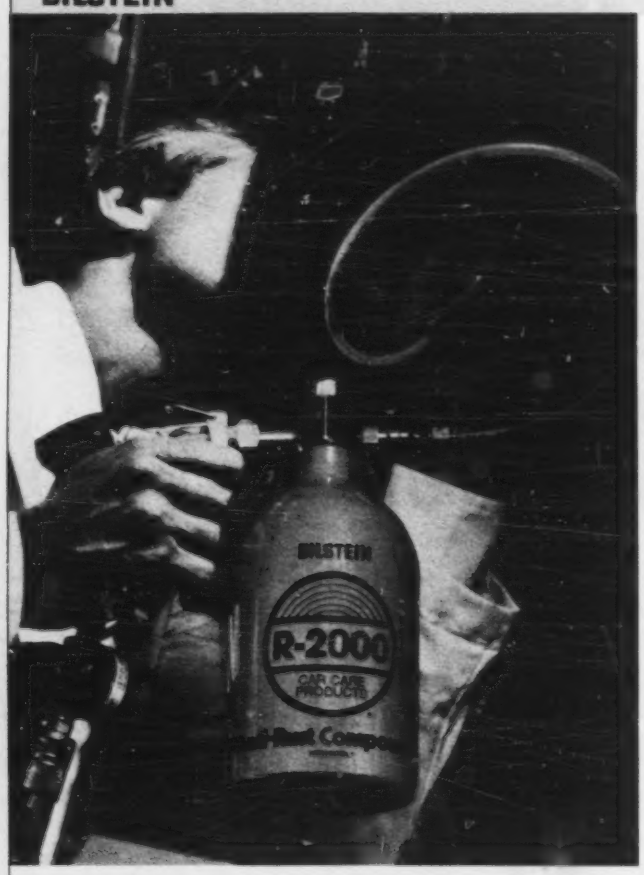

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factories list auction dates

American Motors

Feb. 8 — D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 9 — Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Feb. 10—Todd Auto Auction, Rte. 309, Telford, Pa.; Minneapolis North Star Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Evansville Auto Auction, 2229 S. Kentucky Ave., Evansville, Ind.; Radcliffe's Mid-America Auto Auction, 1100 E. MacArthur, Wichita, Kans.

Feb. 16—Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.; Columbus Fair Auction, 4700 Groveport Rd., Obetz, O.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 17—Minneapolis North Star Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 22—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 23—Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Chrysler Corp.

Feb. 8—Aptco Auto Auction, Taylor, Mich.; Baltimore Washington Auto Exchange, Baltimore, Md.

Feb. 9—Sand Mountain Auto Auction, Boaz, Ariz.; Southwest Auto Auction, Phoenix; Minneapolis Auto Auction, Plymouth, Minn.

Feb. 11—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Feb. 8—Ohio Auto Auction, Columbus, O.

Feb. 17—Skyline Auto Auction, Fairfield, N. J.

Ford Motor Co.

Feb. 8—Arena Auto Auction, 10355 South Woodlawn Ave., Chicago.

Feb. 10—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

Feb. 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 16—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb—23—Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

Herzog citation

At Herzog Motors in Beaverton, Ore., Volvo dealer Robert Herzog, left, receives his 20-year dealer award from Larry Konash, Volvo Portland district manager.

Model breakdown

Auction Averages

	February To Date	January	December
1983	$11,500	$10,679	
1982	7,921	7,253	$6,811
1981	6,114	5,844	6,157
1980	4,841	4,814	4,811
1979	4,502	4,235	4,148
1978	3,259	3,175	3,125
1977	2,522	2,573	2,649
1976	1,639	1,579	2,021
Overall Average	$ 4,611	$ 4,646	$4,505

Used Car Sales

Auction Averages

February to date	$4,611
Month ago	$4,505
Year ago	$4,904

Bezema Isuzu opens

NORWOOD, Mass. — Bezema Isuzu has opened here.

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After year of record earnings

New Subaru strategy: Finance, investment

PENNSAUKEN, N. J. — For the seventh consecutive year, Subaru of America reported record earnings and net sales in 1982 despite the import restrictions imposed by the Japanese government, which caused lower vehicle sales.

Net income for the company's fiscal year ended Oct. 31, 1982, increased by 50 percent to $39.5 million compared with $26.3 million in 1981.

Net sales for the company in 1982 were $978 million, up from the $916 million reported in the previous fiscal year.

Total vehicle sales in 1982 were 150,335, compared with 152,062 in 1981. The sales decline was directly attributed to the import restrictions.

The growth of SoA, a U. S. company traded over the counter, has been strong, but according to Robert L. Reich, executive vice president for finance and treasurer, it is directly attributable to the "hands-on" approach to business and developing business opportunities.

While other companies do diversify, maintain investment portfolios and other methods, SoA has made finance and investment part of its business to the point where it is part of its financial growth pattern.

A conscious decision was made, he said, that the company must develop those areas where it has expertise. It had expertise in the marketing of automobiles; it also had expertise in finance.

Rather than diversify into entirely different businesses where it had little expertise, and which required high capital investment, SoA moved into "investment as a business."

• Third-quarter figures running through July, 1982, show the company has $94 million in short term investment, up by slightly over $73.2 million from the previous year.

Reich said the tactic SoA is taking has far less risk than establishing a new business venture and again is within the realm of the corporate expertise.

It was not always like that, he explained. When the company began, the major concentration was on increasing unit sales of cars to develop cash to go into investments.

Part of the strategy to build the cash position was the use of letters of credit. SoA issues a letter of credit to Fuji Heavy Industries, the manufacturer of the vehicles, but prior to this, the company's distributors issue letters of credit to SoA for payment at the port.

Reich said the maximum exposure the company has is between five and 15 days, depending on the port of entry.

• This system, which was developed in the early days of the company, was designed to reinforce the company's financial strength. It also meant greater credit availability to the fledgling company with secured bank lines of credit, though today the company has $300 million in bank lines of credit which are unsecured.

This financial strength created the basis for the company to make several developmental moves. It has purchased five wholly-owned subsidiaries, which it operates, and has developed a parts and accessories business.

In addition, it has formed Subaru Financial Services with a partner, Borg-Warner, to offer financing and insurance.

Reich had previously said SFS is looked to as being a strong contributor to corporate profits in future years. During fiscal 1982, the new operation was running in the black. Rceivables outstanding at the end of October reached $30 million and Reich has projected this would reach $60 million, with $40 million coming in retail paper and $20 million in wholesale paper.

Two areas which Reich is examining are safe harbour leases and leverage leases.

The company ventured into safe harbour leases, Reich said, because it was the finance department's responsibility to minimize the company's tax exposure.

Subaru recently announced an increase in its quarterly dividend rate to $.92, a 77 percent increase.

Reich says the common stock of the company has been trading well. When this year began, it was trading in the $60 range. Two years ago that same stock was trading at a high of 21⅝ (bid price).

"Our business isn't stock," Reich said. "The stock takes care of itself if we do our business."

Weyel reaches 25

Rodger Weyel, right, Buick dealer in Sequin, Tex., receives a 25-year silver tray award from Wally Edgar, Buick assistant general sales manager-West.

Bankers say they're hurting from makers' cut-rate loans

BOSTON. — The discount-rate auto loans offered by the finance arms of the American manufacturers and some imports, are having an effect on regional banks.

They're hurting.

The discounted loans began as an instrument to help dealers clear up hangovers from 1982 models. But the auto finance companies and dealers have continued the practice to generate momentum in the sales of 1983 models.

Big banks, such as Boston's Shawmut, where the auto rate has been 16 percent on new cars for qualified customers, have seen auto loan business drop off as much as 50 percent. Smaller banks, like Brookline Savings, in a Boston suburb, has been charging 17 percent and things are dead there, according to a bank official.

But some banks that have been able to keep their interest rates more modest — 14 percent — are still doing business. Quincy Savings is one. Auto loans have been processed in recent months at about the same rate as this time last year.

However, one bank, Braintree Cooperative, with a rate of 13.5 percent, is down about 50 percent in auto loan business. Executives of the bank feel that this news of lower rate has not got through to the public.

Other banks, like Union Warren Savings in Boston, worked up a number of gimmicks to be able to offer 13.5-percent auto loans and a one percent discount, provided the customer coupled this with a super NOW account in the same bank, or have a payroll savings plan.

South Shore Bank, whose parent company is Multibank, did 82 percent more business in the last four months of 1982 than in the previous year — a factor unexplainable by bank officials.

A bank officer said that going to a bank for car financing can be a "demeaning experience," while financing with a dealer may be more comfortable.

Pontiac honors

E. J. Selland, right, Selland Motors Co., Fargo, N.D., is presented with his 25-year dealer award plaque by Max W. Dajnowicz, Minneapolis zone manager for Pontiac.

SEAT OPTIONS ON 1981 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench Seats	Percent of Output	Power Seats	Percent of Output	Reclining Seats	Percent of Output
AMERICAN MOTORS	31,145	43.93	5,307	7.49	.....	.....	2,180	3.07	34,446	48.59
Spirit	20,182	100.00	.....	.....	.....	.....	.....	.....	.....	.....
Concord	.....	.....	5,222	15.50	.....	.....	1,482	4.40	28,471	84.50
Eagle	10,963	64.40	925	0.50	.....	.....	698	4.10	5,975	35.10
CHRYSLER CORP.	328,850	45.39	79,063	10.91	435,201	60.07	96,181	13.27	231,786	31.99
C-P Total	166,150	25.90	71,734	16.00	282,269	62.95	85,671	19.11	180,142	40.17
Horizon	42,678	100.00	N.A.	.....	N.A.	.....	N.A.	.....	20,742	48.60
TC3	42,678	100.00	N.A.	.....	N.A.	.....	N.A.	.....	21,979	51.50
Reliant	22,111	13.60	N.A.	.....	140,469	86.40	2,764	1.70	22,111	13.60
Gran Fury	N.A.	.....	1,368	7.30	18,746	100.00	N.A.	.....	1,368	7.30
Imperial	N.A.	.....	2,717	100.00	2,717	100.00	2,717	100.00	2,717	100.00
Cordoba	8,061	42.10	11,086	57.90	11,086	57.90	8,425	44.00	4,040	21.10
LeBaron	50,622	49.00	N.A.	.....	52,688	51.00	18,596	18.00	50,622	49.00
New Yorker	N.A.	.....	56,563	100.00	56,563	100.00	53,169	94.00	56,563	100.00
Dodge Total	162,700	58.92	7,329	2.65	152,932	55.38	10,510	3.81	51,644	18.70
024	45,581	100.00	N.A.	.....	N.A.	.....	N.A.	.....	3,464	7.60
Omni	82,003	100.00	N.A.	.....	N.A.	.....	N.A.	.....	4,006	11.00
Aries	15,377	12.30	N.A.	.....	109,639	87.70	2,500	2.00	15,377	12.30
Diplomat	N.A.	.....	4,648	17.70	26,258	100.00	1,234	4.70	4,700	17.90
Dodge 400	13,908	40.50	N.A.	.....	14,354	41.80	4,086	11.90	19,952	58.10
Mirada	5,831	68.50	2,681	31.50	2,681	31.50	2,690	31.60	4,145	48.70
FORD MOTOR	661,287	50.54	388,082	29.66	260,327	19.89	228,870	17.49	986,108	75.36
Ford Division	500,383	56.52	184,952	20.90	200,015	22.59	73,997	8.36	648,446	73.24
Escort	318,418	100.00	N.A.	.....	N.A.	.....	N.A.	.....	318,418	44.90
EXP	22,650	100.00	N.A.	.....	N.A.	.....	N.A.	.....	22,650	100.00
Must./Must. II	130,418	100.00	N.A.	.....	N.A.	.....	N.A.	.....	130,418	100.00
Granada	5,174	4.30	71,352	59.30	43,798	36.40	5,655	4.70	71,352	59.30
T-Bird	858	1.90	38,551	85.40	5,733	12.70	19,546	43.30	38,642	85.60
Ford	N.A.	.....	66,363	55.00	54,297	45.00	47,902	39.70	66,966	55.50
Fairmont	22,865	17.90	8,686	6.80	96,187	75.30	894	0.70	N.A.	.....
L-M Division	160,904	38.02	203,130	48.00	60,312	14.25	154,873	36.60	337,662	79.79
LN7	11,540	100.00	N.A.	.....	N.A.	.....	N.A.	.....	11,540	100.00
Lynx	100,113	100.00	N.A.	.....	N.A.	.....	N.A.	.....	100,113	100.00
Capri	36,134	100.00	N.A.	.....	N.A.	.....	N.A.	.....	36,134	100.00
Zephyr	11,532	29.50	N.A.	.....	27,560	70.50	430	1.10	N.A.	.....
Cougar	N.A.	.....	35,309	62.00	21,641	38.00	6,265	11.00	29,329	51.50
XR-7	1,585	9.40	16,462	97.60	N.A.	.....	9,024	53.50	16,867	100.00
Mercury	N.A.	.....	66,046	85.60	11,111	14.40	62,574	81.10	66,046	85.60
Continental	N.A.	.....	23,908	100.00	N.A.	.....	23,908	100.00	23,908	100.00
Lincoln	N.A.	.....	35,069	100.00	N.A.	.....	27,705	79.00	27,705	79.00
Mark VI	N.A.	.....	26,336	100.00	N.A.	.....	24,967	94.80	26,020	98.80
GENERAL MOTORS	1,278,536	36.47	1,486,272	42.40	752,200	21.46	1,042,952	29.75	1,396,125	39.82
Buick Division	199,068	26.90	532,576	71.97	.....	.....	268,122	36.23	186,468	25.20
Skylark	29,635	20.50	114,925	79.50	N.A.	.....	8,818	6.10	34,405	23.80
Skyhawk	47,918	100.00	N.A.	.....	N.A.	.....	2,348	4.90	47,918	100.00
Century	67,751	65.80	35,214	34.20	N.A.	.....	26,359	25.60	5,045	4.90
Regal	9,693	4.30	207,385	92.00	N.A.	.....	61,539	27.30	24,796	11.00
Buick	N.A.	.....	175,052	100.00	N.A.	.....	124,987	71.40	50,065	28.60
Riviera	44,071	100.00	N.A.	.....	N.A.	.....	44,071	100.00	24,239	55.00
Cadillac Division	25,968	11.02	191,315	81.21	18,301	7.77	231,481	98.26	110,722	47.00
Cimarron	25,968	100.00	N.A.	.....	N.A.	.....	21,865	84.20	25,968	100.00
Seville	N.A.	.....	19,998	100.00	N.A.	.....	19,998	100.00	14,519	72.60
Eldorado	N.A.	.....	52,018	100.00	N.A.	.....	52,018	100.00	24,552	47.20
Cadillac	N.A.	.....	119,299	86.70	18,301	13.30	137,600	100.00	45,683	33.20
Chevrolet Division	668,363	51.52	152,756	11.77	474,386	36.57	113,258	8.73	650,449	50.14
Chevette	243,463	100.00	N.A.	.....	N.A.	.....	N.A.	.....	187,953	77.20
Cavalier	195,024	100.00	N.A.	.....	N.A.	.....	4,876	2.50	195,024	100.00
Celebrity	N.A.	.....	26,771	29.00	64,620	70.00	4,985	5.40	7,754	8.40
Camaro	178,808	100.00	N.A.	.....	N.A.	.....	14,841	8.30	178,808	100.00
Citation	22,197	13.40	N.A.	.....	143,450	86.60	N.A.	.....	2,816	1.70
Malibu	1,394	1.20	18,580	16.00	95,223	82.00	N.A.	.....	N.A.	.....
Monte Carlo	N.A.	.....	27,994	30.30	64,396	69.70	9,516	10.30	N.A.	.....
Chevrolet	2,070	1.10	79,411	42.20	106,697	56.70	56,453	30.00	78,094	41.50
Corvette	25,407	100.00	N.A.	.....	N.A.	.....	22,587	88.90	N.A.	.....
Oldsmobile Division	70,237	10.00	423,175	60.25	230,456	32.81	351,188	50.00	110,239	15.70
Omega	14,890	19.22	N.A.	.....	64,230	82.91	3,292	4.25	4,834	6.24
Firenza	30,106	100.00	N.A.	.....	N.A.	.....	720	2.39	30,106	100.00
Cutlass/Supreme	21,358	10.99	100,764	51.85	72,216	37.16	43,512	22.39	21,552	11.09
Cutlass/Ciera	3,881	3.83	62,180	61.37	55,138	54.42	20,973	20.70	19,879	19.62
Oldsmobile	N.A.	.....	226,303	85.34	38,875	14.66	248,763	93.81	5,913	2.23
Toronado	N.A.	.....	33,928	100.00	N.A.	.....	33,928	100.00	27,953	82.39
Pontiac Division	314,900	59.37	186,450	35.15	29,057	5.48	78,903	14.88	338,247	63.77
J-2000	118,859	100.00	N.A.	.....	N.A.	.....	2,734	2.30	118,859	100.00
T1000	44,469	100.00	N.A.	.....	N.A.	.....	N.A.	.....	41,089	92.40
Firebird	116,364	100.00	N.A.	.....	N.A.	.....	18,153	15.60	116,364	100.00
Phoenix	9,391	19.10	10,718	21.80	29,057	59.10	1,131	2.30	4,228	8.60
Grand Prix	22,965	28.50	57,665	71.50	N.A.	.....	24,114	29.90	32,179	39.90
Bonneville/LeMans	N.A.	.....	80,440	100.00	N.A.	.....	27,269	33.90	13,916	17.30
6000	2,832	7.00	37,627	93.00	N.A.	.....	5,502	13.60	11,612	28.70
VOLKSWAGEN	102,664	100.00	N.A.	.....	N.A.	.....	N.A.	.....	102,664	100.00
Total Cars, U. S.	2,402,482	42.06	1,958,724	34.29	1,447,728	25.34	1,370,183	23.99	2,751,129	48.16

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included in some instances. Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Standard-size Ford, EXP and LN7.

Figures are based on production of 5,712,297 '82 models, including 3,505,671 GM cars, 1,308,516 Ford cars, 724,548 Chrysler models, 70,896 AMC and 102,664 Volkswagens.

GM's total includes 739,984 Buicks, 235,584 Cadillacs, 1,297,357 Chevrolets, 702,340 Oldsmobiles and 530,406 Pontiacs. Ford's total includes 885,350 Ford Division and 423,166 Lincoln-Mercury models. Chrysler's total includes 448,419 Chrysler-Plymouth and 276,129 Dodge cars.

But 435,455 total trails 1981 count

January's output 55 pct. above '82

By Patricia Hoffman
Staff Writer

Domestic auto makers wrapped up the first month of 1983 with a 55.42 percent production increase over the total for January, 1982.

Last month, the manufacturers produced 435,455 cars, up from 280,179 built in the comparable month last year. The total compared with 459,862 in January, 1981.

January breakdown by company was: General Motors, 63.58 percent; Ford Motor, 20.89 percent; Chrysler Corp., 9.98 percent; American Motors, 3.28 percent; Volkswagen of America, 2.17 percent and Honda, 0.10 percent.

Last week, the makers scheduled 114,717 cars, down 3.93 percent from the previous week's 119,409, but output more than doubled the 52,389 units built in the comparable 1982 period.

To date, there have been 527,405 cars assembled, a 55.07 percent gain over last year's 340,102.

Ford's San Jose facility was idle last week (Jan. 31) due to overstocked inventory.

Also down for inventory control was VWoA's Westmoreland point. Westmoreland, idled Jan. 24, is slated to return today (Feb. 7) minus second-shift operations. Output will be cut in half to 470 units a day on one shift, placing about 1,500 workers on indefinite layoff.

The Eagle line at AMC's Kenosha plant was down last week for inventory adjustment, while output of Alliance increased from 600 units a day on two shifts to 632 units a day.

• Production of 1983 Thunderbirds began its second week last week at Ford's Atlanta point. Output is set at a rate of 37.5 units an hour on one shift. The facility also builds the LTD and Marquis models.

Daily overtime was scheduled last week at Chrysler's Jefferson and Newark plants. Each operated two nine-hour shifts.

GM will call back an estimated 7,700 indefinitely laid-off workers beginning in March as a result of production increases at four assembly points.

Starting March 7, production of Buick Regal and Chevrolet Monte Carlo and Malibu at GM's Arlington point will be upped from 45 to 56 units per hour on each of two shifts. An estimated 600 workers will return.

Also on that date, output of Chevrolet Cavalier and Pontiac 2000 at the Lordstown facility will be increased from 68 units an hour on one shift to 68 units an hour on two shifts. About 2,500 workers will return.

On March 14, the GM Framingham plant, closed since last October, will resume operations on one shift at the rate of 45 cars per hour. The plant will build Chevrolet Celebrity and Oldsmobile Cutlass Ciera models. An estimated 1,800 employes will be called back.

Beginning April 25, production of Buick Century, Chevrolet Celebrity and Chevrolet Citation at the Oklahoma City plant will be upped from 75 units an hour on one shift to 75 units an hour on two shifts. About 2,800 workers will be recalled from indefinite layoff.

January truck production slightly above 1982 total

Domestic truck production in January rose 1.07 percent above the comparable 1982 period.

Last month, the makers produced 128,563 units, up from 127,201 built in January of last year. However, the total was 12.49 percent below the 146,913 trucks completed in January, 1981.

Output last week was targeted at 40,643 units, down slightly from the previous week's 40,654, but up a substantial 72.09 percent from 23,617 trucks built in the comparable 1982 week.

Year-to-date, there have been 163,571 trucks produced, up 6.16 percent from last year's 154,082 units.

The heavy and medium-duty truck lines at General Motors' Pontiac plant were idle last week (Jan. 31) due to overstocked inventory.

Also down last week for inventory control was the Jeep CJ line at American Motors' Toledo plant.

Volkswagen of America's Westmoreland facility remains closed. Operations halted last June 28 and are slated to resume Feb. 21.

Chrysler Corp.'s Warren point operated a daily nine-hour shift last week.

Output of specialty commercial vehicles at GM's Detroit facility will be upped from 17 units per hour on one shift, to 20 per hour, also on one shift starting today (Feb. 7). The increase will result in about 60 workers returning from indefinite layoff.

Also at GM, second-shift operations on commercial vehicles at the company's St. Louis facility are scheduled to resume Feb. 28, with both shifts operating at the rate of 28 units per hour. The second-shift return will result in the recall of about 900 workers.

Van production at GM's Lordstown facility will be increased from 24 units an hour on two shifts, to 29 units an hour effective April 11. This will result in 300 employes being called back.

Bean elected president of Utah auto dealers

SALT LAKE CITY. — Merrill Bean, Merrill Bean Chevrolet-Saab, Inc., Ogden, has been elected president of the Utah Automobile Dealers Assn.

Norm Garrett, Spartan AMC-Jeep-Renault, Murray, is first vice president; Jay McQuivey, Tri-City Ford, Inc., American Fork, second vice president; Clarence Knight, Clarence Knight, Inc., Layton, third vice president, and Jim Wagstaff, Wagstaff's House of Toyota, Salt Lake City, secretary-treasurer.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 5, 1983	Week Ended Feb. 6, 1982	Week Ended Jan. 29, 1983	Jan. Est.	Jan. 1 to Feb. 6, 1982	Jan. 1 to Feb. 5, 1983
CHEVROLET	13,851	9,127	11,820	45,368	60,457	59,219
DODGE	2,700	1,204	2,487	5,461	11,347	7,612*
FORD	16,955	6,420	17,508	48,263	39,458	61,840
GMC	4,192	3,765	4,666	16,915	21,811	20,337
INTERNATIONAL	1,030	1,011	1,018	3,558	5,628	4,382
VOLKSWAGEN	.....	690	.....	.....	2,018	.....
JEEP	865	.....	2,105	4,586	6,213	4,931*
AM GENERAL	50*	.....	50*	210*	150*	250*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,200*	7,000*	5,000*
Total Trucks, U. S.	40,643	23,617	40,654	128,563	154,082	163,571

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 5, 1983	Week Ended Feb. 6, 1982	Week Ended Jan. 29, 1983	Jan. Est.	Jan. 1 to Feb. 6, 1982	Jan. 1 to Feb. 5, 1983
CHRYSLER CORP.	2,652	1,375	2,706	11,251	8,035	13,454*
FORD MOTOR	196	359	3,067	6,618	6,878	6,775
GENERAL MOTORS	4,398	2,145	4,013	16,600	18,706	20,118
INTERNATIONAL	265	160	270	589	1,199	801
Total Trucks, Canada	7,511	4,039	10,056	35,058	34,818	41,148
N. American Trucks	48,154	27,656	50,710	163,627	188,900	204,719

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-deployed vehicles.

Car-truck output slows in Canada, but tops 1982

While Canadian auto production last week fell 7.68 percent below the previous week's total, output more than doubled that of the comparable 1982 week.

Marred by downtime at Ford Motor's St. Thomas facility, the auto makers scheduled only 19,199 units last week, down from 20,796 built the previous week, but up substantially from 9,088 units produced in the comparable week last year.

Year-to-date, there have been 89,321 autos assembled, a 38.84 percent gain from last year's 64,333.

Truck output for the week was slated at 7,511 units, a 25.31 percent decline from the previous week's 10,056, but up 85.96 percent from 4,039 units assembled in the same period last year.

So far this year, the truck makers have finished 41,148 units, up 18.18 percent from 34,818 built in the comparable 1982 period.

Two Ford facilities were idled last week (Jan. 31) due to overstocked inventory. The Ford St. Thomas car point is slated to resume Feb. 14, and the Oakville truck plant is scheduled to return today (Feb. 7).

American Motors' Brampton facility resumed production last week following downtime for inventory control.

General Motors' car output continued to climb last week as second-shift operations at the company's St. Therese plant reached full speed after returning Jan. 24.

Also at GM, second-shift operations are slated to resume at the Oshawa car point next week (Feb. 14).

U. S. CAR PRODUCTION

	Week Ended Feb. 5, 1983	Week Ended Feb. 6, 1982	Week Ended Jan. 29, 1983	Jan. Est.	Jan. 1 to Feb. 6, 1982	Jan. 1 to Feb. 5, 1983
AMERICAN MOTORS	3,100	.....	3,843	14,302	3,979	16,844*
AMC Total	.....	.....	826	1,657	.....	1,657
Concord	.....	.....	3	3	.....	3
Eagle	.....	.....	823	1,654	.....	1,654
Renault Total	3,100	.....	3,017	12,645	.....	15,187
Alliance	3,100	.....	3,017	12,645	.....	15,187
CHRYSLER CORP	15,700	4,071	14,821	43,468	40,805	55,954*
Plymouth Total	5,700	2,403	5,633	15,370	17,951	19,905
Horizon	1,800	.....	2,104	4,410	6,153	5,806
Reliant	3,800	2,403	3,487	10,812	11,798	13,866
Caravelle ('83)	100	.....	42	148	.....	233
Chrysler Total	3,500	1	3,694	11,468	6,792	14,202
LeBaron	1,700	1	1,926	6,260	6,792	7,612
Chrysler E-Class	1,800	.....	1,768	5,208	.....	6,590
Dodge Total	6,500	1,667	5,494	16,630	16,062	21,847
Omni	2,400	.....	1,967	4,623	5,186	6,576
Aries	2,600	1,667	2,386	7,926	8,712	9,978
Dodge 400	700	.....	651	1,989	2,164	2,509
Dodge 600	800	.....	490	2,092	.....	2,784
FORD MOTOR	23,264	6,782	29,612	90,962	47,957	109,595
Ford Division	14,634	2,756	18,561	54,581	25,726	66,377
Escort	1,499	1,481	7,312	13,405	10,990	14,607
Fairmont	3,337	.....	2,995	12,612	3,084	15,257
Mustang	1,478	.....	1,651	6,918	4,311	8,078
LTD/Granada	4,255	1,275	3,229	13,140	4,580	16,583
Thunderbird	2,833	.....	2,222	4,632	2,528	6,946
Crown Victoria/Ford	1,024	.....	1,045	3,726	.....	4,591
EXP	208	.....	107	148	233	315
L-M Division	8,630	4,026	11,051	36,381	22,231	43,218
Mercury Total	6,585	2,438	8,963	27,679	13,769	32,889
Lynx	215	719	1,959	3,700	2,853	3,851
Capri	560	.....	387	1,503	1,020	1,962
Zephyr	1,358	.....	930	3,937	1,472	5,048
Marquis/Cougar	1,260	709	1,372	4,640	2,682	5,605
Cougar/XR7	1,229	.....	1,059	2,230	737	3,220
Gr. Marquis/Marquis	1,876	1,010	3,209	11,622	4,923	13,069
LN7	87	.....	47	47	82	134
Lincoln Total	2,045	1,588	2,088	8,702	8,462	10,329
Continental ('82)	409	319	415	1,736	2,221	2,062
Lincoln	879	706	893	3,885	3,318	4,584
Mark VI	757	563	780	3,081	2,923	3,683
GENERAL MOTORS	72,553	37,927	71,033	276,859	236,500	335,068
Buick Division	17,179	9,323	18,193	68,772	54,663	82,628
Skylark	2,780	1,277	2,766	7,192	6,580	9,389
Skyhawk J	1,380	1,870	1,422	6,233	5,201	7,306
Century	2,666	2,605	3,307	11,371	11,316	13,419
Regal	5,080	814	5,611	23,432	12,789	27,633
Buick	4,611	2,757	4,409	17,562	16,490	21,369
Riviera	662	.....	678	2,992	2,187	3,512
Cadillac Division	6,389	2,407	7,383	29,219	23,712	34,331*
Cimarron	496	.....	462	2,114	493	2,516
Seville	758	.....	570	2,355	1,363	2,995
Eldorado	1,535	.....	1,673	6,832	4,252	8,021
Cadillac	3,600	2,407	4,678	17,918	17,604	20,799
Chevrolet Division	21,802	7,826	19,935	78,453	60,196	96,228
Chevette	4,539	.....	4,444	14,836	3,333	18,425
Cavalier	3,539	.....	3,148	12,894	13,469	15,783
Celebrity	1,122	756	1,460	5,969	4,076	6,881
Camaro	3,781	3,758	3,930	16,084	17,057	19,068
Citation	2,511	.....	2,625	9,443	11,144	11,462
Malibu	2,926	1,205	2,238	9,751	3,311	12,199
Monte Carlo	2,034	1,208	1,422	6,874	3,157	8,575
Chevrolet	1,150	432	588	2,462	1,692	3,505
Corvette	200	467	80	140	2,957	330
Oldsmobile Division	20,113	14,043	18,393	72,760	67,597	88,689
Omega	2,576	1,138	2,240	4,496	6,676	6,559
Firenza	790	1,462	762	2,957	11,452	3,602
Cutlass	6,060	3,868	5,156	22,295	13,780	27,341
Cutlass/Ciera	3,412	2,771	2,573	10,223	6,214	12,619
Oldsmobile	6,499	4,804	6,805	29,324	26,832	34,503
Toronado	776	.....	857	3,465	2,643	4,065
Pontiac Division	7,070	4,328	7,129	27,655	30,332	33,192
Acadian†	.....	.....	583	977	.....	977
2000	1,608	.....	1,595	6,600	1,838	7,880
1000	1,187	.....	891	3,290	240	3,951
Firebird	1,473	2,169	1,585	6,430	9,073	7,717
Phoenix	685	.....	715	2,356	2,931	2,860
G. Prix/B'ville ('83)	2,117	2,159	1,760	8,002	16,250	9,807
A6000	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	420*	.....	500*
VOLKSWAGEN	.....	3,509	.....	9,444	10,561	9,444
CHECKER	.....	100*	.....	.....	300	.....
Total Cars, U. S.	114,717	52,389	119,409	435,455	340,102	527,405

CANADIAN CAR PRODUCTION

	Week Ended Feb. 5, 1983	Week Ended Feb. 6, 1982	Week Ended Jan. 29, 1983	Jan. Est.	Jan. 1 to Feb. 6, 1982	Jan. 1 to Feb. 5, 1983
AMERICAN MOTORS	1,460	541	.....	3,093	1,926	4,362*
CHRYSLER CORP.	4,440	2,263	3,777	17,285	16,977	20,957*
FORD MOTOR	3,814	315	8,547	17,093	12,018	20,144
GENERAL MOTORS	9,260	5,744	8,247	35,325	32,288	42,733
VOLVO	225	225	225	945	1,124	1,125
Total Cars, Canada	179,199	9,088	20,796	73,741	64,333	89,321
N. American Cars	133,916	61,477	140,205	509,196	404,435	616,726
N. American Trucks	48,154	27,656	50,710	163,621	188,900	204,719
North American Cars and Trucks	182,070	89,133	190,915	672,817	593,335	821,445

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

Automotive News

February 14, 1983

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Going for broke...

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Automotive News

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Pontiac pet

Topless Sunbird bows in May

The Pontiac 2000 Sunbird convertible will be available in limited production at Pontiac dealers in May. It is equipped with a standard 1.8-liter overhead cam electronic fuel injected four-cylinder engine with a five-speed manual transmission. Other standard features include dual sport mirrors, custom interior with a luxury steering wheel and full reclining bucket seats, power windows, added body acoustics, power steering, handling package and steel-belted black tires.

Auto uptick raises hopes as convention opens

Optimism swells at NADA

LAS VEGAS. — NADA's 66th convention and exposition opened here with what appeared to be a swelling of optimism and some scattered signs that better times lie ahead.

This is a welcome development, considering that the two most recent annual NADA conventions have been affairs of sombre nature.

Problems that have bedeviled the industry in recent years have not been solved, but there is a growing conviction that relief may be just around the corner.

In 1982 in Atlanta and in 1981 in Los Angeles, the convention watchword was "survival." This year it is "recovery."

The market has shown some signs of reawakening in recent weeks. Interest rates have moderated. The inflation spiral has slowed. There are some exciting new models on tap. Showroom traffic is trickling upward.

Dealers — the eternal optimists — are telling each other that the industry has started its long haul back.

Early registrations indicate that convention attendance will be up 20 percent or more from last year. Some 12,000 persons, including 3,500 dealers, are expected to register before the convention closes. Las Vegas normally is one of NADA's more popular convention cities.

• George W. Lyles, who will be succeeded as NADA president during the convention by William C. Turnbull, is one of those who expects better times ahead.

"Dealer optimism is very obvious," Lyles said on the eve of the convention. "We think there will be a gradual increase (in business) all year long."

Lyles termed factory rehiring an indication that the comeback has started, although he said that, geographically, business improvement has been a bit spotty.

William E. Hancock Jr., a Buick dealer in Columbia, S. C., 1975 NADA president and founder and chairman of DEAC, is one of the industry's optimists here.

"We are not in recession or depression," Hancock said. "We are in a period of transition in selling cars and in the economy.

"This is a time of restructuring."

Dealers are off the golf course and back in the showroom, Hancock said, and there "may be a few more shakeouts to come, but not many."

"We are really in for a turnaround," he said.

• Turnbull, in chatting with Automotive News just prior to the convention opening, said he is concerned about protection of the dealers' profit potential and long-range planning to ensure dealer survival in the '80s and '90s.

As for the immediate outlook, Turnbull said, "I talk to a lot of dealers around the country and some are up, and some are down.

"But I get the feeling we are about to start upward again."

Dealers, he said, must keep a close eye on the factory, which can exert pressure in its efforts to get back into the black. He mentioned pared discounts, copay plans and the possible elimination of holdbacks.

In general, corridor conversations have a brighter tone this year. Perhaps it is because those

Continued on Page 170, Col. 4

Domestic dealer count drops for 27th year; total is 20,799

By John K. Teahen Jr.
Managing Editor

Another year of depressed sales and slim—if any—profits brought another major decline in the number of dealers handling domestic makes of passenger cars.

The annual Automotive News census found 20,799 dealers selling U. S. - built cars on Jan. 1, 1983, compared with 21,680 at the beginning of 1982.

That is a decline of 881 outlets, or 4.06 percent of the year-earlier population.

The drop would have been greater if Renault had not joined the ranks of the domestics. The Alliance, which accounts for the bulk of Renault's sales in this country, arrived at the beginning of the 1983 model year. It is produced by American Motors in Kenosha, Wis.

Although Renault has 1,322 outlets, it added only 107 to the overall domestic total. That is because of the intricate structure of intracorporate and intercorporate dualing. Virtually all of the Renault points are twinned with other domestic makes (principally AMC) and thus were already counted in the dealer census.

Without Renault, the current tally would be 20,692, down 988 from last year's 21,680. That is the decline for the Big Three, AMC and Volkswagen. In 1981, the Big Three and AMC lost 984 outlets. In 1980, the decline was a staggering 1,607.

Last year marked the 27th consecutive decline in the domestic dealer count. During that period, the total has dipped from 41,018 to the current 20,799.

• From a standpoint of dealer totals, Chrysler Corp. is the only domestic maker that will remember 1982 with any degree of fondness. The company was down only 47 for the year,

Continued on Page 8, Col. 1

Time names Cooper Quality Dealer of Year

LAS VEGAS. — Time Magazine has named John Haggin Cooper, manager of Logan, Haggin & Cooper (Ford), Georgetown, Ky., as the 1983 Time Magazine Quality Dealer of the Year.

He will serve as official national spokesman during the year for all 62 recipients of the Time Magazine Quality Dealer Award (TMQDA) and represent them at meetings in Washington with Cabinet members and his congressional delegation.

Cooper's award was announced at the NADA convention here. Cooper and the other recipients were honored at the opening business meeting.

Cooper was one of 20 franchised new-car dealers who were finalists in the 14th annual TMQDA program.

Sponsored by Time in cooperation with NADA, the TMQDA program annually honors outstanding franchised new-car dealers, both domestic and imported, for exceptional performance in their dealerships combined with distinguished community service.

Recognition for all finalists includes publication of their names and pictures in Time Magazine.

Director of the TMQDA program is Michael M. Carey, divi-

Continued on Page 24, Col. 3

John Haggin Cooper
Kentucky Ford dealer . . .

breaking news

Ford changing corporate ad setup

DETROIT.—Young & Rubicam will lose the Ford North American Automotive Operations (NAAO) account this summer because of a management shift at Ford. NAAO will no longer be an advertising administrative entity within Ford. The "Quality is Job 1" campaign, handled by Y&R but initiated by Wells Rich Greene, will be administered out of central staff through WRG. It will be melded with "Ford in Your Future" into one corporate campaign. Jackie Stewart will cease being a corporate spokesman, but will return to become a Ford Division spokesman.

GM recruiting South Gate workers

DETROIT.—General Motors has begun recruiting workers from its closed South Gate (Calif.) assembly plant to work at the company's Oklahoma City facility. According to GM, the Oklahoma City plant cannot find enough workers to fill spots on the second shift. The company said about 400 addi-

See BREAKING NEWS, Page 8, Col. 1

Ford chairman is keynoter for Automotive News Week

Caldwell to open World Congress

Philip Caldwell, chairman of Ford Motor Co., will kick off Automotive News Week in Detroit by delivering keynote remarks at the eighth annual Automotive News World Congress.

Automotive News Week will be observed July 10-14, with the Automotive News World Congress in session July 10-13 at the Westin Hotel in the Renaissance Center and the Automotive News World Expo open July 11-14 at nearby Cobo Hall, Detroit's main exhibition center.

Caldwell, as keynoter of the World Congress, is expected to deliver a "state of the industry" report to those attending the opening of the 3½-day affair.

"With the difficulties and challenges now facing the domestic industry, we feel certain this year that Automotive News Week will be more valuable than ever before to participants," said Keith E. Crain, publisher and editorial director of Automotive News.

There will be a strong international flavor to both portions of Automotive News Week, as has been the case in the past.

• Participants in the World Congress will get a close-up look at the industry's promises, needs and problems, with emphasis on future impact. Presentations will be made by 34 industry leaders.

At World Expo, suppliers and would-be suppliers from around the world will exhibit automo-

Continued on Page 183, Col. 1

More competition between divisions, suppliers is sought

GM centralizing, decentralizing

By Marjorie Sorge
Labor Editor

General Motors is traveling in two directions at once.

It is moving back to Alfred P. Sloan's "coordinated decentralization" and at the same time heading toward "coordinated centralization" as it merges its manufacturing operations and individualizes its car divisions.

In an interview with AUTOMOTIVE NEWS, GM President F. James McDonald said the new GM direction will result in:

1. Paying suppliers by the car. They have been paid on a parts-unit basis.
2. More competition among the car divisions.
3. More competition among the internal and external suppliers, with some internal suppliers competing on a plant-to-plant basis.
4. Longer-term contracts for suppliers.
5. Little change in GMAD — it remains a contract assembler.
6. Little further change in Fisher Body Division which will be reduced by four plants by 1985, leaving it with 21 domestic facilities.
7. Excess capacity in press operations and iron foundries.

According to McDonald, one big change could be that suppliers will be paid on a per-car basis. For example, if a supplier's part is on each car and GM builds 800 of those cars a day at a specific plant, the supplier would be paid for 800 parts. Any scrap would be shipped back to the supplier, he said, but if GM creates that scrap, then "it's our baby and we have to pay them (suppliers)."

"We envision working with suppliers that are good, solid suppliers that have proven themselves over a period of time," he said. "You don't have to count (the number of parts shipped in) or check their quality."

As the car divisions become more independent, specialized and competitive with each other, their supplier networks will be affected. According to McDonald, items like steel and tires will still be centralized and the divisions will continue to choose their suppliers for other materials. But the way suppliers are chosen will be different.

GM has indicated that most suppliers must have facilities within a 100-mile radius of the plants they are supplying, but McDonald said that distance could be stretched.

"You can go 150 or 200 miles and provide a ship-back for the carrier, then you cut your costs, too," he said.

Basically, suppliers must be able to deliver parts within one day, but McDonald emphasized that suppliers with heavy investments would not be axed simply because they could not meet the one-day criterion.

However, the number of suppliers will be cut. In the past, GM executives have indicated that the number will be reduced by 50 percent within the next few years. GM has about 20,000 suppliers.

At the same time, GM plans to make long-term agreements with its suppliers based on their delivery ability and quality.

"We look at car lines to pay off over a three, four or five-year period," McDonald said. "A supplier certainly can't make a major capital investment and only know that he is going to have the business a year."

Unlike Ford Motor Co., GM has no plan to base its long-term contracts on a supplier's ability to control labor costs and productivity, McDonald said. The Ford plan was introduced a few months ago and has generated a great deal of criticism from the UAW.

"Suppliers have got to be cost competitive, but I don't think cost or price are the only criteria," McDonald said. "High quality, good products, good service and good performance over a long period of time — that's worth paying for."

While outside suppliers will become more competitive, so will GM's internal suppliers. According to McDonald, plants will be able to make themselves more competitive by agreeing to work-rule changes and other cost-cutting measures. He said workers must be made aware of the reason a plant stands to lose business and be given the opportunity to adjust costs.

"If the workforce can do something about it, then fine; but if they can't, then I guess they have to face the consequences," he said. "But we (management) have got to help. We can't walk away. But we can't continue to run plants that aren't competitive in the marketplace."

• GM has done a great deal of consolidating over the past year and has closed some plants it judged to be non-competitive. But, McDonald said, the company does not plan to close a lot more operations. He indicated there will be excess capacity in press operations and iron foundries because of the smaller cars and engines.

Last week, GM announced it was putting all foundry operations under the Central Foundry Division. Company insiders say consolidating these kinds of operations makes it easier to close plants with excess capacity. In the past when the divisions had control of manufacturing operations, they were reluctant to close the plants, not wanting to lose their parental influence.

According to one GM insider, the company plans to close another foundry this year. Given the excess capacity in iron foundries, the closing would more than likely be one of those operations. There are currently eight iron foundries in five cities: Danville, Ill.; Defiance, O.; Pontiac; Saginaw, and Tonawanda, N. Y.

GM has also consolidated its transmission assembly under the Hydra-matic Division. Automatic transmission engineering has been under that division for quite some time. When the 440 transmission, a four-speed automatic, was developed, GM decided to assign its assembly to Hydra-matic, according to McDonald. That transmission will be used in the A-cars beginning this spring, he said.

The old transmission assem-

Continued on Page 183, Col. 1

GM-Toyota deal on U.S. assembly reported reached

General Motors and Toyota have agreed to joint production of a car in the U. S., according to a report issued last week by a Japanese news agency.

The industry was waiting for confirmation as AUTOMOTIVE NEWS went to press.

Although the report said an agreement had been "reached," officials in the U. S. said it had not yet been "signed."

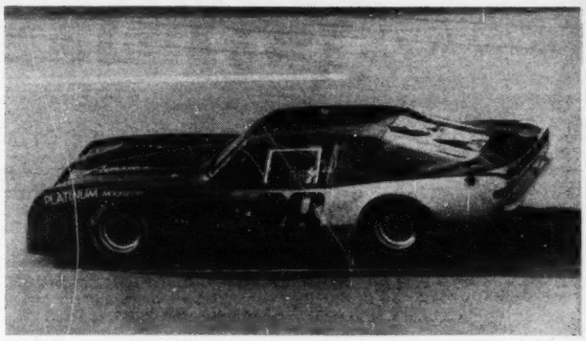
A signing and an official announcement is expected today (Feb. 14) or tomorrow (Feb. 15).

According to the Japanese report, the agreement will establish a jointly owned company to produce 200,000 small cars a year, beginning late next year, in a now-idle GM plant in Fremont, Calif.

The report said the venture would be capitalized at $300 million initially, and that the car would have 50 percent U. S. content.

GM and Toyota have been dickering for nearly a year on a proposal for joint production in the U. S.

GM reportedly will begin annual imports of an additional 300,000 small cars from Isuzu and Suzuki in 1984.



Avanti at speed

An Avanti was entered in this year's Daytona 24-Hour Pepsi Challenge by Steve Blake, new owner of Avanti Motor Corp. The Avanti finished in 27th position. Of the 79 starters, 30 cars finished the 24-hour enduro.

GM profits for 1982 climb to $962.7 million

By Kathleen Hamilton
Financial Editor

General Motors' earnings for both the fourth quarter and all of 1982 increased compared with 1981 but — depending on one's outlook — the auto and truck manufacturing operations either lost money or showed a small profit for the year.

GM's operating income—from its manufacturing operations — was listed in the black. But better than a third of the income was garnered by accounting credits given for currency exchange.

If those credits and GM's long-term interest charges for the year are subtracted, the only money-makers for GM in 1982 were financing and insurance.

Tax credits and cost reductions — including labor reductions — also figured strongly in the 1982 net income of $962.7 million ($3.09 a share).

That compares favorably with the $333.4 million ($1.07 a share) earned in 1981 and the 1980 loss of $762.5 million (-$2.65 a share).

But it falls far short of GM's pre-recession earnings of $2.89

Continued on Page 183, Col. 4

Dealer shop volume gains 8.5 pct. in '82

By Francis J. Gawronski
Service Editor

Cushioned by a good month of shop volume in December, new-car dealers' service and parts business for all of 1982 recorded its sixth best showing in the 22-year history of the Automotive News Service Index.

Service and parts business new-car dealerships across the country for 1982 amounted to 108.5 percent of the volume recorded for all of 1981. The record was posted in 1978, when shop volume rose 12.0 percent above the shop business done in all of 1977.

In 1981, dealer shop business amounted to 105.5 percent of the volume done in the previous 12-month period, and in 1980, it was 98.3 percent of the year-earlier volume.

According to the Service Index, service and parts business in December amounted to 108.7 percent of the volume achieved in the same month of 1981.

December also marked the 22nd consecutive month that the Service Index has shown an increase over the year-earlier month.

All indicators used in the Service Index, except repair orders written, made good gains in the 12-month period of 1982. In December, all five indicators registered good increases.

Gross profit on all labor, parts and accessory sales — the most important indicator to dealers — gained a healthy 10.6 percent over the previous 12-month period. In December, profits were up 13.6 percent.

Repair orders written declined 3.4 percent for the full year, while they showed a gain of 4.8 percent in December over the year-earlier figure.

Total labor sales — customer-paid and warranty — were up 8.6 percent for the year and up 6.9 percent in December.

Shop parts sales (customer-paid and warranty) advanced 11.8 percent in 1982 and 10.1 percent in December.

Sales of all parts and accessories jumped 11.7 percent for the year, while December's business increased 9.1 percent over the volume recorded in the same month of 1981.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

SERVICE INDEX
108.7*

	Dec. '82 vs. Dec., '81	12 mos., '82 vs. 12 mos., '81
Gross Profit on All Labor and P&A Sales	+13.6%	+10.6%
Repair Orders Written	+ 4.8%	− 3.4%
Total Labor Sales (Customer & Warranty)	+ 6.9%	+ 8.6%
Shop Parts Sales (Customer & Warranty)	+10.1%	+11.8%
Sales of All Parts and P&A	+ 9.1%	+11.7%

*—Survey by Automotive News shows that dealers' service and parts business in Dec., 1982, was 108.7 percent of business in Dec., 1981. Service business in the 12 months of 1982 was 108.5 percent of business in the corresponding period in 1981.

Bricklin to market Spider 2000; sales goal is 5,000 in '83

Pininfarina to use U.S. distribution

Pininfarina announced last week it would market its Spider 2000 in the U. S. through a distributor, International Automobile Importers, Inc.

Although the Pininfarina statement, issued in Europe, did not mention Malcolm Bricklin, IAII is Bricklin's firm.

On Jan. 17, AUTOMOTIVE NEWS reported that Fiat intended to withdraw from the U. S. car market and that the only two models Fiat sold in this country, the Bertone X1/9 and the Spider 2000, would be marketed by a new company headed by Bricklin.

In last week's statement, Pininfarina said the U. S. sales goal for 1983 is 5,000 cars, but that the company hopes to double that within a few years.

Pininfarina said it recognizes the U. S. as an important market.

Bertone last month said the X 1/9 would be marketed in the U. S. by an independent distributor, but Bertone has not yet identified the distributor.

Fiat Motors of North America, in a statement issued in the wake of the Jan. 17 AUTOMOTIVE NEWS story, said it would maintain technical, warranty and service departments in the U. S. to support Fiats now on the road. It said it would continue to sell parts and accessories.

Pininfarina's sales goal for 1983 seems modest in view of the fact that Fiat sold 4,824 Spiders here in 1982.

Pininfarina manufactured 26,000 bodies in 1982, including 3,500 Spiders.

"As you see," President Sergio Pininfarina told AUTOMOTIVE NEWS last week, "the Spider 2000 is relatively small business for Pininfarina."

Pohanka discovers they're hard to find, even in high-unemployment area

Maryland dealer visits Michigan to recruit technicians

By Francis J. Gawronski
Service Editor

It's not an easy task to find, let alone hire, qualified automotive technicians even in a depressed, high-unemployment area such as Detroit.

John J. Pohanka, head of Pohanka Oldsmobile-Fiat-Honda, found this out in recent visits—the most recent a week ago—to the Motor City in search of technicians for his dealership in Marlow Heights, Md.

For qualified auto technicians, Pohanka said he is offering moving expenses, $15 an hour, a retirement plan and profit sharing.

Considering Detroit's unemployment rate of 17.7 percent, Pohanka figured he would have little trouble finding enough people to fill the 19 service positions he hopes to fill in the next few months.

On his first trip several months ago, Pohanka struck out in his quest for technicians. On the second trip, although some 400 people called and 75 came in for interviews, Pohanka said he managed to "come up with 10 really good prospects, four or five good C-type mechanics and two good apprentice prospects."

On hand to answer telephones and conduct interviews were Mike Sopjack, general service director; Joe Schipono, service manager; and Pohanka's son, Geoffrey, dealership service coordinator.

"It was an exhaustive experience," said Pohanka, 1976 NADA president and founder and former chairman of the National Institute for Automotive Service Excellence. "Because of the many phone calls, we stayed two days instead of the one we planned.

"In all our phone conversations we stressed the standards we were looking for—experienced auto technicians who have passed the NIASE national certification tests," Pohanka said.

"Many of the applicants were certified by the State of Michigan but the state doesn't require the high standards of NIASE," he said. "A technician can be qualified in Michigan and still not be a good technician."

Pohanka said that many of the applicants didn't even know about the NIASE.

"In many cases, even when the technicians were certified in Michigan, we suggested they take the NIASE tests and told them how to go about it," Pohanka said.

"We also described the team concept we use in our service operation and some of the other things we are doing," Pohanka said. "Three or four said they were coming to the dealership to see what we are doing."

Pohanka said he has no trouble hiring technicians in the Washington area to work on Hondas and other imports.

"People in the Washington area are very import-oriented. The young people are driving and working on imports, especially Japanese cars," he said. "The median age of GM's J-car buyers is five years older than Honda buyers.

"In Detroit, it is just the opposite," Pohanka said. "Kids seem more oriented to the domestic cars.

"We weren't looking for it but we found two bright youngsters just out of trade school who probably will come to our dealership on their own and start as apprentices," he said.

"They have passed all the NIASE tests upon finishing school but are just waiting to get the practical experience to get their certifications," Pohanka said.

Pohanka said he thought there was a message from his Detroit trips.

"The message is that qualified technicians are employed, even in high-unemployment areas," he said. "What's more, their pay is good enough that they are not even thinking about relocating to some other part of the country."

Pohanka also expressed concern about the shortage of qualified technicians and the lack of high-quality training programs for automotive technicians. He said that technicians who worked on cars several years ago can't work on today's sophisticated, computerized vehicles.

"I think the real message," he said, "is in the retraining area."

Lawmakers give their views to White House

More curbs on Japanese cars urged

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—In the wake of conflicting reports about what the Reagan Administration will seek of the Japanese in regard to extending current auto export restrictions, congressmen and senators from the nation's auto producing states have begun flooding the White House with recommendations.

Some are specific, some are vague, but in the main they ask the President to consider the plight of the auto industry and act with commensurate resolve in dealing with the Japanese.

Rep. John Dingell, Michigan Democrat, cited an AUTOMOTIVE NEWS report that the Administration would ask for no more than a one-year extension of the current accord.

Dingell urged the President to "heed the advice of the auto industry, labor and U. S. Ambassador for Trade William Brock and instruct him to stand firm in seeking a longer extension of the voluntary agreement and a reduction in the current 1.68 million export limit."

"Dingell says he favors fair trade and fair competition but fears that the Administration is leaning too heavily in favor of the development of high technology, while ignoring or even writing off the nation's basic industries.

"A strong public statement by you would certainly help," Dingell said.

Dingell's senatorial counterparts, Senators Carl Levin and Don Riegle, Michigan Democrats, took a stronger stance and asked Ambassador Brock to request a 25 percent reduction in the current level and an extension of the agreement for two years, e.g. 1.28 million units annually and a March, 1985 expiration date.

The request was made on the eve of Brock's departure for Japan for trade talks.

They were joined by 10 of their colleagues: Senators Joseph R. Biden, Delaware Democrat; Alan J. Dixon, Illinois Democrat; Thomas F. Eagleton, Missouri Democrat; John Heinz, Pennsylvania Republican; Robert W. Kasten Jr., Wisconsin Republican; Richard G. Lugar, Indiana Republican; Howard M. Metzenbaum, Ohio Democrat; William Proxmire, Wisconsin Democrat; William V. Roth Jr., Delaware Republican, and Arlen Specter, Pennsylvania Republican.

They told the President that a cutback to the magnitude they were talking about is equal to "the units and jobs involved in two assembly plants."

In more general terms, 85 House members, led by Rep. Bud Hillis, Indiana Republican, and Rep. Bob Traxler, Michigan Democrat, urged Brock to "hold firm" when negotiating with the Japanese on a new agreement, pointing out that the domestic industry is still "vulnerable."

The Japanese must understand the "importance of becoming more reasonable in their approach" to trade issues, their letter said.

The current level of 1.68 million units is "unacceptably high," they said and warned that unless Japan opens its domestic market and revalues its yen, protectionist sentiment in the Congress will grow.

The only opinion expressed by the domestic industry, via a letter from the MVMA to Brock, said the agreement should be continued with allowances made if the market continues falling and that the dollar-yen relationship should be studied. The MVMA letter did not ask for a two-year extension.

Meanwhile, Tadayoshi Nakazawa, director general of Japan's Ministry of International Trade and Industry, told reporters last week on the eve of Brock's visit that a fourth year of restraint was "out of the question."

Buick's marvelous machine

Buick's new Electronic Product Information Center (EPIC) is designed to display for dealers and customers up-to-the-minute product and sales information in showrooms. A terminal in a dealership is linked to a main computer at Buick in Flint by phone. Buick's EPIC system provides product comparisons, latest option changes, competitive product comparisons, promotional and incentive program information and warranty and maintenance information. It includes a special section for communicating with the dealer sales staff. Buick is pilot testing EPIC, a Telidon-type videotex system, in six dealerships. At upper left, a customer and salesman look over the EPIC system; upper right shows EPIC's main computer menu; lower left depicts the menu of information on the Buick LeSabre; and the lower right photo shows a competitive comparison list for the Century.

1,180,291-unit total Feb. 1 is well below year-earlier level

U. S. new-car inventory climbs to 71½ days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory began climbing again during January and the industry opened February with a 71½-day supply, compared with a 65-day stockpile Jan. 1.

The Feb. 1 stockpile totaled 1,180,291 units, up from 1,125,989 a month earlier. In addition to the higher unit count Feb. 1, a slower sales rate in January than December contributed to the higher days-supply figure.

Growth in the inventory is not unusual for this time of year and compared with a year earlier, when the industry had 1,431,915 new cars in stock Feb. 1, a 97-day supply, the current situation is not alarming.

In fact, many dealers say that should a strong recovery come with spring, they could quickly be short of cars.

• All the corporate makers increased their unit counts during January and all but American Motors boosted their days-supply figures. AMC held steady at a 78-day supply.

General Motors opened February with a 67-day supply, up a bit from 66 days a month earlier. GM continued to be heavier in the smaller-car lines, but was able to build up its big-car stock, which were lean a month earlier.

Ford Motor Co. had a 76-day supply Feb. 1, compared with a 63-day stock a month earlier. Ford dealers were just about out of some of the lines soon to be replaced.

Chrysler Corp. boosted its inventory to an 81-day supply Feb. 1 from a 62-day stock Jan. 1. Volkswagen of America's stockpile advanced from 87 days on Jan. 1 to 100 days Feb. 1.

The Feb. 1 domestic inventory was divided this way: GM, 57.84 percent; Ford Motor Co., 23.65 percent; Chrysler Corp., 12.94 percent; AMC, 3.68 percent, and VWoA, 1.89 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.68 percent; Ford Motor Co., 23.93 percent; Chrysler Corp., 12.95 percent; AMC, 3.65 percent, and VWoA, 1.79 percent.

By size class, the domestic new-car inventory was in somewhat better balance Feb. 1.

The industry had a 79-day supply of subcompacts, up from 73; a 76-day supply of compacts, up from 65; a 69-day stock of intermediates, up from 66; a 64-day supply of standards, up from 59, and a 65-day stock of luxury cars, up from 47.

The Feb. 1 inventory was divided this way by market segment: Subcompact, 18.85 percent; compact, 22.95 percent; intermediate, 34.52 percent; standard, 16.66 percent, and luxury, 7.02 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.62 percent; com-

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58th year — No. 4954

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20,799 outlets at beginning of 1983

Domestic dealer total declines for 27th year

Continued from Page 1

about one-third of its 1981 loss.

Elsewhere, there were dips of 271 for Ford Motor Co., 495 for General Motors and 72 for Volkswagen. The AMC-Renault count is up 42 from the AMC-only total of a year ago, but that is because of the addition of the non-dualed Renault locations. Without Renault, the AMC figure slipped for the year.

Putting all the numbers together shows a decline of 843 dealerships. A change in the number of intercorporate duals increased the net loss to 881.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

A word about Honda is in order. Honda builds cars in the U. S., but production is confined to a single model (the Accord four-door sedan) and is limited — about 300-400 units a week, which is only a fraction of Honda sales. Honda dealers are not counted as domestic dealers in this census.

The heavy loss in 1982 was concentrated in the first nine months of the year, which saw 859 dealerships fade away—276 in the first quarter, 280 in the second and 303 in the third.

The fourth quarter showed a definite moderation with a dip of 129 establishments. (Counting the arrival of Renault, it was only 22.)

Here are the changes in the domestic dealer population by quarters during the year:

Jan. 1, 1982	21,680
April 1, 1982	21,404
July 1, 1982	21,124
Oct. 1, 1982	20,821
Jan. 1, 1983	20,799

The Jan. 1, 1983, figure includes Renault; the others do not.

• A check of franchise totals shows gains for all Chrysler Corp. makes and Lincoln and declines for AMC, VW, Ford, Mercury and all the GM makes.

Plymouth, up 50 franchises, recorded the biggest gain, followed by Dodge, 39; Chrysler, 26; Lincoln, 13, and Imperial, 4.

The two largest dealer organizations suffered the biggest drops. Ford was down 238 franchises for the year, and Chevrolet was down 235.

Also on the downside were Pontiac, off 95; AMC, 90; Mercury, 82; Volkswagen, 72; Oldsmobile, 55; Buick, 40, and Cadillac, 20.

Chrysler Corp. opened 1983 with 3,637 car dealerships, down 47 from 3,684 a year earlier. That compared with a dip of 139 in 1981 and was Chrysler's best showing since 1978.

In the second and fourth quarters, Chrysler Corp. was on the plus side with gains of 10 and 8, respectively. The other two periods — down 29 in the first quarter and down 36 in the third—resulted in the deficit for the year.

Franchise totals at the beginning of 1983 were Chrysler, 2,665; Plymouth, 2,587; Dodge, 2,492, and Imperial, 425.

In addition to its 3,637 car dealerships, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

• Ford Motor Co.'s 1982 experience was similar to that of 1981. The company had a decline of 271 dealers last year and 276 the year before. The car-outlet total at the beginning of 1983 was 5,414.

Franchise totals for the three makes at the start of this year were Ford, 4,596; Mercury, 2,581, and Lincoln, 1,478.

Ford Motor has 100 dealers that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in the Ford Division car-franchise total.

General Motors had a rougher year in 1982 than in 1981 from a standpoint of dealer mortality. The 1982 slip of 495 outlets followed a 1981 drop of 405.

The fourth quarter was GM's most favorable of 1982 with a dip of 70. It followed declines of 145 - 140 - 140 earlier in the year. GM had 10,160 car dealers as this year opened.

Franchise totals by make were Chevrolet, 5,195; Oldsmobile, 3,135; Pontiac, 2,945; Buick, 2,910, and Cadillac, 1,575.

American Motors and Renault are considered as a single corporate entity in this census. There were 1,589 dealers at the beginning of this year, 1,457 of whom handle AMC cars.

There are 1,322 Renault outlets, and 1,190 of them are twinned with AMC. About half of those 1,190 also handle a Big Three make and some also have VW.

Some 720 AMC dealers are dualed with Big Three makes (Renault is included in most of those combinations) and about 40 have VW.

The 1,457 AMC dealerships on Jan. 1 compared with 1,547 a year earlier.

Volkswagen reported 934 dealers handling the domestic-built Rabbit (and other VW lines) at the beginning of this year, down from 1,006 at the start of 1982. VW has 118 duals with other domestics.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1983 VS. 1982

	Jan. 1, 1983				Jan. 1, 1982			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	399	2,380	2,779	1,589	1,547	0	1,547	1,547
AMC	267	1,190	1,457		1,547	0	1,547	
Renault	132	1,190	1,322		*	*	*	*
CHRYSLER CORP.	970	7,199	8,169	3,637	1,043	7,007	8,050	3,684
Chrysler	0	2,665	2,665		0	2,639	2,639	
Dodge	955	1,537	2,492		1,026	1,427	2,453	
Imperial	0	425	425		0	421	421	
Plymouth	15	2,572	2,587		17	2,520	2,537	
FORD MOTOR CO.	2,853	5,802	8,655	5,414	3,042	5,920	8,962	5,685
Ford	2,832	1,764	4,596		3,021	1,813	4,834	
Lincoln	0	1,478	1,478		0	1,465	1,465	
Mercury	21	2,560	2,581		21	2,642	2,663	
GENERAL MOTORS	5,500	10,260	15,760	10,160	5,880	10,325	16,205	10,655
Buick	780	2,130	2,910		825	2,125	2,950	
Cadillac	260	1,315	1,575		270	1,325	1,595	
Chevrolet	3,185	2,010	5,195		3,405	2,025	5,430	
Oldsmobile	660	2,475	3,135		695	2,495	3,190	
Pontiac	615	2,330	2,945		685	2,355	3,040	
VOLKSWAGEN	934	0	934	934	1,006	0	1,006	1,006
TOTALS	10,656	25,641	36,297	21,734	12,518	23,252	35,770	22,577
Minus Intercorporate Duals				935				897
NET DEALERS				20,799				21,680

*—The U. S.-built Renault Alliance was introduced as a 1983 model. Renault was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1982.

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Agee, McDonald lose jobs at Bendix, Allied

SOUTHFIELD, Mich.—As the pieces began to fall into place after the Allied Corp. acquisition of Bendix Corp., Bendix Chairman William Agee and President Alonzo L. McDonald Jr., found themselves on the outside looking in.

Bendix announced that McDonald will step aside as president effective March 1, while Agee is resigning as chairman of Bendix and president of Allied by June 1. Agee said he will seek a seat on the board of directors, however.

Agee acquired celebrity status two years ago when his relationship with Mary Cunningham and her rapid rise at Bendix attracted national attention. As a result of the publicity, Cunningham left Bendix and joined Joseph E. Seagram & Sons. Cunningham and Agee have since married.

Last year, Bendix tried to acquire Martin Marietta Corp., but an impasse developed when the two companies acquired control of each other. Agee agreed to sell Bendix to Allied Corp. as a way out of the impasse.

Edward L. Hennessy Jr., chairman of Allied, told McDonald that his services were not needed and accepted his resignation. Agee resigned after he was told he was not in the running to become chief operating officer of Allied.

Agee could receive up to $4 million in severance pay and McDonald up to $2.2 million.

breaking news

Continued from Page 1

tional workers are needed. There are about 2,500 workers on layoff from South Gate. Oklahoma City builds the Citation, Century and Celebrity.

GMAC denies lower-rate U.C. financing

DETROIT.—GMAC last week denied strong reports that it would offer low-interest financing on used cars—reportedly 12.9 percent on 1981-82 models and 13.9 percent on 1979-80 cars. Dealers want such a program because 11.9 percent financing on new cars has hurt sales of their one and two-year-old used models.

GM schedules 440 transmission for spring

DETROIT.—General Motors will introduce the new 440 transmission, a four-speed automatic overdrive, in its A-cars this spring, according to GM President F. James McDonald.

Trial date set in lawsuit over Noble Toyota franchise

HOUSTON. — Trial has been scheduled for May 3 in U. S. District Court here in a lawsuit filed by Noble Toyota against Gulf States Toyota, Inc., and Toyota Motor Sales, U.S.A., charging unlawful attempt to terminate the dealership's franchise.

Attorney for Lyn Noble, owner of the dealership and a Houston-area businessman who also operates a long-distance telephone business, said the trial will be a test of "who's running things here, Toyota's rules or the law of Texas."

Mrs. Noble was awarded the dealership in April last year in a divorce settlement after showing that she used her own funds to purchase the dealership even though it was operated under her husband's name as David Gavin Toyota.

A few days later, she said, she was notified by Gulf States Toyota that she had not been approved to take over the franchise — the six-year franchise agreement runs to July, 1984— that the franchise was being terminated and she would have to apply for a new one.

Mrs. Noble went to the Texas Motor Vehicle Commission arguing that the termination was unlawful because no cause for termination had been shown.

Before the case was finally settled, however, Gulf States said it would withdraw its letter of termination and acknowledge that the dealership is operating under the name Noble Toyota, so the commission ruled the proceeding moot.

But Mrs. Noble said that Gulf States has since tried to pressure her to accept a one-year contract instead of the standard six-year franchise agreement which could be terminated without cause at the end of the year. The standard franchise is automatically renewable unless cause to terminate is shown.

Her attorney said she applied for a new franchise without relinquishing her claim under the current agreement, "to see what would happen."

Gulf States approved it, he said, but Toyota Motor Sales did not, saying that it would violate its own rule against granting a franchise to anyone without retail automobile experience.

He said evidence of Mrs. Noble's management talents and availability of capital were shown, but Toyota took the position that its rule must stand. So, he said, Mrs. Noble proceeded with a federal action charging Gulf States and Toyota Motor with violations of the Federal Dealer Day in Court Act, breach of contract and violations of Texas law.

The suit asks for $1 million actual damages, twice that in exemplary damages and also seeks treble damages under Texas law.

GM recalling 1980 X-cars for brake fix

WASHINGTON. — 1980 General Motors X-body cars are being recalled to correct braking problems.

Potentially affected are some 240,000 units. The action occurred on the eve of a public hearing called by NHTSA which had made an initial finding of safety defect Jan. 14.

NHTSA said the alleged problem of rear-brake lockup may cause cars to spin out of control without warning.

Cars covered by the recall include Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark with manual transmissions and those built early in the model year with automatic transmissions.

NHTSA said it had received more than 364 complaints of rear-wheel lockup, including reports of more than 100 accidents involving 22 injuries and at least one fatality.

Earlier, Colorado Rep. Timothy Wirth, Colorado Democrat, postponed until March a hearing scheduled before his House subcommittee on the allegedly defective X-bodies and other vehicles.

Informed of the GM recall, Wirth said he was still interested in knowing why it took NHTSA so long to make its finding.

Wirth is waiting for the General Accounting Office — the Congressional watchdog agency —to report to him on NHTSA's conduct in making defect investigations and forcing recalls and corrections.

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Los Angeles Times

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November total is 180,558

Import registrations up, share dips

By Jenny L. King
Staff Writer

Registrations of new imported cars last November climbed 6.70 percent from their 1981 level but claimed a smaller share of the total for the month. According to statistics compiled by R. L. Polk & Co., new imported cars accounted for 26.64 percent of the November, 1982, market, down from the month's record, 27.57 percent, a year earlier.

In November, 180,558 new imports were registered in 49 states, down from 169,227 the preceding year. Year-to-date registrations totaled 2,073,193, down 7.75 percent from 2,247,398. Share of the market was up to 29.66 percent from 28.70 percent for the 11 months.

In November, five of the top makes improved their penetration of the import market, three stayed in the best 10 but lost ground and two were replaced by stronger makes. First-place Toyota was up 0.67 percentage points, to 21.42 percent from 20.75 percent in 1981, Nissan was up 0.26 percentage points, to 20.11 percent from 19.85 percent, and Honda was up 1.36 percentage points, to 15.13 percent from 13.77 percent.

Mazda captured fourth place although its share was down 0.38 percentage points, Subaru moved into fifth place and was up 0.08 percentage points, and Volkswagen tumbled from fourth to sixth place with a plunge of 3.60 percentage points.

Renault Alliance, with 4.10 percent of the total, moved into seventh place in its first November on the market, followed by Volvo and BMW. Audi and Colt dropped from the top 10 ranking in November, 1982.

Ten imports accounted for 88.67 percent of the November market, up from 88.50 percent in November of 1981.

For January through November, six imports increased their shares of the import market: Nissan, up 1.50 percentage points; Honda, up 1.03 percentage points; Subaru, up 0.32 percentage points; Volvo, up 0.59 percentage points; Mercedes-Benz, up 0.44 percentage points, and Audi, up 0.02 percentage points.

Toyota was down 0.16 percentage points, Mazda was off 0.15 percentage points and VW fell 3.00 percentage points. The top 10 imports captured 89.31 percent of the year-to-date market, up from 88.29 percent in 1981.

Japanese-built passenger cars represented 74.81 percent of the imports in November, up slightly from 74.80 percent the preceding year. German products, a distant second at 14.13 percent, were down from 17.37 percent in 1981.

Registrations by country of origin in November were:

	Nov., 1982	Nov., 1981
Japan	135,080	126,578
West Germany	25,505	29,393
France	11,437	3,929
Sweden	6,394	5,968
United Kingdom	966	924
Italy	810	1,882
Ireland	366	553

Japanese imports represented 77.57 percent of the 11-month market, up from 75.19 percent in 1981. Registrations by country of origin January through November were:

	11 mos., 1982	11 mos., 1981
Japan	1,608,229	1,689,822
West Germany	293,489	391,020
Sweden	83,794	71,815
France	61,253	41,497
Italy	14,169	34,446
United Kingdom	9,077	17,010
Ireland	3,182	1,788

Registrations of imported trucks in November totaled 40,942, up 12.50 percent from 36,392 in 1981. Makers and totals were as follows:

	Nov., 1982	Nov., 1981
Nissan	13,099	8,961
Toyota	12,906	9,936
Mazda	3,332	.....
Dodge Ram 50	2,816	.....
Ford Courier	.....	5,023
Volkswagen	.....	3,445
Others	8,789	9,027
TOTAL	40,942	36,392

The truck import total for the first 11 months of 1982 was 394,661, down an even 12.00 percent from 448,502 a year earlier. Numbers were as follows:

	1982 11 mos.	1981 11 mos.
Toyota	134,091	119,614
Nissan	92,803	103,265
Mazda	33,885	.....
Dodge Ram 50	29,340	.....
Chevrolet LUV	.....	60,062
Ford Courier	.....	58,690
Others	104,542	106,871
TOTAL	394,661	448,502

TOP CARS

U. S. registrations for the first 11 months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1	1,105,833	Chevrolet	1,339,134	1
2	802,559	Ford	912,769	2
3	698,664	Oldsmobile	769,586	3
4	641,419	Buick	663,662	4
5	481,594	Toyota	525,761	5
6	416,019	Nissan	417,394	7
7	414,225	Pontiac	511,997	6
8	333,861	Honda	338,609	8
9	285,469	Mercury	317,646	9
10	224,117	Dodge	288,856	11
11	220,518	Plymouth	313,822	10
12	212,303	Cadillac	202,669	13
13	154,051	Chrysler	81,766	17
14	144,172	Mazda	159,618	14
15	136,097	VW	214,852	12
16	127,813	Subaru	131,450	15
17	77,393	AMC	123,819	16
18	76,827	Lincoln	56,028	19
19	66,870	Volvo	59,343	18
20	58,449	Mercedes	53,501	20
21	45,557	BMW	.....	
22	41,127	Audi	43,966	21
.....		Colt	39,746	22
	221,634	Other Imports	263,158	
	2,318	Misc. Dom.	3,247	
	6,988,889	TOTAL	7,832,399	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Alfa Romeo dealer financing offered through Borg-Warner

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo has introduced a wholesale, retail and lease financing and insurance package for its U. S. dealers.

The program is offered through an agreement with Borg-Warner Acceptance Corp., which is underwriting the plan.

Alfa Romeo, Inc., has no capital in the project, according to Marcel Kole, director of finance. This is the first time the importer has offered dealers a total finance package, he said.

Although the retail loans through Borg-Warner will be for Alfa cars only, floorplanning will be available on other lines Alfa Romeo dealers carry. Rates will not necessarily be the same, Kole said.

The arrangement calls for financing at "competitive" rates. The importer may also subsidize rates should free-market rates soar, according to Luigi Zucchet, president of the U. S. importer.

About half of Alfa's 117 U. S. dealers have signed up for the new program, Kole said.

Zucchet projected 1983 Alfa Romeo sales at 2,800 units, up 20 percent from 1982 levels. Alfa Romeo sells two models in the U. S., the performance GTV-6 and the two-seat Spider Veloce.

Pair open C-P deal

ST. LOUIS.—R. Michael Sheahan and Christopher Blumeyer have opened a Chrysler-Plymouth dealership in South St. Louis.

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1982	Percent Share of Market	Regis., Nov., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 11 Mos., 1982	Percent Share of Market	Regis., 11 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	38,676	21.42	35,114	20.75	+ 0.67	481,594	23.23	525,761	23.39	− 0.16
Nissan	36,317	20.11	33,597	19.85	+ 0.26	416,019	20.07	417,394	18.57	+ 1.50
Honda	27,309	15.13	23,305	13.77	+ 1.36	333,861	16.10	338,609	15.07	+ 1.03
Mazda	12,963	7.18	12,786	7.56	− 0.38	144,172	6.95	159,618	7.10	− 0.15
Subaru	11,969	6.63	11,073	6.55	+ 0.08	136,097	6.56	214,852	9.56	− 3.00
VW	11,371	6.30	16,758	9.90	− 3.60	127,813	6.17	131,450	5.85	+ 0.32
Alliance	7,411	4.10	.....	.....	.....	76,870	3.23	59,343	2.64	+ 0.59
Mercedes	5,425	3.00	4,777	2.82	+ 0.18	58,449	2.82	53,501	2.38	+ 0.44
Volvo	4,724	2.62	4,823	2.85	− 0.23	45,557	2.20	.....	.....	.....
BMW	3,941	2.18	.....	.....	.....	41,127	1.98	43,966	1.96	+ 0.02
Audi	.....	.....	3,808	2.25	.....	.....	.....	39,746	1.77	.....
Colt	.....	.....	3,721	2.20	.....	221,634	10.69	263,158	11.71	− 1.02
Others	20,452	11.33	19,465	11.50	− 0.17					
TOTAL	180,558		169,227			2,073,193		2,247,398		
Share of U. S. Total		26.64		27.57	− 0.93		29.66		28.70	+ 0.96

Registrations for Oklahoma not available.

classified want ads

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Wheelbase is lengthened

Charade gets redesign, diesel engine

By John Hartley
Staff Correspondent

TOKYO. — Daihatsu, suffering under the attack on its Charade minicar by the Honda City and Nissan March, has come up with a miserly answer —a diesel version of its existing three-cylinder, one-liter engine.

Also completely new is the body, which is square and boxy, rather than curved and cramped-looking.

To increase internal space, Daihatsu has lengthened the wheelbase by almost an inch. Thus, internal space should be slightly more than in the new Nissan March, although with an overall length of just under 140 inches, the Charade is slightly shorter.

In line with the current trend, Daihatsu has raised the roof. The tallboy approach, pioneered by Honda on the City, is now becoming a hallmark of Japanese small cars. The Charade is 55 inches tall, compared with 53.5 inches for the old model.

Because the styling is much squarer than before, and the seating position is more upright, passenger space is increased. An unusual feature is an optional raised "Dolphin" roof, which can accommodate a sunshine roof without reducing internal headroom. This increases overall height by 1.5 inches to 56.5 inches.

Daihatsu quotes a power output of 38 horsepower at 4,800 RPM for the diesel, against 55 and 60 HP for the gasoline unit. Maximum torque is 45 pounds-feet at 3,500 RPM.

The cylinder block is similar to that of the gasoline engine, except that it is slightly taller, and has longer water jackets. There is the usual toothed belt drive to the overhead camshaft, which actuates the valves through inverted bucket tappets. Biscuits in the tops of the tappets are used to adjust valve clearance.

An extra toothed belt drive runs from the other end of the camshaft to drive the Bosch-type rotary injection diesel pump.

Apart from the option of the diesel, the new Charade is basically similar to the old model, although the suspension and steering have been modified to improve handling.

Power steering and automatic transmission are among the options.

There are three- and five-door hatchback models available, and the curb weights are virtually the same as before at 1,450-1,-500 pounds.

• Daihatsu sorely needs this new Charade, because the old one became very uncompetitive last year against the Honda City and Nissan March. In Japan, sales fell from 43,000 units in 1981 to about 26,000 in 1982. For 1983, Daihatsu has set itself the ambitious monthly sales targets of 8,000 in Japan, and 6,000 overseas. Exports are starting immediately, so that sales can start in most countries by April, but the diesel will not be exported for some time.

In Japan, prices are competitive with the Nissan March at $2,700-$3,700 with the diesel costing an extra $300. Since the diesel achieves a gas mileage of no less than 81-87 U. S. MPG at 37 MPH, it is bound to attract economy-conscious buyers.

Nevertheless, Daihatsu's small sales force will have its work cut out to achieve these sales levels, since they represent a fourfold increase over the 1982 average, and double the 1981 average, and the Honda City and Nissan March offer very strong competition.

factories list auction dates

American Motors

Feb. 16—Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.; Columbus Fair Auction, 4700 Groveport Rd., Obetz, O.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 17—Minneapolis North Star Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 22—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 23—Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

General Motors

Feb. 17—Skyline Auto Auction, Fairfield, N. J.

Ford Motor Co.

Feb. 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 16—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb—23—Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

Model breakdown
Auction Averages

	February To Date	January	December
1983	$11,250	$10,679	
1982	8,035	7,253	$6,811
1981	6,007	5,844	6,157
1980	4,984	4,814	4,811
1979	4,492	4,235	4,148
1978	3,273	3,175	3,125
1977	2,519	2,573	2,649
1976	1,829	1,679	2,021
Overall Average	$ 4,744	$ 4,646	$4,505

Used Car Sales
Auction Averages

February to date	$4,744
Month ago	$4,586
Year ago	$4,923

Schwartz quits as vice president of AMC sales

SOUTHFIELD, Mich.—Robert Schwartz has resigned as vice president of North American sales for American Motors.

He had held the post since February, 1982, when he moved up from managing director of North American sales and distribution.

No replacement was named. AMC said the executives who had reported to Schwartz will now report to Joseph E. Cappy, marketing group vice president. Schwartz had reported to Cappy.

Under Schwartz's jurisdiction were the regional sales managers for the Central, Eastern and Western areas, the director of fleet operations, the director of dealer investment and the director of sales operations.

Schwartz joined AMC in 1971. He was named general manager of U. S. sales in 1977 and managing director of North American sales and distribution in 1981.

Saab names top seller; it's Colorado dealer

ORANGE, Conn.—Tom Heydman Pontiac-Saab, Inc., in Littleton, Col., was the top-selling U. S. dealer of Saab cars during 1982, according to Sten O. Helling, vice president of sales and marketing for Saab-Scania of America.

In 1982, the second year in a row that the Littleton dealership has held the top sales position, Heydman Pontiac-Saab retailed 292 new Saab cars.

A diesel three

Daihatsu's Charade, suffering in the Japanese market under the onslaughts of Honda City and Nissan March, has been redesigned to a similar tallboy configuration. A diesel version of its three-cylinder, one liter engine delivers up to 97 miles per gallon.

Four programs under way in bid to bolster sales

Chrysler sets incentives on pickups

By Joseph Bohn
Marketing Editor

Chrysler Corp. is throwing a lot of money behind its pickups to bolster sales.

It has instituted four new consumer rebate/dealer/sales/manager/salesmen incentives on pickups, which run in tandem with its 11.9 percent financing program and Prospector discount value packages offering $200 to $1,000 off on equipment.

Chrysler's pickup sales have been off, partially because of downsized S-10 and Ranger compact competition from Chevrolet and Ford.

The new Chrysler programs are complicated and involve sales quotas of various kinds.

In one program, running from Feb. 4 to March 31, Chrysler is paying consumer rebates of $300 to $750 as follows: $300 on '82/'83 Ram Miser 4x2 pickups; $300 on '82/'83 Rampage pickups; $500 on '82/'83 D150 (4x2) and W150 (4x4) pickups (except Miser 4x2); $750 on '82/'83 D250 (4x2) and W250 (4x4) pickups; $750 on '82/'83 D350 (4x2) and W350 (4x4) pickups, and $500 on '82 Ram 50 (import) and Power Ram 50 (4x4 import).

Customers must take delivery during the February/March period to receive the rebates. Chrysler pays the full rebates on '82 models, but dealers pay anywhere from zero to 50 percent of '83 model rebates, depending on how they hit an assigned sales objective.

If a dealer hits 0-49 percent of his objective, he splits '83 rebates 50/50 with the factory; 50-74.9 percent, and he pays 25 percent, the factory 75 percent; 75 percent or more and the factory pays the whole rebate. Objectives on '83 models range from a minimum of three units on up.

• There is also a non-retroactive dealer cash incentive running from Feb. 1 to March 31.

If a dealer hits 0-99.9 percent of the objective (which is based on the rebate-eligible vehicles), he receives nothing. On 100-119.9 percent, he receives $100 per unit, and on 120 percent and over, he receives $300 per unit.

The dealer must sell a minimum of four units to qualify. While Chrysler has no rebate on '83 import trucks, these models do qualify for the dealer cash incentive.

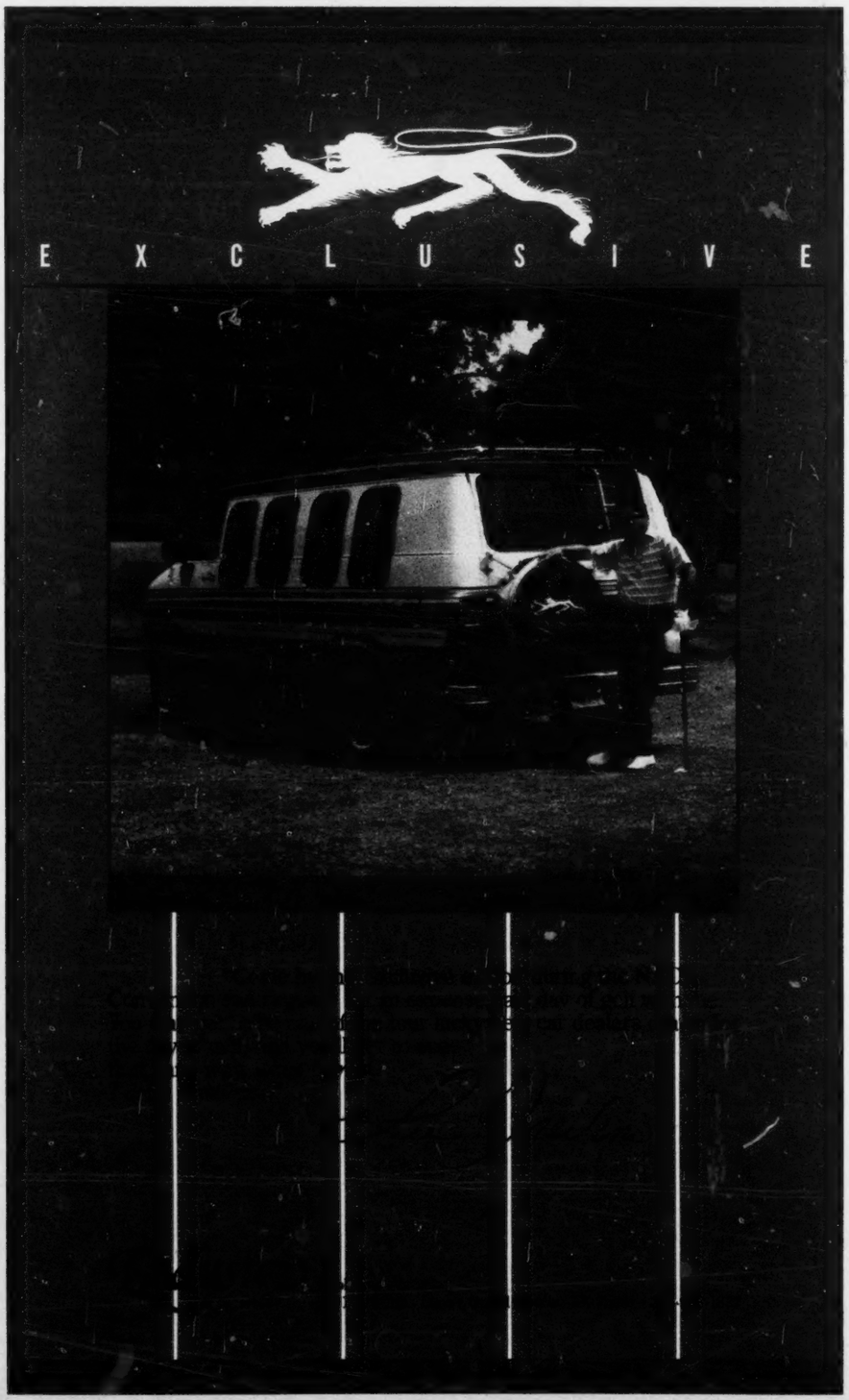
In another "Bucks for Trucks" program, running from Feb. 1 to March 31, there are separate cash payments for sales managers and salespeople.

Managers have a retail incentive objective the same as the dealer's cash incentive. The first three units (there is a four-unit qualifying minimum) pay nothing. Managers get $25 per vehicle up to 99.9 percent of objective, and $50 retroactively back to the fourth unit they sell (no payment on the first three) for 100 percent and over.

Dealers contribute $25 per unit to the sales manager's earnings for 0-99.9 percent of his objective. If the manager hits 100 percent the dealer is reimbursed 100 percent from the factory.

Salesmen receive a flat $50 per sale. The cost is shared equally by Chrysler and the dealer.

There is also a pickup demo program from Feb. 4 to Feb. 21. Dealers must order fresh units (limit is six) of the D150, D250 or D350 variety and put them into demo service for 60 days to earn a $170 wholesale credit off invoice on D150 and $595 wholesale credit off invoice on D250 and D350.



New-car stock in U.S. climbs to 71½ days

Continued from Page 3

pact, 24.12 percent; intermediate, 34.65 percent; standard, 15.30 percent, and luxury, 6.31 percent.

• The Feb. 1 days-supply figures by market class were:

Subcompact—Alliance, 60; Escort, 77; Lynx, 79; Horizon, 80; Chevette, 80; Omni, 84; Eagle SX/4, 90; Charger, 95; Pontiac 1000, 99; Rabbit, 100; Turismo, 104; Spirit, 137; LN7, 137, and EXP, 140.

Compact — Zephyr, 39; Fairmont, 48; Cavalier, 52; Reliant, 68; Aries, 70; Firebird, 79; Camaro, 80; Cimarron, 84; Firenza, 86; Pontiac 2000, 89½; Skyhawk, 97; LeBaron, 102; Mustang, 108; Capri, 131, and Dodge 400, 136.

Intermediate—XR-7, 25; Cutlass four-door, 36; Cutlass two-door, 47; Chrysler E Class, 49; Cutlass Ciera, 51; Cougar, 52; Century, 58; Bonneville, 59; Granada, 60; Malibu, 61; Celebrity, 61; LTD, 64; Regal two-door, 70; Dodge 600, 72; Pontiac 6000, 72; Monte Carlo, 74; Marquis, 76; Omega, 78½; Concord, 83; Grand Prix, 83; Regal four-door, 83; Citation, 86; Skylark, 107; Phoenix, 113; Eagle, 156, and New Yorker E, 194.

Standard—Olds 88, 39; Olds 98, 49; LeSabre, 62; Electra, 69; Grand Marquis, 69; Diplomat, 69; Chevrolet, 73; Crown Victoria, 80; Fifth Avenue, 81; Gran Fury, 87; Cordoba, 128, and Mirada, 191.

Luxury—Seville, 47; Lincoln, 49; Eldorado, 54; Cadillac, 64; Toronado, 69; Mark VI, 77; Riviera, 80; Continental, 83; Imperial, 94, and Corvette, 111.

Eyeglass-frame maker offers $300 auto rebates

EAST PROVIDENCE, R. I. — In an effort to encourage support of the American economy, Martin-Copeland Co. is offering a $300 reimbursement to any employe purchasing a new American-made automobile before Aug. 1.

Martin-Copeland manufactures eyeglass frames.

NEW-CAR STOCKS

	Feb. 1, 1983	Jan. 1, 1983	Feb. 1, 1982
Alliance	60	61	—
Spirit	137	99	151
Concord	83	93	144
Eagle	156	136½	74
Eagle SX/4	90	81	85
AMERICAN MOTORS	78	78	112
Horizon	80	51	124½
Tourismo/TC3	104	57	127
Reliant	68	62	94
Gran Fury	87	115	86½
Plymouth	75	60	106
LeBaron	102	70	101
Cordoba	128	73	97
New Yorker E	194	57	—
E class	49	63½	—
Fifth Ave.	81	72	77
Chrysler	86	69	93½
Imperial	94	53	158
Omni	84	43	119
Charger/024	95	55	120
Aries	70	59	87
Dodge 400	136	77	145½
Dodge 600	72	57	—
Diplomat	69	73	75
Mirada	191	126	117
Dodge	82½	59½	104
CHRYSLER CORP.	81	62	103
Escort	77	78	70
EXP	140	77	194
Mustang	108	103	128
Fairmont	48	30	82
LTD	64	65	—
Granada	60	29	85
Thunderbird	—	37	121
Crown Victoria	80	52	79
Ford	77	63	89
Lynx	79	87	93
LN7	137	61	179½
Capri	131	84	139
Zephyr	39	37	59
Cougar	52	29	66
XR-7	—	28	130
Marquis	76	74	—
Grand Marquis	69	64	63
Mercury	75	68	88
Lincoln	49	41	69
Continental	83	56	63
Mark VI	77	46	77
Lincoln	63	44½	69
FORD MOTOR	76	63	87
Skyhawk	97	101	—
Skylark	107	91	99
Century	58	45	125
Regal 4-door	70	68	104½
Regal 2-door	83	91	112
LeSabre	62	62	72
Electra	69	70	95
Riviera	80	96	103
Buick	77	72	102½
Cimarron	84	54	174
Seville	47	30	87
Cadillac	64	41	65½
Eldorado	54	34	60
Cadillac	61½	38	72½
Chevette	80	90	97
Cavalier	52	75	266
Citation	86	70	85
Camaro	80	68	76
Malibu	61	66½	72
Celebrity	61	56	243
Monte Carlo	74	91	110
Chevrolet	73	67	86
Corvette	111	95	79
Chevrolet	72	70½	106
Firenza	86	102	—
Omega	78½	75	81½
Ciera	51	63	140½
Cutlass 4-door	36	59	63
Cutlass 2-door	47	70	93
Olds 88	39	44	54
Olds 98	49	54	64
Toronado	69	68	82½
Oldsmobile	49	59	79
1000	99	78	140½
2000	89½	72	259
Phoenix	113	74	112½
Firebird	79	56	50
Bonneville	59	57	82
6000	72	55	204½
Grand Prix	83	86½	98
Pontiac	81	63	117
GENERAL MTRS.	67	66	98
VOLKSWAGEN	100	87	165
TOTAL	71½	65	97

But domestics' total declines

Car sales post 10th gain in row

By Jenny L. King
Staff Writer

Domestic new-car sales developed the sort of momentum by the end of January that they hadn't demonstrated in four years: 10 consecutive periods of sales increases and two full months with totals ahead of year-ago levels.

January sales were up 12.16 percent for domestic retail units, and imported cars climbed 9.90 percent during the first month of 1983. Lest anyone get too excited, though, the January domestic total of 412,893 was down 12.12 percent from the January, 1981, sum of 469,832 and it was (except for last year's 368,138) lowest for the month since 1958, when 381,335 new cars were sold.

It also was down from December's 448,048 by some 35,000 units.

Speculation suggests sales will continue to grow, mushrooming in March as the March 31 deadline approaches for the lower interest rates now offered by domestic dealers. Some say the manufacturers will choose not to let go of this recovery and that there will follow more incentives to take the places of these.

Import sales in January numbered 182,853, up 9.90 percent from 166,375 a year earlier. Imports accounted for 30.69 percent of the market, down from the 31.08-percent record established in 1982.

Combined domestics and imports totaled 595,746, up 11.46 percent from 534,513.

• All five major U. S. auto makers reported improved sales in January, with increases ranging from 3.36 percent at Ford Motor Co. to 14.35 percent for General Motors.

GM sales totaled 254,470, up from 222,544. Ford Motor Co. sales climbed to 91,789 from 88,806.

Chrysler Corp. was up 4.01 percent, to 47,105 from 45,290. American Motors, helped by more than 9,000 Alliance sales, was up 126.23 percent, to 13,965 from 6,173. Volkswagen of America posted a 4.49-percent January increase, to 5,564 from 5,325.

VWoA had its last monthly sales gain in October, 1981.

GM claimed 61.63 percent of the domestic market for the month, up from 60.45 percent. Ford dropped to 22.23 percent from 24.12 percent. Chrysler was back to 11.41 percent from 12.30 percent. AMC came away with 3.38 percent, compared with 1.68 percent a year earlier, and VWoA held 1.35 percent, down from 1.45 percent.

Eight U. S. makes reported sales increases. Chrysler was up 44.38 percent; VW, 4.49 percent; Mercury, 6.42 percent, and Lincoln, 43.93 percent. Buick was up 33.25 percent; Cadillac, 16.06 percent; Chevrolet, 1.06 percent, and Oldsmobile, 32.77 percent.

Imperial suffered the largest decline, falling 43.54 percent. Other makes with minus signs were: Plymouth, down 10.31 percent; Dodge, 2.86 percent; Ford, 1.04 percent; Pontiac, 4.03 percent, and AMC, down 25.21 percent. Renault Alliance had no year-ago sales.

• Import sales in January included generous increases for: Toyota, 11.86 percent; Nissan, 25.81 percent; Mazda, 33.86 percent; Porsche, 97.47 percent; BMW, 20.70 percent; Volkswagen, 20.12 percent, and Subaru, 6.78 percent.

Volvo finished the month with a record 8,261 sales, Saab was up 80.94 percent to a record 2,070 and Isuzu sales of 1,646 also was a record.

The market class breakdown in January included: Imports, 30.69 percent; intermediates, 24.67 percent; compacts, 14.97 percent; standards, 12.98 percent; subcompacts, 11.32 percent, and luxury models, 5.37 percent.

A year earlier, the breakdown showed: Imports, 31.08 percent; intermediates, 19.95 percent; compacts, 17.31 percent; standards, 10.15 percent; subcompacts, 16.22 percent, and luxury models, 5.29 percent.

Of the domestics alone, 35.60 percent were intermediates, 21.59 percent were compacts, 18.73 percent were standards, 16.34 percent were subcompacts and 7.74 percent were luxury models in January, 1983.

Third-period domestic sales totaled 153,428, up 11.61 percent from 137,472. With nine selling days this year and last, the daily rate was 17,048 compared with 15,275.

During the final period, GM was up 18.20 percent, Ford was down 7.91 percent, Chrysler was up 12.38 percent, AMC was up an estimated 125 percent and VWoA was up 6.82 percent.

There were 25 selling days in January, yielding a 16,516 daily average, up 12.16 percent from 14,726 a year ago when there also were 25 days.

Annualized domestic sales based on third-period results, were 5.3 million.

Where auto market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	67,449	11.32
COMPACT	89,169	14.97
INTERMEDIATE	146,976	24.67
STANDARD	77,342	12.98
LUXURY	31,957	5.37
IMPORT	182,853	30.69
TOTAL	595,746	100.00

Smog compromise reached on Calif. vehicle inspection

EL MONTE, Calif.—Auto repair facilities will be allowed to offer either idle mode or dynamometer testing of emissions in the South Coast Air Basin as part of the new state-mandated biennial vehicle inspection program scheduled to go into effect next year.

The South Coast Air Quality Management District (AQMD) decided on the compromise for the first four years of the program following testimony from proponents of each test method.

Proponents of the dynamometer or "loaded mode" test included environmentalists, dynamometer manufacturers and garages and tune-up chains who already have the equipment.

Idle mode advocates included owners of garages and shops that did not have the money or the space for dynamometers.

Backers of the loaded mode test contended that their method checks not only hydrocarbons and carbon monoxide at idle and cruising speed, but also gives a more accurate reading of NOx, which occurs in greater amounts under load.

Those favoring the idle mode and even AQMD officials themselves expressed concern that by requiring the more expensive equipment the program could be jeopardized because not enough outlets would have the equipment to adequately serve the five-county South Coast Air Basin.

The AQMD further believes that either test mode will enable the district to meet its clean air objectives.

The biennial program was passed by the legislature last year in order to head off sanctions against California from EPA.

The AQMD's view was shared by EPA Regional Administrator Sonia Crow, who appeared at the meeting to say that either mode was acceptable to EPA.

The compromise reached by the AQMD allows Los Angeles-area garages to use either test in the first four years and then requires the use of the loaded mode test in subsequent years if the equipment is readily available and the program is extended by law until 1994.

Currently, the test program is scheduled to expire in 1990.

As a result of the move, motorists will be able to "shop around" for either test in order to obtain a smog compliance certificate.

U. S. CAR SALES BY MARKETING UNITS

	Jan., 1983	Jan., 1982
Chevrolet	85,242	84,345
Ford	61,488	62,132
Oldsmobile	68,005	51,219
Buick	51,917	38,963
Toyota	42,607	38,088
Pontiac	30,676	31,965
Nissan	40,916	32,522
Honda	31,672	34,333
Mercury	22,955	21,570
Dodge	21,820	23,133
Plymouth	18,419	21,311
Cadillac	18,630	16,052
VW of America	15,396	13,926
Chrysler/Imperial	13,776	9,669
Mazda	13,482	10,072
Subaru	12,248	11,470
AMC-Renault	15,755	8,181
Lincoln	7,346	5,104
Volvo	8,261	7,380
Mercedes-Benz	3,984	4,511
BMW	3,732	3,092
Saab	2,070	1,144
Isuzu	1,646	1,114
Fiat	541	945
Peugeot	1,060	1,134
Jaguar Rover Triumph	691	634
Mitsubishi	1,279	.....
DeLorean	.....	400
Alfa Romeo	132	104
TOTAL	595,746	534,513

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.
† Estimate

IMPORTED CAR SALES

	Jan., 1983	Jan., 1982
Alfa Romeo	132	104
Audi	2,738	3,229
BMW	3,732	3,092
Challenger	1,000	1,042
Plymouth Colt	2,316	3,389
Dodge Colt	2,828	3,570
DeLorean	.....	400
Fiat	449	908
Honda	31,672	34,333
Isuzu	1,646	1,114
Jaguar	691	634
Lancia	92	37
Mazda	13,482	10,072
Mitsubishi	1,279	.....
Mercedes-Benz	3,984	4,511
Nissan	40,916	32,522
Peugeot	1,060	1,134
Porsche	1,637	829
Renault	1,790	2,008
Saab	2,070	1,144
Sapporo	766	822
Subaru	12,248	11,470
Toyota	42,607	38,088
Volkswagen	5,457	4,543
Volvo	8,261	7,380
TOTAL	182,853	166,375

Gambino purchases Las Palmas Chevrolet

AVONDALE, Ariz.—Joe Gambino, former new-car sales manager for Lou Grubb Chevrolet, Phoenix, has purchased Las Palmas Chevrolet here from Don Johnston. Gambino will change the name of the dealership to Joe Gambino Chevrolet.

DOMESTIC CAR SALES

	Jan 21 to Jan. 31, 1983	Same Period, 1982	January, 1983	Same Month, 1982
Renault Alliance	.....	.....	9,348	.....
Spirit	.....	.....	635	1,240
Concord	.....	.....	1,636	1,738
Eagle	.....	.....	2,346	3,195
AMERICAN MOTORS*	4,500	2,000	13,965	6,173
Horizon	795	1,484	2,369	3,948
Turismo/TC3	630	909	1,690	2,691
Reliant	3,760	3,477	10,302	9,688
Plymouth	526	244	976	773
Total Plymouth	5,711	6,114	15,337	17,100
LeBaron	.....	119	.....	270
LeBaron K	1,760	1,814	4,451	5,198
Cordoba	346	387	744	1,166
New Yorker 5th Ave.	1,905	949	4,843	2,826
E-Class	786	.....	3,302	.....
New Yorker E	199	.....	318	.....
Total Chrysler	4,996	3,269	13,658	9,460
Total Imperial	56	72	118	209
Omni	670	1,217	2,012	3,406
Charger/024	688	1,008	1,925	3,052
Aries	3,145	2,833	8,665	8,303
Dodge 400	781	547	1,667	1,681
Diplomat	792	423	1,548	1,447
Mirada/Magnum	149	236	311	632
Dodge 600	677	.....	1,864	.....
Total Dodge	6,902	6,264	17,992	18,521
CHRYSLER CORP.	17,665	15,719	47,105	45,290
EXP	465	1,223	1,238	2,573
Escort	9,128	13,498	21,218	25,873
Mustang	3,056	2,255	7,751	6,770
Fairmont	3,095	2,956	9,812	8,684
Granada	316	2,878	983	7,532
Thunderbird	144	1,320	466	3,285
LTD '83	3,963	.....	11,312	.....
Ford Crown Victoria	3,283	2,937	8,708	7,415
Ford Division	23,450	27,067	61,488	62,132
LN7	169	482	416	982
Lynx	2,377	3,466	5,449	6,426
Zephyr	944	909	2,813	3,235
Cougar/Monarch	122	1,427	324	3,203
XR-7	67	461	188	1,172
Capri	677	680	1,706	1,849
Marquis '83	1,542	.....	4,128	.....
Mercury Grand Marquis	3,228	1,992	7,931	4,703
Total Mercury	9,126	9,417	22,955	21,570
Continental	633	827	1,638	2,256
Lincoln	1,393	570	3,757	1,495
Mark VI	740	495	1,951	1,353
Total Lincoln	2,766	1,892	7,346	5,104
L-M Division	11,892	11,309	30,301	26,674
FORD MOTOR	35,342	38,376	91,789	88,806
Skyhawk	1,608	.....	4,512	.....
Skylark	2,418	3,347	6,469	9,310
Century FD	3,047	1,374	8,174	3,291
Regal Sedan	2,175	1,531	5,380	4,944
Regal Coupe	4,488	2,970	10,418	8,573
LeSabre	3,538	2,466	8,750	6,293
Electra	1,793	1,435	4,681	3,666
Riviera	1,285	995	3,533	2,886
Buick Division	20,352	14,418	51,917	38,963
Cimarron	444	348	1,393	985
Seville	645	538	1,817	1,351
Cadillac	4,240	3,679	11,083	10,082
Eldorado	1,612	1,210	4,337	3,634
Cadillac Division	6,941	5,775	18,630	16,052
Chevette	4,182	5,294	12,988	17,727
Cavalier	4,341	2,447	11,641	5,966
Citation	3,046	6,935	9,266	17,757
Camaro	3,993	2,882	11,142	6,778
Celebrity	3,726	1,285	9,915	2,932
Malibu	2,804	2,966	7,802	9,746
Monte Carlo	2,405	2,803	7,157	8,266
Chevrolet	5,153	4,603	14,333	13,390
Corvette	341	673	998	1,783
Chevrolet Division	29,991	29,888	85,242	84,345
Firenza/Starfire	1,006	1	2,837	1
Omega	1,235	1,929	3,570	5,864
Cutlass Ciera	3,573	1,606	10,496	4,176
Cutlass	3,072	.....	8,931	.....
Supreme	5,379	6,841	14,922	21,427
Olds 88	5,945	3,896	16,356	10,936
Olds 98	2,750	2,249	8,168	6,588
Toronado	889	825	2,725	2,227
Oldsmobile Division	23,849	17,347	68,005	51,219
1000	1,040	1,588	2,590	4,301
2000	1,648	1,165	4,221	3,116
Phoenix	902	1,567	2,311	4,400
Firebird	2,455	1,967	6,256	4,919
6000	1,763	733	4,626	1,961
Bonneville	2,106	1,862	5,125	5,533
Grand Prix	2,352	2,282	5,547	6,506
Pontiac	.....	424	.....	1,229
Pontiac Division	12,266	11,588	30,676	31,965
GENERAL MOTORS	93,399	79,016	254,470	222,544
VOLKSWAGEN	2,522	2,361	5,564	5,325
DOMESTIC TOTAL	153,428	137,472	412,893	368,138
IMPORT TOTAL	.....	.....	182,853	166,375
INDUSTRY TOTAL	.....	.....	595,746	534,513

*—AMC does not issue a nameplate breakdown for 10-day periods.

Overtime at 7 assembly plants brings 8 pct. gain

Auto production rises to 119,303

By Patricia Hoffman
Staff Writer

The domestic auto makers scheduled an 8.24 percent production gain last week over the previous week's total as overtime at seven assembly points and the return of Volkswagen of America's Westmoreland facility offset downtime at General Motors' Willow Run plant.

Last week's production was slated at 119,303 cars, up from 110,223 the previous week, and up 60.35 percent from the 74,403 built in the comparable 1982 period.

So far this year, there have been 642,927 cars produced, a 56.02 percent over the 412,069 units finished at the same time last year.

Breakdown for the week by company was: GM, 54.75 percent; Ford Motors, 26.43 percent; Chrysler Corp., 13.20 percent; American Motors, 3.32 percent; VWoA, 1.97 percent and Honda, 0.33 percent.

Last week (Feb. 7), GM's Willow Run facility plant was idle due to overstocked inventory. Production there is scheduled to resume today (Feb. 14).

Still down last week for inventory control was Ford's San Jose point.

The GM Baltimore, Doraville, Janesville and Lordstown plants, plus Ford's St. Louis facility, operated six days last week.

Chrysler's Jefferson and Newark points worked nine hours on each of two shifts during five days of assembly last week.

Operations resumed at VWoA's Westmoreland point following a two-week downtime for inventory control.

Production of the Alliance at AMC's Kenosha plant continues at an increased rate of 632 units a day on two shifts, up from the previous 600 units a day on two shifts.

January output in Canada is highest total since 1979

The Canadian auto makers wrapped up January production 41.27 percent above the comparable 1982 period. It was the most for that month in four years.

Last month, the manufacturers produced 73,345 units, up substantially from 51,920 built in January last year. It was the highest build for January since 99,731 units were completed in 1979.

The truck makers finished 35,257 units in January, a 16.86 percent gain from 30,171 built in the comparable 1982 month. It was the most for that month since 57,798 units were assembled in 1981.

Last week's car output was estimated at 14,149 units, down 19.40 percent from the previous week's 17,554, and down 18.81 percent from 17,427 built in the comparable period last year.

Year-to-date, the manufacturers have completed 101,825 cars, up 30.08 percent from 78,276 built through Feb. 13, 1982.

Truck production last week was targeted at 10,052 units, up 40.82 percent from the previous week's 7,138, and up 25.21 percent from 8,028 units assembled in the same week last year.

So far this year, the truck makers have finished 50,827 units, a 19.98 percent gain over the 42,364 completed in the same period last year.

Laine elected to head Chicago C-P dealers

CHICAGO. — Jerry Laine, Grant Motor Sales, Inc., (Chrysler-Plymouth), Barrington, Ill., has been elected president of the Chrysler-Plymouth Dealers Assn.

Vice president is William Ahrens, Central Motors, Evanston, Ill.; secretary is Sandy McKie, Sandy McKie & Sons, Inc., Fox Lake, Ill., and treasurer is John Schultz, Center Garage, Cedar Lake, Ind.

Central foundry takes over three Chevy operations

DETROIT. — General Motors' Central Foundry Division has assumed operational responsibility for all major GM foundry operations in the U. S.

Included in the transfer to Central Foundry are the two Chevrolet Grey Iron and Nodular Iron casting plants in Saginaw, Mich., and the Chevrolet Metal Casting plant in Tonawanda, N. Y.

According to GM President F. James McDonald, the move is to further streamline GM's organization and improve efficiency.

The consolidation of foundries began in September, 1977, when the Pontiac iron foundry in Pontiac became part of Central Foundry. The Chevrolet aluminum foundry in Massena, N. Y., followed in June, 1978.

In addition, Central Foundry also operates iron foundry facilities in Danville, Ill.; Defiance, O.; Pontiac and Saginaw. It also operates aluminum foundries in Bedford, Ind., and Massena, N. Y.

Central Foundry operates as part of GM's Mechanical Components Group.

Downtime by Ford slices last week's truck production

Overtime at four assembly points, the return of General Motors' heavy-duty and medium-duty lines at Pontiac, Mich., plus an added shift at GM's Detroit point last week weren't enough to offset downtime at Ford Motor's Louisville facility. Domestic-truck production fell slightly from the previous week's total.

The makers targeted output last week at 41,396 units, down from 41,598 built the previous week, but up 14.66 percent from 36,104 produced in the comparable 1982 period.

Year-to-date, the manufacturers have finished 205,922 units, a 10.21 percent gain over last year's 186,847.

Ford's Louisville facility closed last week (Feb. 7) due to overstocked inventory.

Volkswagen of America's Westmoreland point remains idle. Production at the plant, down since last June 28, are slated to resume Feb. 21.

Operations resumed last week at GM's Pontiac facility. The heavy-duty and medium-duty lines at the plant were idle one week for inventory control.

GM's Pontiac S-truck line and its Janesville and St. Louis facilities worked six days last week.

Daily overtime was scheduled at Chrysler Corp.'s Warren point. The plant operated a daily nine-hour shift last week.

Production of specialty commercial vehicles at the GM Detroit facility was upped last week from 17 units an hour on one shift to 20 units an hour on two shifts. About 60 workers will be called back from indefinite layoff.

Also at GM, a second shift at the company's St. Louis point is scheduled to resume Feb. 28, with a production rate of 28 commercial vehicles per hour on both shifts. About 900 workers will return from indefinite layoff.

Beginning March 11, van assembly at GM's Lordstown facility will be upped from 24 units an hour on two shifts, to 29 units an hour on two shifts. About 300 employes will return as a result.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
CHEVROLET	15,651	12,698	14,461	27,220	71,308	75,480
DODGE	2,700	24	2,618	4,794	10,951	10,230
FORD	13,370	13,741	17,070	27,026	52,714	75,325
GMC	5,425	4,602	3,943	8,579	25,964	25,513
INTERNATIONAL	1,030	1,150*	1,019	1,845	6,639	5,401
VOLKSWAGEN	.....	689	.....	.....	2,708	.....
JEEP	2,170	1,750*	1,437	3,320	7,963*	7,673
AM GENERAL	50*	50*	50*	90	200*	300
MISCELLANEOUS	1,000*	1,400*	1,000*	1,800	8,400*	6,000
Total Trucks, U. S.	41,396	36,104	41,598	74,674	186,847	205,922

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
CHRYSLER CORP.	2,652	2,006	2,200	11,251	9,410	15,714
FORD MOTOR	3,040	335	172	6,579	7,189	9,791
GENERAL MOTORS	4,360	5,447	4,440	16,837	24,403	24,520
INTERNATIONAL	.....	240	266	590	1,362	802
Total Trucks, Canada	10,052	8,028	7,138	35,257	42,364	50,827
N. American Trucks	51,448	44,132	48,736	109,931	229,211	256,749

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
AMERICAN MOTORS	3,960	1,550*	2,987	6,350	5,529*	20,691
AMC Total	800	.....	.....	800	.....	2,457
Concord	.....	.....	.....	.....	.....	3
Eagle	800	.....	.....	800	.....	2,454
Renault Total	3,160	.....	2,987	5,550	.....	18,234
Alliance	3,160	.....	2,987	5,550	.....	18,234
CHRYSLER CORP	15,750	5,805	15,120	27,845	46,576	71,124
Plymouth Total	5,950	2,656	5,437	10,299	20,554	25,592
Horizon	2,000	.....	1,414	3,131	6,153	7,420
Reliant	3,900	2,656	3,925	7,040	14,401	17,891
Caravelle ('83)	50	.....	98	128	.....	281
Chrysler Total	3,600	1,103	3,500	6,400	7,893	17,802
LeBaron	1,900	1,103	1,674	3,239	7,893	9,486
Chrysler E-Class	1,700	.....	1,826	3,161	.....	8,316
Dodge Total	6,200	2,046	6,183	11,146	18,129	27,730
Omni	1,900	.....	1,984	3,487	5,186	8,060
Aries	3,000	1,724	2,703	5,162	10,279	13,081
Dodge 400	500	322	706	1,065	2,664	3,015
Dodge 600	800	.....	790	1,432	.....	3,574
FORD MOTOR	31,527	7,926	23,501	50,328	55,474	141,359
Ford Division	21,192	3,027	14,615	32,884	28,530	87,550
Escort	5,899	1,757	1,423	7,037	12,541	20,430
Fairmont	2,874	.....	3,314	5,525	3,084	18,108
Mustang	3,281	.....	1,462	4,467	4,311	11,363
LTD/Granada	3,740	1,270	4,271	7,157	5,833	20,339
Thunderbird	3,532	.....	2,895	5,848	2,528	10,540
Crown Victoria/Ford	1,866	.....	1,019	2,681	.....	6,452
EXP	.....	.....	211	169	233	318
L-M Division	10,335	4,899	8,886	17,444	26,944	53,809
Mercury Total	8,272	2,481	6,862	13,762	16,477	41,438
Lynx	1,487	443	303	1,729	3,502	5,426
Capri	793	.....	577	1,254	1,020	2,772
Zephyr	1,227	.....	1,381	2,332	1,472	6,298
Marquis/Cougar	1,360	730	1,320	2,416	3,429	7,025
Cougar/XR7	1,363	.....	1,277	2,385	737	4,631
Gr. Marquis/Marquis LN7	2,042	1,308	1,907	3,568	6,235	15,142
	.....	.....	97	78	82	144
Lincoln Total	2,063	2,418	2,024	3,682	10,467	12,371
Continental ('82)	413	483	404	736	2,623	2,470
Lincoln	885	980	870	1,581	4,186	5,460
Mark VI	765	955	750	1,365	3,658	4,441
GENERAL MOTORS	65,316	55,587	68,233	119,903	290,020	396,064
Buick Division	13,912	16,142	16,958	27,478	69,247	96,319
Skylark	290	3,045	2,862	2,580	8,942	9,761
Skyhawk J	1,380	2,091	1,413	2,510	7,327	8,719
Century	3,172	2,628	2,680	5,316	13,921	16,605
Regal	4,230	4,773	4,846	8,107	17,203	31,629
Buick	4,180	3,193	4,473	7,758	19,247	25,411
Riviera	660	412	684	1,207	2,607	4,194
Cadillac Division	6,625	5,476	6,440	11,777	28,249	41,007
Cimarron	585	.....	444	940	493	3,049
Seville	930	511	826	1,591	1,908	3,993
Eldorado	1,510	1,510	1,567	2,764	5,837	9,563
Cadillac	3,600	3,455	3,603	6,482	20,011	24,402
Chevrolet Division	20,824	9,728	16,847	34,302	73,688	112,097
Chevette	4,173	.....	3,323	6,831	3,333	21,382
Cavalier	3,539	.....	2,677	5,681	13,469	18,460
Celebrity	1,122	621	864	1,813	4,993	7,745
Camaro	3,781	3,705	3,197	6,339	20,815	22,265
Citation	2,511	.....	2,076	4,172	14,249	13,538
Malibu	2,434	2,742	2,185	4,182	6,030	13,892
Monte Carlo	1,914	1,633	1,440	3,066	5,251	9,895
Chevrolet	1,150	421	979	1,933	2,124	4,484
Corvette	200	606	106	285	3,424	436
Oldsmobile Division	17,306	18,207	20,541	33,739	83,142	106,423
Omega	.....	1,430	2,565	2,052	7,549	6,548
Firenza	790	2,499	735	1,378	13,342	4,337
Cutlass	5,100	4,738	6,140	10,012	17,648	32,521
Cutlass/Ciera	4,216	3,051	3,872	7,314	9,274	17,295
Oldsmobile	6,440	5,498	6,413	11,570	31,636	40,857
Toronado	760	991	816	1,413	3,693	4,865
Pontiac Division	6,649	6,034	7,447	12,607	35,694	40,218
Acadian†	.....	.....	240	192	.....	1,217
2000	1,379	.....	2,067	3,033	1,838	9,718
1000	925	.....	841	1,598	240	4,530
Firebird	1,765	2,193	1,451	2,926	11,301	9,460
Phoenix	820	578	790	1,452	3,906	3,785
G. Prix/B'ville ('83)	1,760	3,263	2,058	3,406	18,409	11,508
A6000	.....	.....	.....	.....	.....	.....
HONDA*	400	.....	382	706	.....	1,895
VOLKSWAGEN	2,350	3,435	.....	2,350	14,070	11,794
CHECKER	.....	100*	.....	.....	400*	.....
Total Cars, U. S.	119,303	74,403	110,223	207,482	412,069	642,927

CANADIAN CAR PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
AMERICAN MOTORS	.....	610	973	3,093	2,530	3,875
CHRYSLER CORP.	4,512	3,870	3,814	17,285	18,600	24,843
FORD MOTOR	480	3,601	3,848	17,017	15,693	20,658
GENERAL MOTORS	8,932	9,121	8,694	35,050	40,104	51,099
VOLVO	225	225	225	900	1,349	1,350
Total Cars, Canada	14,149	17,427	17,554	73,345	78,276	101,825
N. American Cars	133,452	91,830	127,777	280,827	490,345	744,752
N. American Trucks	51,448	44,132	48,736	109,931	229,211	256,749
North American Cars and Trucks	184,900	135,962	176,513	390,758	719,556	1,001,501

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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Automotive News

February 21, 1983

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Joint venture to build subcompacts in California plant

GM-Toyota auto to bow as a 1985 model

By Jim Plegue
Staff Writer

Automotive giants General Motors and Toyota Motor Co., after more than 11 months of secret negotiations, inked an agreement last week to jointly produce 200,000 subcompact cars per year for Chevrolet at GM's idle Fremont (Calif.) assembly plant.

The pact, signed by representatives of both firms at the Fremont facility late last week, calls for the establishment of a jointly owned company to build front-drive cars during the 1985 model year, which begins in late 1984.

It is a 12-year agreement. Cost for setting up the venture has been estimated by some sources at $300 million, split equally between the two auto makers.

Each company will appoint an equal number of members to the new firm's board of directors, but, under terms worked out between the auto makers, Toyota will name the president and chief executive officer of the company.

Sources in Japan last week hinted that Tatsuro Toyoda, younger brother of Toyota President Shoichiro Toyoda, is a likely candidate for that position.

• In GM's announcement last week, Chairman Roger Smith said the Fremont-built car "is not a copy of any car being offered in this country. It will be a specific design for Chevrolet."

Toyota Chairman Eiji Toyoda denied reports that the car would be Toyota's new front-drive Corolla model, but sources in Japan and the U. S. have suggested the Fremont model will be a sister car to the new Corolla. It is said to be an upscale version called the Splinter, which shares common componentry with the new Corolla. The new Corolla has been introduced in Japan. U. S. Toyota dealers receive the car this fall.

A senior Toyota official said last week that excess capacity from the Fremont plant could also be sold by Toyota. The plant will have capacity to build 300,000 units annually, GM said.

Smith said the production venture would provide as many as 12,000 U. S. jobs, about 3,000 at the Fremont plant and the balance at support facilities. As part of the GM-Toyota pact, a stamping plant is to be built adjacent to Fremont.

Announcement of the GM-Toyota deal brought a swift response from Lee Iacocca, Chrysler Corp. chairman, who said the agreement will "create the world's most powerful automotive combine and raises grave questions about its long-term effects on the U. S. car market."

• The GM-Toyota car will have 50 percent foreign content, a situation which could eliminate 50,000 automotive and supplier jobs, Iacocca said.

"The impact of this arrangement — and the follow-on deals that could be made if this one is permitted to stand — will be so severe that a full examination by both governments is absolutely essential," he said in a statement issued within hours of the GM announcement.

The Federal Trade Commission, which shares enforcement of antitrust laws with the Department of Justice, "has been monitoring developments," according to a spokesman.

Ford Motor Co., at presstime, had made no official response to the GM-Toyota deal. A spokesman did confirm, however, that Ford, acting on an FTC request, had supplied the federal agency with documents that deal with the competitive nature of the auto industry.

Chrysler Corp. officials, too, have been questioned by FTC investigators on the GM-Toyota deal, a company spokesman said.

U. S. Trade Ambassador William Brock said "the FTC would, of course, have to decide the is-

Continued on Page 44, Col. 3

GM-Toyota: Blazing topic

By Al Fleming
Industry Editor

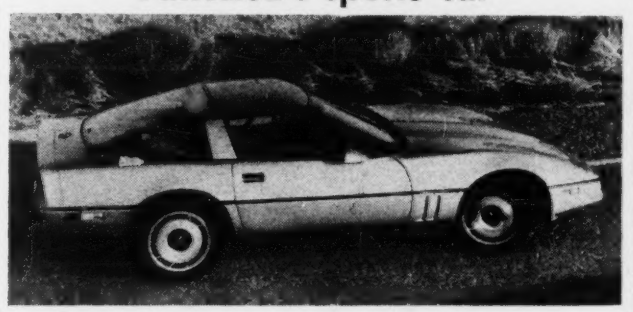
LAS VEGAS.—Nearly matching predictions of stronger new-car sales as the hottest topic of conversation at the 66th annual NADA Convention & Exposition here last week was the agreement by General Motors and Toyota to start joint production of small cars in the U. S. in the 1985 model year.

In an impromptu interview following an Automotive Hall of Fame luncheon, GM Chairman Roger B. Smith said the front-wheel-drive car, to be assembled at a plant in Fremont, Calif., "will be 50 percent local content."

He added that the assembly plant will start to turn out cars at an annualized rate of 200,000 units, "and within a couple years could reach 300,000 — it

Continued on Page 44, Col. 1

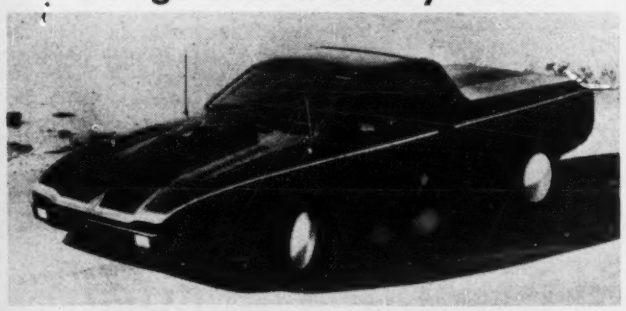
America's sports car



All-new Corvette bows nationally April 21

The 1984 Chevrolet Corvette, the first all-new version of the fiberglass two-seat sports car in 15 years, will bow nationally on April 21, except in California where it debuts March 24. The new Vette is wider, shorter and about 250 pounds lighter than its predecessor. Story and another picture on Page 6.

Dodge with a Shelby touch



Street Fighter on a Rampage

The Shelby Street Fighter, a concept vehicle based on a 1983 Dodge Rampage pickup, features fold-away headlamps, ground effect skirts, car dam and spoiler, unique paint and tape, a four-color rendition of the Dodge Ram logo on the hood scoop and a supercharged 2.2-liter engine. Dodge has no intention of building a similar production model, a spokesman said.

Market comeback is forecast at upbeat NADA convention

By Al Fleming
Industry Editor

LAS VEGAS. — You can't place a bet on it in the gambling casinos. But just about everyone attending the 1983 NADA Convention and Exposition here last week was willing to wager that the new-car market has ended a prolonged slump and is heading upward this year.

The optimists included dealers, factory officials, automotive trade association representatives and exhibitors, most of whom seemed to agree with the NADA forecast of a 10-percent climb in new car and truck sales in the 1983 calendar year.

The convention itself reflected the new upbeat mood. The opening session of the four-day program packed the Rotunda auditorium of the Las Vegas Convention Center. Despite an East Coast snow storm that kept some intended conventioneers from flying westward, total attendance was estimated at 14,000 at the kickoff program, which featured speakers George W. Lyles, outgoing 1982 NADA president, and Lee A. Iacocca, chairman of Chrysler Corp. and convention keynoter.

Although sales volume for the industry was disappointing in 1982, Lyles said individual dealers averaged higher profits than in 1981, and profit as a percentage of sales also was higher.

"Still, I wouldn't be satisfied to classify 1982 as a goal for the future," Lyles added. "Profits still need to be improved."

As Iacocca has done many times before, he called interest rates "the single biggest obstacle standing between this country and economic recovery." He added: "Fix the interest rate problem and we get cars and houses moving again. Get cars and houses moving again, and we get this country moving again."

Iacocca said that although he sees some "silver linings" in the economy and auto market, the key is consumer interest rates. "They must continue to come down or the market will abort," he said.

Norman D. Lean, senior vice president and chief operating officer of Toyota Motor Sales U.S.A., speaking at the Automotive Hall of Fame luncheon, predicted that "the auto recovery should be robust."

He forecast new-car sales will rise to about 9.1 million units this year, and that the increase during a period of reduced interest rates and controlled inflation "will also permit a substantial improvement in dealer and manufacturer profits."

Import dealers will have less to cheer about this year than their domestic counterparts,

Continued on Page 42, Col. 1

breaking news

T-bird flies high, Ford says

DETROIT.—Ford Division claims close to 50,000 advance orders on its new Thunderbird, which was introduced with splashy helicopter landings in a number of cities and merchandising tie-ins with Delta Airlines.

Chrysler stock-swap wins tentative OK

DETROIT. — Chrysler Corp. announced that holders of more than 80 percent of its 1981 series preferred stock gave preliminary approval to its recapitalization plan, under which their preferred stock holdings would be reclassified as common stock. Approval by holders of two-thirds of the issue is one condition of the plan. Several other conditions are still to be met.

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NEWSPAPER

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190 companies occupy record amount of floor space

NADA exhibitors cite positive mood

By Francis J. Gawronski
Service Editor

LAS VEGAS. — If the attitude of dealers and exhibitors at NADA's 66th Annual Convention and Exposition here can be used as a barometer, the long-awaited turnaround in the automotive industry may indeed be "just around the corner."

Some 14,000 dealers and their wives, exhibitors and management personnel registered for this year's NADA convention and exposition, according to Steve Pitt, show director.

"We are very pleased and surprised by this year's convention," Pitt said. "After last year's 10,000 registrations in Atlanta, we bit the bullet a little and projected 13,000 total registrations for this year's show because we sensed the economy was coming around.

"But the 14,000-plus registrations was a pleasant surprise," Pitt said. "In Atlanta last year, we had 2,200 over-the-counter registrations, which included a lot of Eastern dealers who came to the convention for the first time. This year we had a record 2,700 over-the-counter registrations as of yesterday (Monday) and it could top 3,000."

Pitt said the record total attendance at an NADA convention was set in 1979 when 19,000-plus registrants were counted.

"When you have some 4,000 fewer dealers in the country, the registrations total at this year's show tells you something about the convention," Pitt said. "The dealers are attending the workshops and taking a lot of good information back to their dealerships."

Pitt said that more than 3,000 dealers and 1,000 dealership management personnel attended this year's show.

The show attracted 190 exhibiting companies which occupied a record 113,000 square feet of floor space. Some 50 companies were on the waiting list, according to Pitt.

All show functions, especially the workshops, were well attended by the dealers.

The word most frequently used by exhibitors to describe the attitude of the dealers at this year's convention was "positive."

As at past NADA shows, booths featuring computerized systems and other equipment designed to simplify dealership operations and cut costs attracted the most traffic.

Jack Proud, general sales manager of Dealer Computer Systems, Reynolds & Reynolds, Dayton, was elated about this year's exposition.

"The shows in Los Angeles and Atlanta were good but they were nothing like what we experienced here," he said. "The traffic and the interest in our product was the greatest since we have been coming to this show.

"The dealers' attitude is positive and they are looking for simple solutions to complex problems," Proud said. "They are turning to computers."

Proud called the dealers attending the show "survivors" and "winners."

"We could have doubled the number of people in our booth and it still wouldn't have been enough to handle the traffic," Proud said. "Our orders are significantly up over last year."

• Anders B. Eklov, president of Oakleaf Corp., in Chatsworth, Calif., reported that his sales staff wrote more business in the first two days of this year's show than they did during all of last year's show.

John L. Person, vice president of sales and marketing at Display Data Corp., Hunt Valley, Md., said, "The show has been very good and has generated a lot of customers and prospects. The general attitude of the attendees has been positive and upbeat.

"The business we are doing on the floor has been up dramatically over last year," he said. "The dealers are very interested in total-service computer systems."

Toby Schaeffer, vice president, Lease It Division, First Pennsylvania Bank, Ft. Washington, Pa., said, "So far, we are doing twice as well as last year. Dealers are a lot more interested in leasing programs.

"They also seem to have a tremendous amount of optimism in the future and the automotive outlook," Schaeffer said.

Jack Taylor, president of Telegenix, Cherry Hill, N. J., said the show was "super."

"I am really pleased at the upbeat attitude of the dealers at this year's show," he said. "Dealers are not talking about how to survive anymore, but how to improve and make their operations better.

"The opening-day turnout was excellent. We had twice as many people stopping by our booth as we anticipated," Taylor said. "This is our third show, but it is by far the best. We will be back next year."

• Daniel Richardson, of Shure Mfg. Corp., St. Louis, termed the opening-day traffic "terrific."

"The show was better and the dealers more serious than last year in Atlanta," Richardson said.

Robert Schleeter, president of Broadway Equipment Co., Inc., Minnneapolis, also was jubilant about the show.

"Super. Best show yet. Perfect," he said when asked how he rated this year's event.

"The opening-day crowd was

Continued on Page 44, Col. 4

Subaru launches big recall to fix seat backs

WASHINGTON. — Subaru of America, Inc., at the urging of NHTSA, will mount a safety recall campaign of 84,253 1980 vehicles to replace the seat-back frame on the driver's side.

Involved are DL, GL and GLF models, which include hatchbacks, sedans, hardtops and station wagons as well as four-wheel-drive vehicles.

NHTSA started an engineering analysis last June after receiving seven complaints. It said it has had one report of an accident but it added, Subaru has received almost 300 complaints.

Seat-back frames in the affected vehicles, according to NHTSA, have inadequate weld joints. When the welds break, the seat back can twist and bend potentially causing the driver to lose control.

Subaru did not estimate the cost of the recall, but a spokesman said, "It's going to be expensive."

Chrysler offers buyers an option on rebate

By Joseph Bohn
Marketing Editor

Chrysler is offering buyers the option of taking a rebate instead of 11.9 percent financing for the Feb. 14-March 31 period. The rebates apply to '82 and '83 models.

In doing so, it wants to broaden its appeal to cash buyers and those who arrange their own financing. Normally, cash buyers comprise up to 25 percent of the market and, for them, low-interest financing has little appeal.

Also, Chrysler stands to save money if a buyer goes for the rebate instead of the financing. According to one knowledgeable source, it costs about $85 to $95 per $1,000 of financing to subvent interest rates to their current 11.9 percent level.

This would work out to $475 to $500 on a $5,000 contract, for example.

The new Chrysler rebates generally range from $300 to $400.

Under the new program, buyers can take rebates of $300 on L-bodies, including Omni/Horizon, Charger / Turismo, TC 3/024.

Other models, including Aries / Reliant, LeBaron/Dodge 400, Gran Fury/Diplomat, Cordoba/Mirada, New Yorker (including the 83½ front drive as well as Fifth Ave. rear drive), Ram Van, wagons and Voyager come in for $400 rebates.

The Imperial has a $1,000 rebate. The import cars — Colt/Champ and Sapporo/Challenger —get $300 rebates, as does the '83 Ram 50 and Power Ram 50.

The '82 versions of the Ram 50 pickups are covered under a previously announced program on trucks, "Ram Tough Value Days," which gives both rebates and 11.9 percent financing, as well as various dealer/sales person incentives.

There is sold-order protection covering vehicles ordered by Feb. 28 or delivered by March 31.

There are no dealer contributions to this alternate consumer program.

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58th year — No. 4955

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Toyota Camry to be unveiled in Chicago

The Toyota Camry, an all-new front-drive replacement for the Corona series, will bow at the Chicago Auto Show, Feb. 26. Camry will be available in four-door sedan and this five-door liftback model with Deluxe or LE trim. Power comes from a 2.0-liter SOHC fuel-injected four-cylinder engine.

Yawns greet extension of Japanese quota

WASHINGTON.—Japan's unexpected early announcement that it would extend the current limitations on its export of automobiles to the U. S. for another year appears to have caught much of official Washington and the U. S. auto industry with little to say.

The existing agreement expires April 1.

At the UAW, from where pressure has been the greatest to do something about "the Japan problem," Don Stillman, Director of Government and International Affairs, said the UAW would have no comment on the announcement.

At the Big Three, similar silence was the case.

On Capitol Hill, the move by the Japanese had Rep. Richard Ottinger, the New York Democrat and chief sponsor of the UAW-backed local-content legislation that passed the House last year, saying he "would prefer not to comment."

His cohort, Rep. John Dingell, Michigan Democrat, said he "didn't think the agreement went far enough," however, and said he intends to press ahead with local-content legislation.

Michigan's senators, Democrats Carl Levin and Donald Riegle, were also disappointed. Levin chose to be philosophical about it though, saying that "a half a loaf is better than none."

Levin would like to see a two-year extension and a reduction in the total number of vehicles allowed.

Riegle said the one-year extension was "good news" for the U. S. auto industry but only if interest rates continue to fall and car sales rebound.

"Our trade negotiators should have pressed for more," he said.

U. S. Ambassador for Trade William Brock, meanwhile, said at a press briefing that he was pleased by the announcement, but he noted in response to a question that it would be "highly inappropriate" should there be a surge of Japanese imports after the voluntary restraint arrangement expires.

Dodge joins the lineup for spring football ads

By Joseph Bohn
Marketing Editor

DETROIT. — Dodge joined Chevrolet truck and Buick as a sponsor on ABC's United States Football League telecasts.

Dodge will get nine regular season games and one playoff—identical to Buick's participation—and the two share sponsorship of the league championship game, July 17.

Dodge has also been designated the "official car" and "official truck" of the USFL. Dodge dealers will choose one player and one coach from the 12 teams in the league as Dodge "Man of the year" and "Coach of the year."

As part of the association between Dodge and the League, the USFL will give away 108 Dodge Chargers.

One Charger will be given away to a fan at each team's nine home games. The method of giveaway will be determined by the USFL and the individual team.

The USFL and Dodge will also share in 30-second charitable TV spots on behalf of the Statue of Liberty, Ellis Island Foundation, Inc. Chrysler Chairman Lee Iacocca heads up Foundation efforts to restore the landmarks.

The USFL and its teams agreed to give the Foundation one cent for each ticket the 12 teams sell.

The agreement between Dodge and the USFL also allows the division exclusive use of the USFL League and teams' logos and names in advertising and sales promotion, except where a team has already made prior arrangement.

During the USFL's regular season and playoff games, Dodge will have six minutes' commercial time. The messages will be split between Dodge cars and trucks, both import and domestic, and local dealer associations.

Originally, Nissan, Chevrolet truck and Buick were given first sponsorship crack at the USFL on the basis of being Monday Night Football League sponsors on ABC. But Nissan declined, opting for sponsorship of the USFL on the Entertainment Sports Programming Network (ESPN).

McElwaine criticizes protectionism

AIADA speakers rebut Iacocca

By Matt DeLorenzo
Los Angeles Reporter

LAS VEGAS. — Led by its president, Robert M. McElwaine, the American International Automobile Dealers Assn. (AIADA) used its luncheon to rebut the protectionist sentiments expressed by Chrysler Chairman Lee Iacocca during the NADA keynote.

Under the recurring theme of "Let's talk sense," McElwaine said the American public has "been bombarded with some of the most outrageous nonsense ever heard outside of a national political campaign" when it comes to the effect of imports on the U. S. economy.

"We tolerate the protectionism of other countries that close their borders to our goods, while happily permitting those countries to sell their goods here in unrestricted fashion," McElwaine said. "Our markets are free and open, so goes the myth, while those of other nations are closed to us."

Not so, said McElwaine. "The U. S., far from being the victim of other nation's predatory trade practices, is the world's largest exporter," he said.

McElwaine contended that not only is the U. S. active in other markets, but that it, too, has its share of quotas and restrictions as well.

McElwaine said that the U. S. auto industry has won protection from the government while at the same time "has easily propagated the illusion that it operates in a state of mutual antagonism with its government, while the Japanese manufacturers and the Japanese government conspire to wreck the U. S. industry."

• "For the past several years," he said, "the American automobile industry has been protected from foreign competition by a network of trade barriers including the highest tariff on trucks imposed by any industrialized nation in the world, a discriminatory tariff on automobiles that permits U. S. manufacturers to import their product from Canada without duty, while imposing a 2.5 percent duty on other imports, and a quota on Japanese cars that has been in effect since April 1, 1981."

He added that the industry has further benefited from changes in the tax code and government - guaranteed loans. "What the industry's response has been to all these benefits is that they'd like a little more protection please," McElwaine said.

That protection may be in the form of local content, McElwaine hinted: "The seed for domestic content legislation was sown in the summer of 1981 when Ford and General Motors sought concessions from the UAW that would enable them to achieve competitive status with the more efficient Japanese manufacturers."

McElwaine said that the union's refusal to go along with the concessions prompted the "world car" strategy to go elsewhere in the world to cheaply produce vehicles.

"The UAW's answer to this 'world car' concept was, 'there oughta be a law,' " he said. "Getting Congress to legislate such cost-raising restrictions on an already crippled domestic industry, however, posed problems to make even a skilled union lobbyist quake.

• "Some genius within the UAW, however, came up with the answer: Sell the bill to Congress as anti-Japanese, Buy-American, save-the-jobs bill," McElwaine said.

"Domestic content may cause a temporary feeling of well-being, but it will solve none of the basic problems of the automobile industry and, indeed, over time, will exacerbate many of them. There is no quick fix for Detroit; there is only the long, hard struggle to regain their competitive position."

Outgoing AIADA Chairman David M. Zinn said the domestic content battle last year was the greatest challenge the association has faced and that the fight is far from over.

"All we won was time—time to prepare for the next onslaught which has already started with the introduction of HR 1234, the Domestic Content Bill of 1983," he said.

Thomas Nemet, Zinn's successor, promised to carry on the fight. "I have a motto for all of us and a promise for my year as chairman. The motto is 'don't sit back,' " he said.

Nemet said AIADA faces formidable opposition in the local-content struggle. "Our job is even harder this year," he said. "The UAW has up to 75 percent of new members of Congress sympathetic to its bill."

Nemet stressed the need for all import dealers to become involved.

"All import dealers are in this fight together," he said, "whether they will be hurt immediately by content legislation or by the inevitable step of extending the coverage of the content legislation more broadly. Make no mistake: Once we head down the road to domestic content, no importer or dealer will be immune."

Chicago Auto Show offers a spotlight for new models

CHICAGO.—The 75th Chicago Automobile Show, to be held at McCormick Place Feb. 26-March 6, will be the stage for the national introductions of eight passenger cars and a new truck line.

For many years, manufacturers used the Chicago exposition to introduce new cars, but in recent years, with the accent on downsizing and fuel economy, the cars have not been there for first-time showing.

But auto makers from the U. S. and abroad have decided to use this year's show to present new cars to the press and the public.

The national preview of the Ford Tempo and Lincoln-Mercury Topaz will be staged here on Thursday (Feb. 24), just before the show opening.

Datsun will host the press on Feb. 23 to present the Pulsar Turbo and Stanza notchback, before the public gets its first glimpse of the cars at the show.

Robert C. Stempel, Chevrolet general manager, will host a press conference on the new Corvette on the morning of Feb. 25.

The briefing will include information from the chief engineer David R. McLellan and chief designer Jerry M. Palmer, as well as marketing information from Thomas A. Staudt, the division's general marketing manager.

Mitsubishi will introduce its Montero, a sports utility vehicle, at a press briefing on Feb. 23 and will exhibit the vehicle during the show.

Isuzu is to present its Impulse, a 2+2 sporty passenger car shown only in prototype at St. Louis, which will not be on the market until May.

Toyota will present its Camry line, to replace the Corona vehicles, at the show.

Datsun also has decided to present its 1983½ truck line to the public for the first time at its Chicago exhibit.

The show is staged by the local dealer organization, the Chicago Automobile Trade Assn. (CATA). The show committee chairman is Joseph Bidro, Villa Park Motors (Ford), Villa Park, Ill.

breaking news

Continued from Page 1

Chrysler sells interest in Sigma

DETROIT.—Chrysler Corp. has sold its 24.9-percent interest in Sigma Motor Corp., the South African vehicle manufacturer, to Anglo American Corp. Sigma is now wholly owned by Anglo American. Sigma retains access to Chrysler technology but currently makes no Chrysler vehicles. It relies instead on Japanese models from Mitsubishi and Toyo Kogyo. It holds rights to Citroen and Peugeot, but does not manufacture either.

GM of Canada reports loss

OSHAWA, Ont.—General Motors of Canada reported a net loss of $71.7 million in 1982, which it blamed on retooling expenditures, high interest rates and an 8.1-percent decline in net sales. Sales of $9.57 billion were still enough to make 1982 the second-best sales year on record.

Auto imports rise 3 pct. in month

WASHINGTON.—Automobile imports in November rose 3 percent above the year-earlier month, the Commerce Department said. The total was 217,225, up from 210,695.

Peugeot 205 ready for France

The new Peugeot 205—shown here in SR version—is to debut in France Feb. 24 and is slotted between the 104 and 305 models. The front-drive 205 will be offered with four engine options, from 954 cc to 1.3 liters. Fuel tank and spare are under the floor. The 205 may replace Chrysler's Omni/Horizon in the U. S. in 1985.

New-car sales trail 1982 in month-opening period

By Jenny L. King
Staff Writer

The spell was broken—or at least cracked — when domestic new-car sales failed to surpass their year-ago level in the first February period. It stopped the chain of consecutive plus periods at 10.

Feb. 1-10 sales dipped some 5,000 units below the comparable 1982 total, a difference of 3.79 percent. The final tally was 136,878 versus 142,273.

Year-to-date sales remained 7.71 percent ahead of 1982, climbing to 549,771 from 510,-411.

Chrysler Corp. was the only major U. S. auto maker to report a sales increase in early February. Chrysler was up 2.82 percent, to 16,846 from 16,384 in 1982. Sales of American Motors passenger cars were estimated at 4,000 units, up 73.91 percent from 2,300. AMC does not release sales figures on a 10-day basis.

General Motors dealers retailed 83,544 new cars during the period, down 5.20 percent from 88,131 last year. Ford Motor Co. sales dropped 8.57 percent, to 30,925 from 33,824. Volkswagen of America missed its year-ago sales by 4.35 percent, dipping to 1,563 from 1,-634.

GM's share of the market was shaved to 61.04 percent from 61.94 percent a year ago. Ford dropped to 22.59 percent from 23.77 percent. Chrysler climbed to 12.31 percent from 11.52 percent. AMC had 2.92 percent, up from 1.62 percent, and VWoA sales accounted for 1.14 percent compared with 1.15 percent a year earlier.

Of the Chrysler Corp. makes, only Chrysler reported a sales gain for the period: Up 42.32 percent. Plymouth was down 16.15 percent, Imperial was down 7.55 percent and Dodge was down 0.89 percent.

Ford was down 12.45 percent, Mercury was up 0.88 percent and Lincoln was off 0.43 percent.

At GM, Buick was up 10.35 percent, Cadillac was up 8.75 percent, Chevrolet was off 23.64 percent, Oldsmobile was up 35.13 percent and Pontiac was down 32.69 percent.

Annualized sales based on the Feb. 1-10 total were moving at a rate of 5,873,000 for 1983.

DOMESTIC SALES

	1983	1982
AMERICAN MOTORS	4,000†	2,300†
Chrysler	5,145	3,615
Imperial	49	53
Plymouth	5,223	6,229
Dodge	6,429	6,487
CHRYSLER CORP.	16,846	16,384
Ford	20,815	23,775
Mercury	8,029	7,959
Lincoln	2,081	2,090
FORD MOTOR	30,925	33,824
Buick	17,367	15,738
Cadillac	6,577	6,048
Chevrolet	26,749	35,031
Oldsmobile	23,458	17,359
Pontiac	9,393	13,955
GENERAL MOTORS	83,544	88,131
VOLKSWAGEN	1,563	1,634
INDUSTRY TOTAL	136,878	142,273

† Estimate

Olds to drop V-8 diesel in California for '84

LOS ANGELES. — Oldsmobile will drop the 5.7-liter V-8 diesel from its lineup in California next fall as a result of that state's 1.0 grams per mile NOx standard for those power plants in the 1984 model year, according to James F. Mattox, the division's general sales manager.

Mattox said the 4.2-liter V-6 diesel, offered on Cutlass Ciera and Cutlass Supreme models, will continue to be sold in California. He noted that diesel sales in general are down and that the division is "building diesels in line with demand."

Mattox was here to kick off the "Great Olds Road Show Sales Rally," a six-week sales and promotional program that will feature six special-edition Oldsmobiles. The six models are the Firenza GT, 15th Anniversary Hurst/Olds, Omega ES, Ciera ES, Ciera Holiday Coupe and the Cutlass Supreme Special Edition.

The sales goal for those units is about 50,000 the remainder of the '83 model year, and Oldsmobile expects half to be the Ciera ES and Holiday Coupe.

Mattox said Oldsmobile sales are up in 1983 and that the division has posted its 13th consecutive 10-day sales gain over the previous year.

"In the last quarter, we saw a definite pickup in sales," Mattox said. "The trend has continued through February."

Oldsmobile's share of the total market was 10.1 percent in 1982, an alltime high.

"We're currently running at a 10.8-percent clip," Mattox said, attributing the success to "good product and a good dealer organization."

truck industry news

January retail sales jump 7.8 percent to 193,592

Retail sales of trucks in the U. S. in the first month of 1983 totaled 193,592, up 7.8 percent from 179,534 in January last year.

Leading the gain were light trucks, which were up 9.9 percent from January a year earlier to 180,070 units, compared with 163,835.

Imported compact pickups totaled 31,844 in January, up 10.7 percent from 28,762 a year earlier. Noncaptive imported pickups totaled 24,513, a whopping 38.9 percent from 17,650 a year earlier.

Mediums were up 8.7 percent at 3,431, compared with 3,157 a year ago, while heavies were down 18.23 percent to 12,842 from 10,501.

Chevrolet held onto the sales lead among the domestic makers, despite a 21.7 percent gain by Ford during January. Chevrolet sales totaled 65,200, up 3.9 percent from 62,771 a year earlier. Ford boosted its sales to 62,492 from 51,329 in January last year.

GMC sales in January totaled 16,579, up 9.9 percent from 15,088 a year earlier.

Dodge and Chrysler-Plymouth dealers retailed 12,076 trucks in January, down 36.7 percent from 19,084 a year earlier.

Sales of Jeep four-wheel-drive vehicles during January were 4,872, including 383 Scrambler pickups.

Sales of compact pickup trucks during January totaled 67,895, up 51.3 percent from 44,871 a year earlier.

January sales of domestic compacts — Chevrolet S-10 and Blazer, GMC S-15 and Jimmy, Jeep Scrambler, Ford Ranger and Volkswagen—totaled 36,051, up 137.9 percent from 16,109 a year earlier.

Sales of Japanese-built compact pickups were also up during January to 31,844 compared with 28,762 a year earlier.

Toyota dealers sold 9,664 pickups during January, up from 8,468 a year earlier. Datsun pickup sales totaled 8,934, up from 6,245.

• Mazda deliveries totaled 3,870, up from 1,739 a year earlier, while Isuzu sales rose to 1,518 from 1,198. Mitsubishi dealers sold 527 pickups under that name in January. They were not in the market a year earlier.

Chrysler Corp. dealers sold 1,533 Dodge Ram 50s and 99 Plymouth Arrows made by Mitsubishi, compared with 3,481 and 653 a year earlier.

Other captive sales totaled were Ford Courier, 4,852, compared with 4,228, and Chevrolet LUV, 847, compared with 2,750.

Volkswagen dealers sold 544 Rabbit pickups, down from 1,115 a year earlier.

Domestic trucks in inventory at the end of January totaled 519,308 units, about a 77-day supply.

Big Three January, year to date truck sales

	1983	1982
Vans	10,428	6,136
Club Wagon	1,889	1,752
Ranger	11,699	.....
Bronc II	15	.....
Courier	4,852	4,228
Bronco	2,807	2,571
Conventional		
Pickups	27,702	33,223
Mediums	3,100	N.A.
Heavies	.....	N.A.
Chevrolet		
Vans	10,242	6,755
Sportvan	1,453	992
S-10	13,334	11,672
S-10 Blazer	5,807	.....
LUV	847	2,750
El Camino	1,455	1,744
Blazer	1,825	2,826
Suburban	2,418	1,808
Conventional		
Pickups	26,741	33,133
Mediums	1,078	1,091
Chrysler		
Vans	3,396	4,429
Voyager	283	463
Ram Wagon	1,576	1,879
Scamp	162	.....
Rampage	538	973
Arrow	99	653
Ram-50	1,533	3,481
Trail Duster	.....	46
Ramcharger	910	513
Conventional		
Pickups	3,579	6,647
GMC		
Vans	2,341	1,590
Caballero	123	201
S-15	2,748	1,772
S-15 Jimmy	838	.....
Jimmy	369	508
Suburban	699	418
Conventional		
Pickups	7,303	7,018
P models	137	324
Mediums	1,514	2,221
Heavies	507	1,036

Marines use propane in fuel-economy test

CAMP PENDLETON, Calif.— The Base Motor Transport at this Marine base has begun fueling 40 government-owned Chevrolet LUV trucks with propane gas as an experiment of alternate fuel consumption and economy.

Urban Astro

Mickey Gilley, whose night club became famous in Urban Cowboy, received an '83 Astro truck tractor for his concert tour from the Houston GMC dealers. Gilley is spokesman for GMC and will do promotional spots for GMC dealers throughout the year.

Depressed economy, devaluation of peso cited in poor fourth-quarter

Fruehauf posts loss, sees recovery

DETROIT. — Fruehauf Corp. has reported that while the depressed economy and resultant weaknesses in its major markets and the devaluation of the Mexican peso resulted in a fourth-quarter loss, a number of positive factors point to a return to profitability during the second quarter of 1983.

The fourth-quarter loss of $7.2 million, or 58 cents a share, on sales of $434 million, compares with net earnings of $0.8 million, or 6 cents a share, on sales of $514 million for the fourth quarter of 1981.

Fruehauf reported that the fourth-quarter loss included a $9 million charge after tax, resulting from current economic conditions in Mexico and translation losses arising from the devaluation of the Mexican peso.

A substantial reduction in inventories, primarily in the fourth quarter, resulted in partial liquidation of LIFO layers, reducing the net loss for the year by $6 million.

Fruehauf reported a net loss of $30.4 million for the year, or $2.47 a share, on net sales of $1.9 billion. This compares with 1981 earnings of $21.4 million, or $1.74 a share, on sales of $2.2 billion. This loss was the first that Fruehauf reported since 1958.

• Fruehauf's two major markets had their lowest volume in years. Industry shipments of truck-trailers were down 20 percent from 1981, the lowest since 1975. North American car and light-truck production was down 10 percent from 1981, the lowest since 1961.

Fruehauf Finance Co., which provides sales and lease financing to Fruehauf customers, reported earnings of $14.2 million and finance revenue of $88.6 million for 1982, compared with 1981's $16.1 million and $100.9 million, respectively. Prior to 1982, the finance arm of Fruehauf had set earnings and finance revenue records for 12 consecutive years.

Fruehauf also reported that within the last six weeks, it has paid off all of its domestic short-term debt. During this time, Fruehauf marketed two public long-term debt financings, totaling $72 million, and a $41 million convertible preferred stock issue.

Chairman and Chief Executive Officer Robert D. Rowan and President and Chief Operating Officer Thomas J. Reghanti cited activities in all major business segments that point to a recovery beginning in the second quarter:

1. Cost reductions in both the truck-trailer and automotive component segments that promise a return to profitability with minimum market improvement.

2. North American passenger-car and light-truck production schedules for the first quarter of 1983 are estimated to be up more than 30 percent from the first quarter of 1982.

3. A substantial increase of inquiries regarding new trailers, the highest in the past several years.

4. Liberalization in size and weight restrictions allowing the use of trailers up to 102 inches wide and 48 feet in length, plus government legislation allowing the use of doubles across the nation. Fruehauf is already equipped to turn out the new sizes.

5. Development of a number of new trailers and automotive components, including automotive electronics.

6. Installation by midsummer of a large new drydock at Jacksonville Shipyards to replace one returned to the U. S. Navy in mid-1982.

A delay in new trailer orders will adversely impact first-quarter results, according to the Fruehauf executives.

'Useful life' definition may be overhauled

WASHINGTON. — The EPA has scheduled a March 10 hearing concerning its plan to reduce the "useful life" definition for light and heavy-duty trucks.

The agency will hear comments about the plan at its Ann Arbor (Mich.) testing lab.

Under light and heavy-duty emissions regulations put into effect by the Carter Administration, the useful-life definition for light and heavy-duty trucks would have changed from 5 years/50,000 miles to the length of time to the first engine rebuild commencing with the 1984 model year.

Earlier this year, however, the Reagan Administration postponed until 1985 the effective date of more-stringent emission standards for light and heavy-duty trucks and presented two options regarding the useful-life definition.

For the 1984 model year, it proposed that manufacturers could use the old definition of useful life (5 years/50,000 miles), or for those already committed to full-life certification, the EPA would assign useful-life values, i.e. light-duty trucks average about 12 years and 120,000 miles.

For 1985 and later model years, the agency proposed another useful-life definition wherein it assigned years and mileage for light-duty trucks at 6 years/65,000 miles; heavy-duty gas engines at 5 years/60,000 miles or 1,800 engine hours; Class V heavy-duty diesels at 5/60,000 or 1,800 engine hours; Class VI heavy-duty diesel engines at 5/100,000 or 3,000 engine hours, and class VII/VIII heavy-duty diesel engines at 5/137,500 or 4,125 engine hours.

The March 10 hearing will commence at 9 a.m. The agency held a preliminary hearing Feb. 18 at the same location to clarify its proposals.

In that vein, the agency announced along with the hearing date and location that, in the event it adopts the extended half-life option, the high-altitude light-duty truck emission standards will be adjusted to maintain proportionality.

High-altitude HC would be 0.83 grams per mile and CO would be 12.3 grams per mile.

Kicking up its heels

Ford's Bronco II officially debuts March 10. The theme line, "It's a brand new kick," is being used to introduce the slimmer Bronco, with suburbia seen as an added sales market. J. Walter Thompson handles.

Honda turns to 3M

The role of tape in quality control

MARYSVILLE, O. — The gas tank looks perfect, but Bill W. Hedges, engineering coordinator at Honda of America, Inc., is not satisfied.

He shifts the motorcycle component so that the light falls from a slightly different angle, and points to a tiny speck in the two-tone metallic finish.

"That could be enough for us to reject a part," he says of the almost indetectable flaw.

Quality control is serious business at Honda. Honda products come off the line in perfect working order, everything fits and the finish is impeccable. Otherwise, the product does not go out the door.

The Marysville factory has unique features concerning quality. Hedges says that every associate in the facility is considered a QC manager with the responsibility for approving the motorcycles all the way down the line. The American plant competes successfully, in management's eyes, with the QC crew in the Japanese home factory. As part of this friendly rivalry, the Marysville plant recently improved its already impressive quality record by 20 percent.

With such rigid standards, the only way Honda can continue building products that can be competitively priced is to make certain that the job is done right the first time. Rejecting parts, and re-doing work can quickly add up to significant costs, Hedges says. The way to avoid that situation is to have highly trained and motived associates, while using materials which are subjected to extensive testing for quality and consistency, he adds.

"Because the paint job is so crucial in determining the overall appearance of the finished motorcycle, we pay particular attention to the paints and masking materials we use," Hedges says.

• Two industrial tapes made by 3M, Scotch Brand No. 231 Paint Masking Tape, and Scotch Brand No. 218 Fine Line Tape, have helped the manufacturer avoid potential problems in the paint finishing area, Hedges says.

The Marysville plant, which opened in 1979, builds three popular Honda models, the Aspencade, 1100 and CB. Depending on whether the motorcycle is outfitted with special fenders, fairings and other accessories, the amount of two-tone painted surface can vary somewhat. These generally involve a base color, an accent color and a decal which all must be applied with a great deal of precision.

The fine-line tape is applied to complex compound curves on the parts, while the standard masking tape is used where the extreme flexibility and sharp curve-holding capabilities of the fine-line tape are not needed.

"It's difficult to find a tape that will retain its memory bank when applied in a sharp curve," Hedges explains. "Most will pull away after a period of time. Because production schedules vary, the tape may remain on the component prior to painting anywhere from a few minutes to overnight. The No. 218 tape stays in place until we remove it."

• The fine-line tape consists of a specially extruded matte finish green polypropylene backing, coated with a pigmented rubber-resin adhesive designed for masking use. Its 4.5 mil thickness makes it ideal for the fine paint edges desired by Honda, Hedges says, because, when the tape is removed, a very thin edge, almost imperceptible to the touch, is left behind. Honda uses the ¼-inch width primarily, although some of the ½ inch wide fine-line tape is also applied.

The No. 231 paint masking tape used in the Honda paint masking machines, on the other hand, has a smooth crepe paper base saturated with a pigmented rubber-resin material that helps prevent solvent and moisture from soaking through. Its adhesive has the same properties as the fine-line tape.

The tape is used either alone or with some masking paper for many different Honda parts. So exacting are the company's standards that masking is even done inside parts, so that overspray through holes will not coat the inner surfaces. Honda uses the one-inch and two-inch widths of the tape, with some testing under way on the four-inch version.

Hedges likes the properties of these tapes. He says they do not leave an adhesive or film on the part, which is important because such contamination can interfere with additional painting steps to follow.

"When we remove the tape, we like everything to come up, and nothing left behind to be cleaned off manually," he points out. "They have just the right amount of adhesion. Most other tapes we tried or considered were either too strong or not strong enough."

When some tapes are pulled, wrinkles occur, he continues, causing paint chips which then fall on the part. This is especially true of some lacquer-based paints. The 3M tape pulls right off without chipping. The tapes can also be used over fresh lacquer or enamel, with little risk of leaving an imprint, Hedges says.

The fine line tape's thinness contributes to the minimum edge buildup, and the matte finish backing holds paint securely for less flaking and paint running, he continues. It sticks instantly, so less labor is involved in applying it to surfaces to be painted. The crepe masking tape has many of the same features, and for a paper tape has excellent sliver and moisture resistance.

Much masking is done by hand, Hedges says. The easy hand tear of the 3M tapes eliminates any need for a knife, which, in turn, does away with extra time-consuming steps.

"Because we try very hard to do things right the first time, we conduct extensive testing whenever we try new materials," Hedges says. "What we look for are the qualities and consistency that we need for a given job, availability and a realistic price."

Cowboys score with GMC dealers

Doug Cosbie, far left; Randy White, center, and Drew Pearson, far right, of the Dallas Cowboys football team, joined Tra-Tech Corp. personnel Bob Isham, center left, president, and Phil Wetherby, right center, national sales manager, in welcoming GMC dealers to the Texas Stadium for a tour of the stadium with the players and the unveiling of Tra-Tech's limited edition vans. The event was part of a two-day driveaway hosted by Tra-Tech, of Gardena, Calif.

TIRE OPTIONS ON 1982 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS*	15,491	21.85	55,386	78.12	45,524	64.21	.....	.....
Spirit	827	4.10	19,355	95.90	13,300	65.90	.....	.....
Concord	5,593	16.60	14,181	83.30	23,551	69.90	.....	.....
Eagle	.....	59.90	.....	40.50	.....	64.80	.....	.....
CHRYSLER CORP.	268,530	37.10	489,472	67.60	636,816	87.90	517,619	71.40
C-P Total	204,073	28.20	243,696	33.60	378,898	45.00	326,343	72.80
Horizon	1,494	3.10	41,184	96.90	26,119	65.30	20,784	48.50
TC3	9,218	4.50	33,460	13.70	28,039	7.00	21,936	21.60
Reliant	25,037	12.30	136,892	56.20	135,267	35.70	100,312	61.70
Gran Fury	469	2.50	18,278	97.50	8,736	46.60	1,574	8.40
Imperial	2,717	100.00	.....	.....	2,717	100.00	2,717	100.00
Cordoba	5,205	2.00	13,882	5.70	19,147	100.00	19,147	100.00
LeBaron	103,310	100.00	.....	.....	103,310	100.00	103,310	100.00
New Yorker	56,503	100.00	.....	.....	58,563	100.00	56,563	100.00
Dodge Total	64,457	24.00	240,796	49.20	257,918	93.40	191,776	69.30
024	1,773	38.90	27,851	61.10	37,012	81.20	28,807	63.20
Omni	2,542	1.30	79,461	96.90	53,548	65.30	39,771	48.50
Aries	20,878	3.90	103,638	82.90	109,014	87.20	77,010	61.60
Diplomat	1,392	2.20	24,866	94.70	15,492	59.00	2,836	10.80
Dodge 400	34,340	53.30	.....	.....	34,340	100.00	34,340	100.00
Mirada	3,532	5.50	4,980	58.50	8,512	100.00	8,512	100.00
FORD MOTOR	1,300,307	99.40	.....	.....	786,649	60.10	943,943	72.14
Ford Division	885,345	67.70	.....	.....	536,108	41.10	434,373	33.20
Escort	318,418	100.00	.....	.....	71,007	22.30	318,518	100.00
EXP	22,650	100.00	.....	.....	4,258	18.80	22,650	100.00
Mustang	130,418	100.00	.....	.....	95,205	73.00	40,168	30.80
Granada	120,323	100.00	.....	.....	110,336	91.70	7,219	6.60
T-Bird	45,142	100.00	.....	.....	45,142	100.00	27,085	6.00
Ford	120,660	100.00	.....	.....	101,837	84.40	10,256	8.50
Fairmont	127,739	100.00	.....	.....	108,323	84.80	14,435	11.30
L-M Division	461,982	100.00	.....	.....	324,277	76.60	69,239	16.70
LN7	11,540	100.00	.....	.....	8,517	73.80	5,285	45.80
Lynx	100,113	100.00	.....	.....	31,336	31.50	4,005	4.00
Capri	36,134	100.00	.....	.....	29,999	83.00	.....	.....
Zephyr	39,134	100.00	.....	.....	23,377	89.80	.....	.....
Cougar	56,950	100.00	.....	.....	54,957	96.50	.....	.....
XR-7	16,867	100.00	.....	.....	16,867	100.00	.....	.....
Mercury	77,157	100.00	.....	.....	76,771	99.50	.....	.....
Continental	23,908	100.00	.....	.....	23,908	100.00	23,908	100.00
Lincoln	35,009	100.00	.....	.....	35,009	100.00	16,236	46.30
Mark VI	26,336	100.00	.....	.....	26,336	100.00	19,805	75.20
GENERAL MOTORS	2,260,016	64.10	1,030,683	29.40	1,936,343	55.20	1,290,522	36.80
Buick Division	563,175	76.10	176,800	23.40	713,284	96.40	94,415	12.80
Skylark	34,261	23.70	110,299	76.30	136,031	94.10	4,047	2.80
Skyhawk	6,325	13.20	41,593	86.80	39,101	81.60	5,558	11.60
Century	80,311	78.00	22,654	22.00	98,227	95.40	7,413	7.20
Regal	223,162	99.00	2,254	1.00	220,809	98.40	43,730	19.40
Buick	175,045	100.00	.....	.....	175,045	100.00	31,508	18.00
Riviera	44,071	100.00	.....	.....	44,071	100.00	2,159	4.90
Cadillac Division	234,131	100.00	.....	.....	222,315	94.40	29,607	12.60
Cimarron	25,968	100.00	.....	.....	14,152	54.50	25,968	100.00
Seville	19,995	100.00	.....	.....	19,995	100.00	774	3.80
Eldorado	52,018	100.00	.....	.....	52,018	100.00	936	1.80
Cadillac	136,150	100.00	.....	.....	136,150	100.00	1,929	1.40
Chevrolet Division	683,723	52.70	478,217	36.90	.....	.....	483,551	37.30
Chevette	8,623	37.00	224,185	96.30	.....	.....	.....	.....
Cavalier	37,445	19.20	15,758	80.80	.....	.....	152,704	78.30
Celebrity	33,443	36.20	58,887	63.80	.....	.....	10,826	11.70
Camaro	178,808	91.00	17,023	9.00	.....	.....	178,359	94.00
Citation	43,868	26.50	121,799	73.50	.....	.....	65,577	39.60
Malibu	75,560	65.10	40,565	34.90	.....	.....	20,558	12.70
Monte Carlo	92,391	100.00	.....	.....	.....	.....	55,527	60.10
Chevrolet	188,178	100.00	.....	.....	.....	.....	.....	.....
Corvette	25,407	100.00	.....	.....	.....	.....	23,603	92.90
Oldsmobile Division	545,173	77.62	157,890	24.26	681,840	97.10	225,853	32.20
Omega	17,800	22.98	596,920	77.05	71,368	92.12	15,540	20.10
Firenza	4,810	15.98	25,998	86.35	24,423	81.12	12,319	40.92
Cutlass/Supreme	194,337	100.00	.....	.....	194,337	100.00	121,060	43.01
Cutlass/Ciera	29,120	28.74	72,200	76.26	96,002	94.75	35,787	35.30
Oldsmobile	265,178	100.00	.....	.....	261,782	98.72	7,219	2.72
Toronado	33,928	100.00	.....	.....	33,928	100.00	33,928	100.00
Pontiac Division	333,814	63.30	217,776	41.10	318,904	60.10	457,096	86.20
J-2000	37,444	31.50	81,430	68.50	54,174	45.60	113,062	95.00
T1000	2,268	5.10	42,201	94.90	17,298	38.90	311	.70
Firebird	94,037	80.80	22,342	19.20	18,214	15.70	102,793	88.50
Phoenix	20,072	40.80	29,095	59.20	41,976	85.40	45,206	91.90
Grand Prix	80,650	100.00	.....	.....	79,286	98.70	79,494	98.90
Bonneville/LeMans	58,884	73.10	21,629	26.90	78,293	97.20	80,444	100.00
6000	40,459	47.90	21,079	52.10	29,663	73.30	35,786	88.50
VOLKSWAGEN	102,664	100.00	.....	.....	3,593	3.40	2,567	2.50
Total Cars, U. S.	3,947,008	69.10	1,575,541	28.10	3,408,972	59.70	2,754,651	48.20

*Estimated

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

Model breakdown

Auction Averages

	February To Date	January	December
1983	$11,250	$10,679	
1982	7,516	7,253	$6,811
1981	6,044	5,844	5,157
1980	4,952	4,814	4,811
1979	4,425	4,235	4,148
1978	3,262	3,175	3,125
1977	2,341	2,573	2,649
1976	1,744	1,679	2,021
Overall Average	$ 4,693	$ 4,646	$4,505

factories list auction dates

Chrysler Corp.

Feb. 22—Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

American Motors

Feb. 22—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 23—Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

Ford Motor Co.

Feb—23—Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

Indianapolis auction will open March 1

INDIANAPOLIS. — Indianapolis Auto Auction, Inc., will open March 1 at 4040 Office Plaza Blvd. The 100-acre facility will include a 26,000-square-foot building with six selling lanes. Sales will be held each Tuesday.

Used Car Sales

Auction Averages

February to date	$4,893
Month ago	$4,533
Year ago	$4,788

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Year-to-date production 50 pct. ahead of 1982

Week's car output reaches 129,682

By Patricia Hoffman
Staff Writer

The resumption of output at two assembly plants and overtime schedules at General Motor's Flint facility and Chrysler Corp.'s St. Louis point pulled last week's domestic car production up from the previous week's total. Output also was well above that of the comparable 1982 period.

Last week the makers scheduled 129,682 cars, a 9.88 percent gain over 118,025 built the prior week, and up 24.25 percent from last year's 104,376 units.

Breakdown for the week by company was: GM, 57.11 percent; Ford Motor, 26.44 percent; Chrysler, 12.15 percent; American Motors, 2.44 percent; Volkswagen of America, 1.51 percent and Honda, 0.35 percent.

To date, the manufacturers have produced 771,331 cars, a 50.62 percent gain over the 512,111 units built in the same period in 1982.

The Eagle line at AMC's Kenosha plant was idle last week (Feb. 14) due to overstocked inventory. Alliance production was not affected.

Ford's San Jose point returned last week following two weeks of downtime for inventory control.

Also back following inventory adjustment downtime was GM's Willow Run facility. Operations were idled there Feb. 7.

GM's Flint plant worked six days last week, while Chrysler's St. Louis facility operated a daily nine-hour shift.

The Chrysler Jefferson and Newark points worked two daily nine-hour shifts for the third consecutive week last week.

All other assembly plants were reported working regular eight hour shifts.

Truck production moves upward; 45,604 for week

The return of Ford Motor's Louisville facility and overtime at General Motors' Detroit point boosted last week's domestic truck production 13.61 percent from the previous week's total.

Output last week was targeted at 45,604 units, up from 40,140 built the previous week, and an 8.40 percent gain over the 42,070 assembled in the comparable period last year.

Year-to-date the makers have produced 250,270 trucks, up 9.54 percent from last year's 228,480.

The senior Jeep line at American Motors' Toledo facility was down last week (Feb. 14) due to overstocked inventory.

Also idle last week was one line at International Harvester's Springfield plant. Full operations will resume there Feb. 28.

Saturday overtime was scheduled last week at GM's Detroit facility.

The GM Lordstown and St. Louis plants worked Saturday overtime for the second week last week.

Chrysler Corp.'s Warren plant operated a daily nine-hour shift for the fourth straight week last week.

Volkswagen of America's Westmoreland facility, idle since last June 28, is scheduled to resume production today (Feb. 21).

Second-shift operations are slated to resume next week (Feb. 28) at the GM St. Louis plant. About 900 workers will be called back from indefinite layoff.

Beginning March 11, the GM Lordstown facility will increase van output from 24 units an hour on two shifts to 29 an hour on two shifts. About 300 workers will return.

Break-even point is nearer IH chiefs tell shareholders

By Roger Rowand

CHICAGO.—Executives at International Harvester Co.'s annual meeting in the auditorium of the Art Institute here displayed their own picture of restrained optimism.

They exhibited conservatively tinted forecasts that a break-even point is growing more reachable for the troubled firm.

Louis W. Menk, chairman, told the 485 shareholders present that IH continues to tighten operations around a core of North American truck business and agricultural equipment business in North America and Europe.

The most solid good news for holders related to cash.

Menk said disposition of non-core assets and other moves have improved the company's cash position. At Jan. 31, IH had $225 million in cash and marketable securities.

After the meeting, Menk told Automotive News, "That's probably a couple hundred million ahead of our worst cash position."

Menk said, "Our cash forecasts indicate no major problems for the balance of 1983."

President Donald D. Lennox added, "Our cash flow will be sufficient to do without further concessions from banks or suppliers."

Menk said cash flow was boosted by a reduction in inventories to $1.2 billion at the close of 1982 from $1.6 billion at year-end 1981.

Lennox was smiling and cheerful but with restraint. He said truck sales have been depressed by deregulation of the truck industry with resulting intense competition, high interest rates and postponed buying because of new federal laws.

He predicted an increase in truck sales this year of six to eight percent. In a Q & A portion of the meeting, Lennox said none of the company's major businesses is for sale.

Lennox said, "We think we are turning the company around, provided the economy turns around as is being predicted widely."

In its first fiscal quarter ended Jan. 31, IH had a loss of $165 million from continuing operations on sales of $722 million. The comparable year-earlier loss was $276 million on sales of $891 million.

The 1983 loss was eased a bit by extraordinary income of $54 million that arose with acceptance of an exchange offer by some IH bondholders.

Truck sales were $470 million in the first quarter.

3 plants return; Canadian output rises for week

The return of Ford Motor's Oakville and St. Thomas facilities and American Motors' Brampton point helped boost last week's Canadian auto production far above the previous week's total.

Last week, the car makers estimated 23,721 units, a 73.32 percent gain over the 13,686 built the previous week, and up 66.36 percent from 14,259 units assembled in the comparable 1982 period.

So far this year, the manufacturers have produced 125,083 cars, a 35.44 percent gain over last year's 92,356.

Truck output last week, marred by a strike at International Harvester's Chatham plant, was 10,000 units, down 1.83 percent from 10,186 built the previous week. Output was also down 7.96 percent from 10,865 trucks completed in the same week last year.

Year-to-date, the truck makers have finished 60,961 units, a 14.42 percent gain from 53,276 at this time in 1982.

Only one truck plant was reported idle last week. International Harvester's Chatham point was down due to a strike. Operations were halted there following the morning shift on Feb. 7.

The Ford Oakville and St. Thomas points, plus AMC's Brampton facility returned last week following downtime due to overstocked inventory.

All other car and truck plants were reported working last week.

U. S. CAR PRODUCTION

	Week Ended Feb. 19, 1983	Week Ended Feb. 20, 1982	Week Ended Feb. 12, 1983	Feb. to Date	Jan. 1 to Feb. 20, 1982	Jan. 1 to Feb. 19, 1983
AMERICAN MOTORS	3,160	1,550*	3,914	9,464	7,079*	23,805
AMC Total	.....	.....	834	834	.....	2,491
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	834	834	.....	2,488
Renault Total	3,160	.....	3,080	8,630	.....	21,314
Alliance	3,160	.....	3,080	8,630	.....	21,314
CHRYSLER CORP.	15,750	14,788	15,422	43,267	61,181	86,546
Plymouth Total	5,850	6,309	5,729	15,926	27,110	31,221
Horizon	2,000	2,175	2,081	5,212	8,153	9,501
Reliant	3,800	4,134	3,592	10,532	18,957	21,383
Caravelle ('83)	50	.....	56	184	.....	337
Chrysler Total	3,300	1,915	3,311	9,411	9,396	20,813
LeBaron	1,700	1,915	1,530	4,569	9,396	10,816
Chrysler E-Class	1,600	.....	1,781	4,842	.....	9,997
Dodge Total	6,600	6,564	6,382	17,928	24,675	34,512
Omni	2,300	2,086	2,101	5,988	7,386	10,561
Aries	2,800	3,390	2,861	7,823	14,103	15,742
Dodge 400	500	1,088	523	1,588	3,186	3,538
Dodge 600	1,000	.....	897	2,529	.....	4,671
FORD MOTOR	34,297	27,495	32,057	85,155	83,025	176,186
Ford Division	23,217	18,210	21,834	56,743	47,286	111,409
Escort	7,320	6,945	5,954	14,412	19,928	27,805
Fairmont	2,810	3,388	2,845	8,306	6,613	20,889
Mustang	3,551	4,494	3,367	8,104	8,689	15,000
LTD/Granada	3,462	2,046	4,178	11,057	7,976	24,239
Thunderbird	3,870	1,176	3,599	9,785	3,670	14,477
Crown Victoria/Ford	2,011	.....	1,891	4,717	.....	8,488
EXP	193	161	.....	362	410	511
L-M Division	11,080	9,285	10,223	28,412	35,739	64,777
Mercury Total	8,688	7,203	8,141	22,319	23,185	49,995
Lynx	1,909	2,085	1,464	3,615	5,110	7,312
Capri	531	907	785	1,777	1,993	3,295
Zephyr	1,185	1,217	1,256	3,546	2,722	7,512
Marquis/Cougar	1,342	1,180	1,144	3,542	4,479	8,151
Cougar/XR7	1,464	457	1,417	3,903	1,208	6,149
Gr. Marquis/Marquis	2,195	1,312	2,075	5,796	7,547	17,370
LN7	62	45	.....	140	126	206
Lincoln Total	2,392	2,085	2,082	6,093	12,554	14,782
Continental ('82)	474	417	416	1,213	3,040	2,947
Lincoln	1,028	839	893	2,617	5,030	6,496
Mark VI	890	826	773	2,263	4,484	5,339
GENERAL MOTORS	74,061	57,121	65,282	193,930	342,821	470,091
Buick Division	17,429	16,059	13,719	44,714	84,841	113,555
Skylark	2,760	2,553	261	5,311	11,267	12,492
Skyhawk J	1,380	2,321	1,382	3,892	9,590	10,101
Century	2,869	2,798	3,130	8,143	16,554	19,432
Regal	4,950	4,947	4,066	12,893	21,971	36,415
Buick	4,810	3,041	4,313	12,701	22,440	30,354
Riviera	660	399	567	1,774	3,019	4,761
Cadillac Division	6,535	5,694	6,276	17,963	33,725	47,193
Cimarron	495	.. ..	578	1,428	493	3,537
Seville	930	531	812	2,403	2,419	4,805
Eldorado	1,510	1,550	1,303	4,067	7,347	10,866
Cadillac	3,600	3,613	3,583	10,065	23,466	27,985
Chevrolet Division	22,273	11,614	20,775	56,526	82,016	134,321
Chevette	4,815	1,686	4,151	11,624	5,058	26,175
Cavalier	4,112	.....	4,103	10,357	13,469	23,136
Celebrity	795	551	812	2,298	5,659	8,230
Camaro	3,765	3,836	3,625	9,948	24,460	25,874
Citation	2,490	.....	2,410	6,561	11,144	15,927
Malibu	3,082	2,891	2,474	7,304	9,317	17,014
Monte Carlo	1,558	1,640	1,769	4,479	6,334	11,308
Chevrolet	1,300	406	1,316	3,399	2,545	5,950
Corvette	356	604	115	556	4,030	707
Oldsmobile Division	20,701	18,205	17,339	54,473	101,371	127,157
Omega	2,590	1,486	.....	4,642	8,929	9,138
Firenza	790	2,310	782	2,160	15,841	5,119
Cutlass	5,820	4,784	5,110	15,842	22,386	38,351
Cutlass/Ciera	3,577	3,169	4,294	10,969	12,397	20,950
Oldsmobile	7,160	5,429	6,497	18,787	37,134	48,074
Toronado	764	1,027	656	2,073	4,684	5,525
Pontiac Division	7,123	5,549	7,173	20,254	40,868	47,865
Acadian†	.....	.....	839	1,031	.....	2,056
2000	1,673	.....	1,552	4,879	1,838	11,564
1000	785	152	841	2,299	355	5,231
Firebird	1,765	2,126	1,793	4,719	13,494	11,253
Phoenix	820	.....	761	2,213	3,509	4,546
G. Prix/B'ville ('83)	2,080	3,271	1,387	5,113	21,672	13,215
A6000	.....	.....	.....	.....	.....	.....
HONDA*	460	.....	440	1,206	.....	2,395
VOLKSWAGEN	1,954	3,322	910	2,864	17,505	12,308
CHECKER	.....	100*	.....	.....	500*	.....
Total Cars, U. S.	129,682	104,376	118,025	335,886	512,111	771,331

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 19, 1983	Week Ended Feb. 20, 1982	Week Ended Feb. 12, 1983	Feb. to Date	Jan. 1 to Feb. 20, 1982	Jan. 1 to Feb. 19, 1983
CHEVROLET	16,306	13,744	14,927	42,802	83,994	91,062
DODGE	2,800	3,011	2,803	7,697	13,875	13,133
FORD	18,838	16,567	13,413	45,907	69,508	94,206
GMC	4,650	4,283	4,762	12,566	30,704	29,500
INTERNATIONAL	660	600*	1,026	2,501	7,239*	6,057
VOLKSWAGEN	.....	665	.....	.....	3,397	.....
JEEP	1,300	1,750*	2,159	4,609	9,713*	8,962
AM GENERAL	50*	50*	50*	140	250*	350
MISCELLANEOUS	1,000*	1,400*	1,000*	2,800	9,800*	7,000
Total Trucks, U. S.	45,604	42,070	40,140	119,022	228,480	250,270

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 19, 1983	Week Ended Feb. 20, 1982	Week Ended Feb. 12, 1983	Feb. to Date	Jan. 1 to Feb. 20, 1982	Jan. 1 to Feb. 19, 1983
CHRYSLER CORP.	2,652	2,029	2,690	7,150	11,416	18,404
FORD MOTOR	2,988	3,116	2,993	6,119	10,408	12,732
GENERAL MOTORS	4,360	5,481	4,477	12,389	29,850	28,997
INTERNATIONAL	.....	239	26	239	1,602	828
Total Trucks, Canada	10,000	10,865	10,186	25,897	53,276	60,961
N. American Trucks	55,604	52,935	50,326	144,919	281,756	311,231

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 19, 1983	Week Ended Feb. 20, 1982	Week Ended Feb. 12, 1983	Feb. to Date	Jan. 1 to Feb. 20, 1982	Jan. 1 to Feb. 19, 1983
AMERICAN MOTORS	960	610	.....	1,738	3,140	4,835
CHRYSLER CORP.	4,512	3,426	3,831	11,394	22,470	28,674
FORD MOTOR	8,072	3,838	480	11,630	19,312	28,730
GENERAL MOTORS	9,952	6,160	9,150	26,057	45,905	61,269
VOLVO	225	225	225	630	1,529	1,575
Total Cars, Canada	23,721	14,259	13,686	51,449	92,356	125,083
N. American Cars	153,403	118,635	131,711	387,335	604,467	896,414
N. American Trucks	55,604	52,935	50,326	144,919	281,756	311,231
North American Cars and Trucks	209,007	171,570	182,037	532,254	886,223	1,207,645

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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Automotive News

February 28, 1983

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Car production of 131,687 is best since June

By Patricia Hoffman
Staff Writer

Operations at all car facilities and Saturday overtime at five assembly points boosted last week's domestic auto production to its highest point in more than eight months.

Last week, the manufacturers produced an estimated 131,687 cars, up from the previous week's 130,572 and up 45.50 percent over last year's 90,509 units.

The total was the most for any week since the period ended June 19 of last year when the makers assembled 136,630 units just before model-changeover downtime began at most assembly plants.

Breakdown for last week by company was: General Motors, 55.71 percent; Ford Motor, 26.13 percent; Chrysler Corp., 13.18 percent; American Motors, 3.01 percent; Volkswagen of America, 1.60 percent, and Honda, 0.37 percent.

Year-to-date, there have been 903,908 cars assembled, a 49.98 percent gain over 602,673 built in the same period last year.

Assembly of AMC Eagles resumed last week (Feb. 21) at the company's Kenosha plant following a one-week shutdown for inventory control.

Saturday overtime was scheduled last week at GM's Doraville, Janesville and Lansing points, plus Ford's St. Louis and Wixom facilities.

Overtime schedules continued for the fourth consecutive week

Continued on Page 71, Col. 3

Alliance X-37

AMC/Renault to add hatchbacks, diesel

Unofficial photo shows the new five-door hatchback version of the Renault Alliance which, along with a companion three-door hatchback, will be built at AMC's Kenosha (Wis.) plant. Known as the X-37 series, the hatchbacks may wear a badge other than Alliance when they bow this fall. At the same time, AMC will introduce a 1.6-liter diesel engine to its Alliance line and will drop its aging Concord and Spirit lines.

GM-Toyota venture needs much work to wrap up details

By Matt De Lorenzo
Los Angeles Reporter

FREMONT, Calif. — The recent signing of a memorandum joining General Motors and Toyota in a venture to produce cars at the idle GM assembly plant here opens the door to further negotiations and legal maneuvering by the companies before the plant can be reopened.

The agreement calls for production of some 200,000 subcompact cars per year beginning as early as possible in the 1985 model year. The car will be sold by Chevrolet dealers.

At the signing ceremony, reporters hammered away at the question of whether the workers would be represented by the UAW, yet, far more pressing questions, such as antitrust ramifications and selection of the joint venture's management and suppliers have to be answered before the first worker is hired.

GM Chairman Roger Smith was optimistic about the two firms receiving Federal Trade

Teamster pact unlikely at Fremont. Page 2

Commission approval to go ahead with the project.

"We know what the antitrust laws are and we know what to do and what we can't do," Smith said. "We worked from day one to make sure that this would fit under the Federal Trade Commission jurisdiction and we're OK on it.

"We're going to the FTC with the memorandum of understanding we signed today and lay it out to them. They'll be the ones that will pass on it. I'm confident — we've been working on it (the joint venture) for a year with (antitrust laws) in mind and I'm sure we're all right."

• Edwin Harper, a special assistant to President Reagan, was on hand to praise the venture as a sign that the auto industry is on its way back. However, he stopped short of giving the agreement full White House blessing.

Similarly, a letter from Commerce Secretary Malcom Baldrige was distributed at the ceremony hailing the agreement as, "a significant development for the auto industry in the U. S. and the world."

The letter went on to say, "Your production facility in

Continued on Page 70, Col. 3

Logan Manufacturing on sale for $7.5 million

DeLorean seeks 'immediate cash'

By Edward Lapham
Senior Editor

John DeLorean is in the process of liquidating more of his non-automotive business holdings, Automotive News learned last week.

The latest business to go on the block is the Logan Manufacturing unit of DeLorean Manufacturing Co. Automotive News sources said the asking price for Logan is $7.5 million, with the only acceptable terms reported to be "immediate cash."

One of the interested parties is Canadian-based Bombardier, Ltd., which reportedly has made an offer to purchase the Logan (Utah) manufacturer of tracked vehicles.

Helen Crevier, spokesperson for Bombardier, confirmed that the company is planning to expand but said it only has "been studying" the Utah company.

"It is just one of many projects they are looking at as part of a plan to expand," she said.

Bombardier, generally cited as the progenitor of the snowmobile industry with its Ski-Doo models, has expanded into other areas which include tracked vehicles, rail cars, buses and military vehicles.

The U. S. Federal Trade Commission recently ruled that the Quebec provincial government improperly subsidized Bombardier through less-than-market value export financing loans. The ruling came as a result of Bombardier's successful bid to supply transit vehicles to New York.

The FTC said Budd Co., another bidder on the project, was injured by the trade infraction.

• Automotive News also learned that a Logan Manufacturing management group, which has worked there since before DeLorean acquired the company from Thiokol Corp., is interested in a leveraged buyout.

Unlike some other DeLorean ventures, the Logan operation is said to be "quite profitable." It produces tracked vehicles, including those used to groom ski slopes, at a rate of about one a day.

Logan, which is non-union, is considered a "cash cow." That is, it is a mature company which has few major capital needs and generates short-term profits.

Also on the block is Composite Technology Corp., a subsidiary of DeLorean Motor Co. The subsidiary, which was to have produced ERM body panels for the DeLorean sports car, filed for Chapter 11 bankruptcy status on the same day DMC filed.

DeLorean officials have been trying to sell CTC since last June. The search for a buyer for Logan began last autumn.

Logan has been a focal point in certain investigations of John DeLorean's financial holdings, including investigations by the U. S. Internal Revenue Service. Most questions being asked concern the 1979 acquisition of Logan by DeLorean and the ultimate source of the funds used to buy the company.

John DeLorean owns CRISTINA, a Nevada corporation. CRISTINA owns DeLorean Manufacturing Co., formerly the John Z. DeLorean Corp., of which Logan Manufacturing is a unit. DeLorean Manufacturing owned more than 80 percent of

Continued on Page 71, Col. 1

breaking news

Production changes at Cadillac/Olds home plants

DETROIT.—Beginning in the 1984 model year, Cadillac and Oldsmobile will alter their production lineup. Cadillac will build the rear-wheel-drive Oldsmobile Delta 88 at its home plant in Detroit. It will also continue building the RWD Fleetwood Brougham. Production of the new front-wheel-drive Cadillac deVille and Fleetwood will be switched from that plant to the new GMAD facility in Orion Township, Mich. About 1,200 workers will be laid off by Cadillac.

Oldsmobile will continue building the Delta 88 for 1984 as will the GMAD plant in Fairfax (Kansas City). It will stop producing the car in the spring of 1984 to tool up for production of GM's new FWD 1985 passenger cars. The 1984 FWD Olds 98 will be built at Orion and its new sister plant in Wentzville, Mo.

Nissan unveils pickup to be built in U. S.

CHICAGO.—Nissan has unveiled a new pickup truck at the Chicago Auto Show which will replace the 1983 Datsun pickup and will go on sale immediately under the Nissan

See BREAKING NEWS, Page 8, Col. 1

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Mini-diesel

Toyota unveils Hi Ace

New minivan on the Japanese market is this diesel-powered Toyota Hi Ace Super Custom. The eight-seater has squared-off styling, with increased glass area and sun and moon roofs.

Japanese cut exports in '82 for first time

WASHINGTON. — Japan's exports of passenger cars, trucks and buses fell 7.6 percent in 1982 — the first year-to-year decline since Japanese auto companies began exporting in the early 1950s, the Japanese Automobile Manufacturers Assn. reported.

The total was 5,590,473 in 1982 and 6,048,447 in 1981.

December was the 17th straight month of worldwide export decline. The total was 461,062 in December, down 4.5 percent from 482,536 a year earlier.

Overall vehicle exports to the U. S. fell 8.6 percent in 1982 to 2,105,519 units from 2,304,814 the year before.

The December decrease of vehicles which Japanese makers sent to the U. S. was 8.3 percent, from 177,365 in 1981 to 163,224 in 1982.

Passenger-car shipments to the U. S. were down 4 percent, from 1,761,043 units in 1981 to 1,691,806 units in 1982, while truck exports were down a sharp 23.9 percent, from 543,411 to 413,713.

In December, 1982, there were 134,378 passenger cars exported to the U. S., up 4.4 percent from the 128,707 during the year-earlier month. Truck exports continued to drop substantially. The December total from Japan was 28,846, down 41.4 percent from 49,258 in 1981.

Worldwide car exports were up 4.5 percent from 1982 at 3,770,036 vs. 3,946,542 in 1981. For December those figures were 317,382 in 1982 and 315,071 a year earlier — a 0.7 percent increase.

Truck exports slumped to 1,773,547 in 1982, down 12.1 percent from 2,017,521 in 1981. During December, truck exports decreased 13.5 percent to 140,859 from 162,832 in 1981.

• Japan exported 46,890 buses last year — a 44.4 percent decrease from 84,384 the year earlier. In December, 1982, 2,821 buses were exported — a 39.1 percent decrease from 4,633 in 1981.

Japanese vehicle production in 1982 was 10,737,034, down 4 percent from 11,179,962 in 1981. This was the first year in which production declined since the 1974 oil crisis, JAMA said.

Vehicle output in December was down 6.2 percent from 913,-

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58th year — No. 4956

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Futuristic safety car

The Nissan Research Vehicle II (NRV-II) applies state-of-the-art technology to automobile safety. The car is built into a Nissan Sentra body and has many safety features including a television tube that plots out, and gives, directions; reinforced side panels; a radar cruise control system and a monitor that warns the driver of drowsiness.

It talks to driver, protects him and shares tasks

Nissan offers futuristic safety car

CHICAGO. — A car that gives vocal route instructions, warns the driver of drowsiness and keeps its onboard radar fixed on maintaining a proper driving distance is on display at the Nissan/Datsun exhibit at the Chicago Auto Show at McCormick Place.

Conceived and constructed by company engineers in Tokyo, the Nissan Research Vehicle II (NRV-II), was designed as an experiment in blending together electronic high technology with safety advancements.

The vehicle, built within the framework of a Nissan Sentra body structure, is also equipped with a methanol-fueled, turbocharged engine, a computer-directed voice dialog system which recognizes as many as 26 words, a drive information system that provides vocal route guidance and a color liquid crystal display panel which indicates 22 items including radar auto cruise control, drowsiness warning indicators, fuel level, speed, and so on.

"The NRV-II was built to improve the overall safety of the motor vehicle," said Harutoshi Tsujimura, senior product engineer, vehicle research laboratory, Nissan, Ltd. "The project was constructed to reduce the workload of the driver, improve accident-avoidance performance and enhance the protection of the occupants. Modern technology has helped us make these aims approachable."

In the car's radar-cruise device, a microwave generator at the heart of the NRV-II's radar system sends out signals at the speed of light and receives them after they're bounced off the vehicle ahead. Utilizing this data, the radar auto-cruise device measures the distance to the vehicle ahead and factors in weather conditions and the NRV-II's speed to set the vehicle at the appropriate following distance. This distance is then displayed on the vehicle's instrument panel. If the NRV-II is following too close, the cruise control device is disengaged and a voice warning is sounded.

The NRV-II's voice dialog system, as well as recognizing 26 words of instruction from the driver, is capable of giving audible warnings and instructions. Vocal commands can be issued to the drive information system, speed warning monitors, side mirrors and the interior light. The system can speak to the driver for up to 50 seconds.

It can warn the driver about following too closely and drowsiness as well as provide directions to a programmed destination.

• The Drive Information System operates through the use of a computer and a cathode ray tube terminal mounted in the NRV-II's console. Before a trip begins, the starting position and destination are designated on the display's video map and the prospective route input by voice.

This system displays the route map in transit and provides audible directions through the voice dialog system and warns the driver of potentially hazardous vehicle conditions.

The instrument panel uses three large liquid crystal display (LCD) panels which contain 22 pieces of information, including radar auto cruise, drowsiness warning indicators, speed and fuel level.

The NRV-II engine is a 1,300-cc Nissan E13ET model modified to burn methanol, a potential alternative fuel. Its relatively high compression ratio, 11:1, is made possible by the high anti-knock characteristics of methanol.

The turbocharger-provided manifold pressure of 7¾ pounds combines with the other characteristics of the engine to propel the 1,900-pound car to 61.1 miles per hour in 7.7 seconds.

Many of the NRV-II's frequently used switches are located in a non-rotating pad at the center of the steering wheel. A multiplex fiberoptics transmission system is arranged in loops to allow two-way transmission and to alleviate signal loss due to a fiber break.

The 13-inch, fiber-reinforced plastic road wheels reduce the NRV-II's sprung weight and thus improve both its economy and ride. The four wheels weigh 27.56 pounds less than comparable steel wheels and 17.64 pounds less than aluminum wheels.

A plastic fuel tank that weighs 40 percent less than a conventional tank and holds 8 percent more fuel has been installed on the NRV-II. The tank has a multi-layer design and is coated with a barrier resin to prevent the fuel permeation. The resin is effective against all fuel types.

The plastic windshield weighs 30 percent (18.74 pounds) less than glass. The surface has been treated with a "hardener" and is very resistant to damage.

An automatic wiper system optically senses rain on the windshield and adjusts the wip-

Continued on Page 68, Col. 5

Banking on new products

Ford sees no need to reduce capacity

By Marjorie Sorge
Labor Editor

Ford Motor Co. plans to take a bigger share of the market with its new Cougar, Thunderbird, Topaz and Tempo and plans no significant plant closings to reduce capacity, according to Peter J. Pestillo, Ford labor relations vice president.

"We've finally come to market with the products we've been waiting for," he said. "So I would expect us to have a significantly larger share of what could become a potentially larger market."

Many observers have thought Ford had too much capacity and would begin integrating plants in a fashion similar to General Motors, which has merged several facilities. But Pestillo said most Ford plants are not interchangeable or redundant.

In an interview with AUTOMOTIVE NEWS, he said there is a possibility of adding a second shift at Batavia, Ill., source of the automatic overdrive transaxle. Second shifts have already been added at the big-car plants.

The only plant which has too much capacity is Cleveland, source of the 302- and 351-CID V-8 engines, but not enough to warrant closing any part of that facility, he said.

Pestillo also said Ford plans to hit health-care costs hard again when contract talks begin next year and expects the union to press for a pre-paid legal services plan similar to that currently in effect at GM.

The current agreement expires Sept. 14, 1984, and was negotiated about a year ago. That package saved Ford about $1 billion in wages and benefit payments and gave workers more voice in the company plus moves toward guaranteed jobs and income.

• Now, a year after the pact was signed, Pestillo said improvements have been made which can indirectly be passed on to the consumer. While they are not in the form of price reductions, the benefits are in better quality, he said.

According to Pestillo, 1983 quality figures are 59 percent above 1980 figures. The 1982 quality reports were 48 percent above 1980, he said. Those figures are measured through dealer warranty claims.

Also, the new 4x4 Ranger sported the best quality introduction in Ford's history, Pestillo said, with 55 percent of the vehicles coming off the line recorded as perfect.

According to Pestillo, Ford's improved quality and new products should improve its market share. But one question hanging over the heads of both Ford and Chrysler is the impact the new GM-Toyota car will have on the market in 1984-85.

"I think the question is whether they're going to use this as the substitute for the Chevette," Pestillo said. "The question then becomes, is GM abandoning U. S. production as its small-car strategy? You certainly wonder what's coming."

Ford is still reviewing the situation, he said, but "we really don't know the deal, we don't prowl through their files."

"There is always the prospect that if this is that attractive a venture, then maybe there is an opportunity for us," he said.

He said possible joint ventures and purchases should be reviewed by both Ford and Chrysler as ways to meet that part of the market. These could be on a project basis, not a full corporate merger, he said.

• Meanwhile, Pestillo indicated that next year's contract talks will again be loaded with health-care reduction plans. While Ford and the UAW have done specific things such as mandatory second opinions at some locals, the cost still continues to rise, he said. It costs

Continued on Page 68, Col. 4

U. S. Trade unit to gather data on auto industry

WASHINGTON. — The International Trade Commission, at the request of the House Ways and Means Trade subcommittee, will gather monthly data on the U. S. auto industry.

Monthly reports will include data on production, imports, exports, inventories, retail sales, price adjustments and employment.

They will also include retail prices of selected comparable Japanese and U. S.-produced automobiles on a monthly basis.

'82 total is 7,754,342; December is top month

Car registrations lowest since 1963

By Jenny L. King
Staff Writer

New-car registrations in the U. S. claimed their best total of the 1982 calendar year in December, but the final count for the 12 months was lowest since 1963, according to figures compiled by R. L. Polk & Co.

In December, 765,461 registrations were placed on the cumulative books of 49 states (they are not available for Oklahoma), up 12.96 percent from 677,639 in

Table on Page 64

November, and up 25.17 percent from 611,520 in December, 1981. It was the best monthly total since March, 1981, when the tally read 848,967.

Total registrations in 1982 numbered 7,754,342, down 8.17 percent from 8,443,919 the preceding year, and down 11.49 percent from 8,760,937 in 1980. Registrations in 1982 were lowest since 1963 when the sum was 7,556,717.

Domestic registrations reached 5,461,074 in 1982, a decline of 9.17 percent from 6,012,239 in 1981, and a drop of 13.20 percent from 6,291,757 in 1980.

Import registrations in 1982 accounted for a record 29.57 percent of the market, erasing the 28.80-percent record set in 1981. New imports numbered 2,293,268, down 5.69 percent from 2,431,680 a year earlier.

December's import figure was 220,075, up 19.42 percent from 184,282 in 1981. New imported cars captured 28.75 percent of the December market, down from a record 30.14 percent the preceding year.

General Motors and Ford Motor Co. improved their shares of the market from 1981 positions in December. American Motors, Chrysler Corp., the imports and miscellaneous domestics all lost ground.

GM was up 0.28 percentage points, to 44.54 percent from 44.26 percent, while Ford climbed 1.86 percentage points, to 16.82 percent from 14.96 percent. Chrysler was down 0.02 percentage points, AMC dropped 0.70 percentage points, imports were off 1.39 percentage points and miscellaneous domestics fell 0.03 percentage points.

Of the domestics alone, GM earned 62.51 percent of the market in December, down from 63.34 percent; Ford climbed to 23.60 percent from 21.42 percent; Chrysler had 12.63 percent, down from 12.91 percent; AMC slipped to 1.23 percent from 2.26 percent, and miscellaneous domestics dropped to 0.03 percent from 0.07 percent.

The market class breakdown uncovered a shift from smaller to larger, with subcompacts, compacts and imports giving ground to intermediates, standard-size and luxury class passenger cars.

Subcompacts accounted for 10.42 percent of the December market, down from 1981's 14.08 percent (79,794 vs. 86,131). Compacts dropped to 17.10 percent from 18.56 percent (130,863 vs. 113,507). Imports had 28.75 percent, down from 30.14 percent (220,075 vs. 184,282).

Intermediates jumped to 25.54 percent from 20.44 percent (195,509 vs. 124,986). Standard-size domestics went to 12.01 percent from 10.78 percent (91,913 vs. 65,904). Luxury models claimed 6.18 percent, up from 6.00 percent (47,317 vs. 36,710).

In the domestics-only market in December, subcompacts accounted for 14.63 percent, compacts had 23.99 percent, intermediates had 35.85 percent, standards had 16.85 percent and luxury cars had 8.68 percent.

A year earlier it was subcompacts at 20.16 percent, compacts at 26.57 percent, intermediates at 29.25 percent, standards at 15.43 percent and luxury models at 8.59 percent.

• In calendar year 1982, Ford Motor Co. and the combined imports increased their shares of the market. Ford was up 0.36 percentage points, to 16.68 percent from 16.32 percent, and the imports gained 0.77 percentage points (to 29.57 percent from 28.80 percent).

GM was down to 44.02 percent from 44.50 percent, a difference of 0.48 percentage points. Chrysler slipped 0.15 percentage points, to 8.61 percent from 8.76 percent; AMC was down 0.49 percentage points, to 1.09 percent from 1.58 percent, and miscellaneous domestics were down to 0.03 percent from 0.04 percent.

Among the U. S. auto makers in 1982, three were down in domestic market shares, one was up and one was unchanged. Ford climbed to 23.69 percent from 22.92 percent; GM remained at 62.50 percent; Chrysler dipped to 12.22 percent from 12.30 percent, and AMC was down to 1.54 percent from 2.22 percent.

For the year, the shift from smaller to larger cars and to imports dominated. Imports claimed a record 29.57 percent of the total market in 1982, up from 28.80 percent in 1981. U. S. subcompacts dropped to 12.14 percent from 15.42 percent. Compacts were down to 15.72 percent from 20.53 percent.

Intermediates represented 25.13 percent, up from 20.46 percent, standard-size cars had 12.10 percent, up from 9.99 percent, and luxury models were up to 5.34 percent from 4.80 percent.

Where Auto Market was in December

	Total Sales	Pct. of Total
SUBCOMPACT	100,673	15.93
COMPACT	105,326	16.67
INTERMEDIATE	128,044	20.27
STANDARD	74,053	11.72
LUXURY	39,952	6.32
IMPORT	183,827	29.09
TOTAL	631,875	120.00

GM and Toyota make it official

After a year of negotiations, General Motors Chairman Roger Smith, left, and Toyota Chairman Eiji Toyoda shake hands to seal the manufacturing agreement between their firms. They'll build a subcompact car at GM's Fremont (Calif.) assembly plant. It will be sold by Chevrolet dealers beginning in the 1985 model year. Story on Page One.

Auto leaders join in plea for U. S. fiscal restraint

It is highly unusual for auto industry executives to step into the brilliance of the political spotlight. Surprisingly, however, several of them are doing it collectively these days.

They are active in a business-backed drive to influence Congress and President Reagan. They are appealing to Washington for new thinking on the politically hot issues of budget deficits and threats to the solvency of Social Security.

Philip Caldwell, chairman of Ford Motor Co.; Lee A. Iacocca, chairman of Chrysler Corp., and W. Paul Tippett, chairman of American Motors, are in the group.

It was drawn together as a committee by six former Treasury Secretaries including John B. Connally, a Ford director, and W. Michael Blumenthal, chairman of Burroughs Corp., Detroit, and former chairman and president of Bendix Corp.

Principal tool in the campaign is a large advertisement which began appearing in such publications as the New York Times Jan. 20.

The two-page ad is headlined, "To the President and Congress, a bipartisan appeal to resolve the budget crisis." Its text is consistent with what the industry leaders have said in the past on the topic of federal fiscal policy.

Other auto industry executives among the approximately 300 corporate officers signing the ad are: Harry J. Bolwell, chairman of Midland-Ross Corp.; John G. Breen, chairman and president of Sherwin-Williams Co.; E. Mandell de Windt, chairman of Eaton Corp., and Joseph P. Flannery, chairman of Uniroyal, Inc.

Also on the list are W. H. Krome George, chairman of Aluminum Co. of America; Alexander F. Giacco, chairman of Hercules Corp.; Edward L. Hennessy Jr., chairman of Allied Corp.; Thomas F. Russell, chairman of Federal-Mogul Corp., and Henry B. Schaact, chairman of Cummins Engine Co., Inc.

Detroit could lead world in quality, Caldwell says

DETROIT — With the proper management of people as a key ingredient, Detroit has the power to become the "quality capital" of the world, Philip Caldwell, Ford Motor Co. chairman, said here.

"When we achieve that distinction, our economic pie will grow, and once again there will be more — not less — for everyone," Caldwell told the Booker T. Washington Business Association, which presented him with its Brotherhood Award.

To illustrate what he termed "a particularly important facet of management — the management of human beings," Caldwell cited Ford's experience with Employe Involvement.

"A few years ago it became obvious to me that we at Ford were under-utilizing this important human resource," Caldwell said. "Too many of our men and women were being asked to use only their hands and their backs . . . They gave us all that was expected, and, under the circumstances, it was all they were encouraged to contribute."

In 1979, Caldwell said, the company announced a policy that initiated Employe Involvement.

"The policy recognized that imagination, ingenuity and creativity are widely distributed throughout our work force, as are a sense of dedication and a desire to contribute to our overall effort," he said.

Caldwell said that Employe Involvement groups were established in Ford plants, engineering and research centers, offices and sales operations. He added that self-selected groups of employes were encouraged to discuss what they could do to work more efficiently and more productively, while aiming for improved product quality and increased job satisfaction.

"We gave individual employes the right to stop an assembly line if quality was not right," Caldwell said. "Long before they were ready for production, we brought prototypes of new vehicles into the plants that would make them, and we asked employes for their ideas on how they could be made better.

"We changed shifts and reordered break-times, and we have achieved the highest average quality level in our products of any U. S. auto manufacturer — and by a wide margin. When we renegotiated our agreement with the UAW last spring, we made Employe Involvement an integral part of our new understanding."

Caldwell said, "I have been heartened by this new phase of management, this new kind of involvement . . . The viability of the company has been strengthened and our jobs have been made more secure.

"But even more fulfilling is the feeling of excitement in our plants when we manage properly our most precious resource —human beings."

NEW-CAR MARKET SHARES IN U. S.

	DECEMBER					TWELVE MONTHS				
	Regis., Dec., 1982	Percent Share of Market	Regis., Dec., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 12 months, 1982	Percent Share of Market	Regis., 12 months, 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	116,797	15.26	97,957	16.02	— 0.76	1,222,824	15.77	1,437,091	17.02	— 1.25
Ford	86,912	11.35	62,543	10.22	+ 1.13	889,470	11.47	975,312	11.55	— 0.08
Oldsmobile	77,038	10.06	61,306	10.03	+ 0.03	775,702	10.00	630,892	9.84	+ 0.16
Buick	72,252	9.44	54,642	8.94	+ 0.50	713,671	9.20	718,304	8.51	+ 0.69
Pontiac	46,925	6.13	34,939	5.71	+ 0.42	461,149	5.95	546,936	6.47	— 0.52
Mercury	30,824	4.03	23,222	3.80	+ 0.23	316,293	4.08	340,868	4.04	+ 0.04
Dodge	28,066	3.67	22,968	3.75	— 0.08	252,183	3.25	311,824	3.69	— 0.44
Cadillac	27,894	3.65	21,789	3.56	+ 0.09	240,197	3.10	224,458	2.66	+ 0.44
Plymouth	23,001	3.00	21,869	3.58	— 0.08	243,519	3.14	335,691	3.98	— 0.84
Chrysler	17,827	2.33	10,339	1.69	+ 0.64	171,878	2.22	92,105	1.09	+ 1.13
Lincoln	10,993	1.44	5,747	0.94	+ 0.50	87,820	1.13	61,775	0.73	+ 0.40
AMC	6,676	0.87	9,636	1.57	— 0.70	84,069	1.09	133,455	1.58	— 0.49
GENERAL MOTORS	340,908	44.54	270,633	44.26	+ 0.28	3,413,343	44.02	3,757,661	44.50	— 0.48
FORD MOTOR CO.	128,729	16.82	91,512	14.96	+ 1.86	1,293,583	16.68	1,377,955	16.32	+ 0.36
CHRYSLER CORP.	68,894	9.00	55,176	9.02	— 0.02	667,580	8.61	739,620	8.76	— 0.15
AMC	6,676	0.87	9,636	1.57	— 0.70	84,069	1.09	133,455	1.58	— 0.49
IMPORTS	220,075	28.75	184,282	30.14	— 1.39	2,293,268	29.57	2,431,680	28.80	+ 0.77
MISCELLANEOUS	181	0.02	291	0.05	— 0.03	2,499	0.03	3,529	0.04	— 0.01
TOTAL	765,461		611,520			7,754,342		8,443,919		

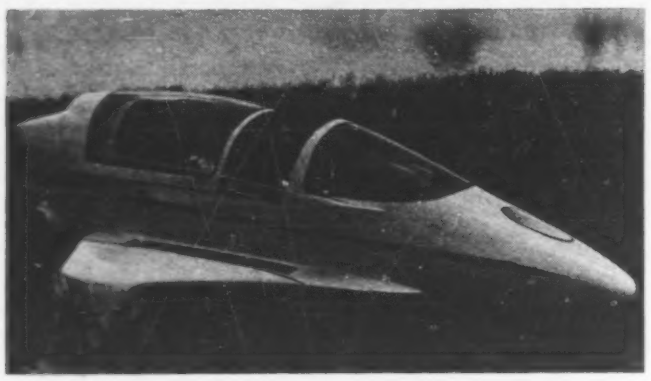
Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

Cressida wheels sourced in U.S.

TORRANCE, Calif. — Toyota has begun purchasing styled wheels from Rockwell International for use as original equipment on 1983 Cressida models.

Rockwell will ship 4,000 to 5,000 wheels per month to Toyota's production facilities in Toyota City, Japan, for factory installation on the Cressida. The wheels are produced at Rockwell's La Mirada (Calif.) plant.

In 1982, Toyota purchased $56 million in U. S.-sourced production components and materials, up from $55 million in 1981.



Product of Tomorrow

The Litestar Autocycle, introduced by Tomorrow Corp. at the Chicago Auto Show, is a combination of an auto and a cycle. It is made mostly of rustproof urethane and weighs 575 pounds.

Vehicle debuts at Chicago show

Autocycle production due in April

ST. LOUIS. — It's a car. It's a motorcycle. It's a product of Tomorrow.

The Litestar Autocycle, a combination of an auto and a cycle, is being introduced by Tomorrow Corp. The vehicle is said to get 102 MPG at 55 MPH, 73 MPG at 100 MPH and 75-plus MPG in the city.

The autocycle, which resembles Chevrolet's futuristic Astro III, ranges in price from $3,995 to $7,500.

Already 11,000 orders, including $400 deposits, have been received, said Stan Leitner, Tomorrow management consultant.

The vehicle has been displayed only at a few fairs, including Chicagofest. Leitner said that its appearance at that festival resulted in requests by 30,000 people for additional information.

The Litestar Autocycle made its official debut at the Chicago Auto Show.

The first models, to be produced by Scranton (Ia.) Mfg. Co., will be coming off the line in mid-April, Leitner said.

The vehicle is licensed as a motorcycle and is powered by a Honda engine, similar to that in a 250cc cycle.

The brainchild of aeronautical engineer James Brede, the Litestar is made mostly of rustproof urethane and weighs 575 pounds.

The two-seater is 16 feet long and 6 feet wide, has a maximum speed of 120 MPH and accelerates from 0 to 60 MPH in 9.5 seconds.

Leitner expects to sell about 50,000 units the first year. In the second year, he plans to deliver 100,000 vehicles.

Litestars are being sold through a network of distributors and dealers.

The fully-enclosed autocycle operates primarily on two wheels, at the front and rear, and is assisted by two smaller wheels, or outriggers, which flare from the side and provide stability.

Blood alcohol test refusal can be used as evidence

WASHINGTON. — Using an accused drunk driver's refusal to submit to a blood alcohol test as evidence against him in court does not violate the defendant's constitutional rights, the Supreme Court has ruled 7-2.

The court's decision is seen as a major victory for leaders in the current nationwide crackdown on drunk driving.

If the defendant's refusal to take the test cannot be mentioned at a trial, argued prosecutors and representatives of anti-drunk-driving organizations, the jury assumes that the defendant took a blood alcohol test and passed it.

Attorneys on the opposing side, however, argued that using a defendant's refusal to take such a test as evidence against him is the same as using a forced confession of murder as evidence against him.

The South Dakota Supreme Court, from which the case came to the U. S. Supreme Court on appeal, ruled that using the defendant's refusal as evidence is forcing him to testify against himself.

But Judge Sandra Day O'Connor, writing the majority decision for the high court, ruled that drunk driving and murder cases are not comparable in this instance. A blood alcohol test is not a form of interrogation, O'Connor said, and therefore a defendant has no constitutional right to refuse it.

"We recognize, of course, that the choice to submit or refuse to take a blood alcohol test will not be an easy or pleasant one for a suspect to make," O'Connor said. "But the criminal process often requires suspects and defendants to make difficult choices."

The dissenting justices, John Paul Stevens and Thurgood Marshall, held that the South Dakota Supreme Court based its decision on the state constitution, and the U. S. Supreme Court should not interfere.

Test results still not known on two '82s

WASHINGTON.—As the midpoint of the 1983 model year approaches, NHTSA has only two 1982 models whose high-speed test results are not yet made known.

These are the Chrysler LeBaron and the Lincoln Continental.

Results from the Chevrolet Cavalier and the Toyota Corona — preliminary but expected to be validated by today—are respectable but not spectacular. Both vehicles passed three safety standards: Windshield retention, windshield non-intrusion and fuel-system integrity.

Results from a 35-MPH into-barrier test (about one-third more energy involved than at 30 MPH, the usual safety standard compliance speed) of the 2,830-pound Cavalier two-door shows Head Injury Criteria of 708 for the driver and 821 for the passenger. Driver chest reading was 42Gs; passenger, 37Gs. (HIC 1000 and 40 Gs in the chest area are generally taken to mean survivability.)

Results from a 34.9-MPH barrier crash of the 3,034-pound Toyota Corona four-door results in HIC readings of 842 for the driver and 828 for the passenger; and 59 Gs for the driver chest and 40 Gs for the passenger chest.

Kraft heads Mercedes-Benz dealer council

MONTVALE, N. J. — Rudy Kraft has succeeded Harry Evans as chairman of the Mercedes-Benz National Dealer Advisory Council. Kraft owns Autohaus Pompano, Pompano Beach, Fla. Evans' dealership is Boulevard Motors, St. Louis.

Elected to the council to represent dealers in Mercedes-Benz of North America's sales areas were: Alan Feldman, Sovereign Motor Cars, Brooklyn; Roy Serrentino, Cambridge Imported Cars, Cambridge, Mass.; Morton Zetlin, American Service Center Associates, Arlington, Va.; Peter Rafaeli, Towson Valley Motors, Cockeysville, Md.; J. W. Snyder Jr., Synder's Auto Sales, Greenville, S. C., and John Ellis Jr., RBM of Atlanta.

More are: Charles Ghesquiere, Estate Motors, Birmingham, Mich.; Donald Sears, Sears Imported Autos, Minnetonka, Minn.; William Pennel, Intercontinental Motors, Houston; Brian Harris, Stephens Imports, New Orleans; Philip Smart Sr., Phil Smart, Seattle; William Smythe, Smythe European, San Jose, Calif.; Michael O'Donoghue, House of Imports, Buena Park, Calif., and J. C. Theisen Jr., Phoenix Motor Company, Phoenix.

Siegfried Grimm, Siggi Grimm Motors, Tulsa, is chairman of the council's technical liaison committee.

Domestic total of 129,096 is lowest since 1961

Mid-February sales down 22 pct.

By Jenny L. King
Staff Writer

New-car sales in mid-February dropped 22.88 percent below the total for the period a year ago and slumped to their lowest level in 22 years.

The domestic auto makers reported sales of 129,096 passenger cars in eight selling days Feb. 11-20, down 22.88 percent from 167,395 in nine selling days in 1982. The most recent daily selling rate was 16,137, down 13.24 percent from 18,599 a year earlier.

It was the poorest showing for mid-February since 1961 when 116,947 new cars were delivered.

Based on the period, sales were annualized for 1983 at 5,286,000.

American Motors, whose sales are estimated for 10-day periods, was apparently the only U. S. company to enjoy an increase on a year-to-year comparison. On a daily-rate basis, Chrysler Corp. was up as well.

AMC sales climbed 35.71 percent to an estimated 3,800 from 2,800 (up 52.73 percent daily rate). Chrysler reported sales of 14,837 units, down 10.38 percent from 16,556 (up 0.82 percent daily rate).

• General Motors sales of 76,697 were down 26.07 percent from the year-ago 103,743 figure (down 16.83 percent daily rate). Ford Motor Co. reported sales of 32,396, down 23.24 percent from 42,206. (down 13.64 percent daily rate). Volkswagen of America reported sales of 1,366 new Rabbits, down 34.64 percent from 2,090 (down 23.69 percent daily rate).

GM earned 59.41 percent of the mid-February domestic market, down from 61.97 percent last year. Ford sales accounted for 25.09 percent, down slightly from 25.22 percent. Chrysler was up to 11.49 percent from 9.89 percent. AMC climbed to 2.95 percent from 1.67 percent, and VWoA claimed 1.06 percent, down from 1.25 percent.

On a year-to-year basis, only two of the domestic makes were up in sales. Chrysler had an increase of 29.21 percent, to 4,273 from 3,307. Oldsmobile was up 2.35 percent, to 21,143 from 20,657. Because AMC doesn't report 10-day sales, it isn't possible to compare American Motors/Renault Alliance makes with year-ago levels.

Makes suffering defeats included: Plymouth, down 34.77 percent; Imperial, down 12.90 percent; Dodge, down 3.39 percent; Ford, down 26.35 percent; Mercury, down 19.75 percent, and Lincoln, down 2.80 percent.

Buick was down 9.69 percent, Cadillac was down 17.10 percent, Chevrolet was down 43.41 percent and Pontiac was down 41.75 percent.

Year-to-date sales numbered 678,867, up 0.16 percent from 677,806 in 1982.

DOMESTIC SALES

	Feb. 11-20, 1983	Feb. 11-20, 1982
AMERICAN MOTORS	3,800†	2,800†
Chrysler	4,273	3,307
Imperial	62	70
Plymouth	4,636	7,107
Dodge	5,866	6,072
CHRYSLER CORP.	14,837	16,556
Ford	21,092	28,640
Mercury	8,908	11,101
Lincoln	2,396	2,465
FORD MOTOR	32,396	42,206
Buick	17,515	19,394
Cadillac	5,491	6,624
Chevrolet	23,642	41,778
Oldsmobile	21,143	20,657
Pontiac	8,906	15,290
GENERAL MOTORS	76,697	103,743
VOLKSWAGEN	1,366	2,090
INDUSTRY TOTAL	129,096	167,395

† Estimate

Lean and mean

Adding hi-tech styling to 1982-83 Camaros are Black Outs, which are motorized headlight louvers controlled by printed circuit boards. They can be opened with the headlight switch for night driving, then, during the day, remain closed for a sleek, mean look, reducing air drag. They are offered by P.V.T. Plastics Corp., Brooklyn, N. Y.

auto personnel

Chevrolet

Chevrolet has made several appointments in its sales and marketing organizations. The following men have new duties in Chevrolet Central Office:

Stephen D. McAvoy from zone manager, San Diego, to manager-passenger car advertising. He replaces **T. Russell Chick** who was recently appointed director-national advertising.

Jeffrey P. Hurlbert from manager-sales promotion, passenger car-merchandising to merchandising maanger-trucks. He replaces **Jack L. Sherman** who has been appointed San Diego zone manager.

George E. Borst from manager-marketing special projects to manager-sales promotion replacing Hurlbert.

Steven L. Ramsey from Louisville assistant zone manager, to manager-marketing special projects replacing Borst.

The following men have new positions in Chevrolet's field organization:

Jack L. Sherman from merchandising manager-trucks, Central Office, to zone manager-San Diego zone. He replaces McAvoy.

Robert D. Cenedella from Los Angeles zone manager to regional director-customer service, Southeast region. He replaces **Thomas R. Mason** who has become regional manager of the same office.

Thomas R. Shaver from Cleveland zone manager to Los Angeles zone manager replacing Cenedella.

Daniel S. West from Oakland zone manager to Cleveland zone manager replacing Shaver.

James F. McDonald from Peoria zone manager to Oakland zone manager replacing West.

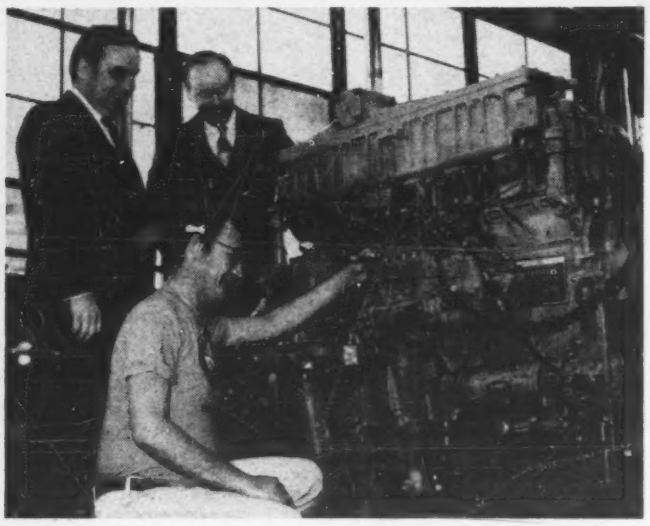
Eldon D. Kibler from Atlanta assistant zone manager to Peoria zone manager replacing McDonald.

American Motors

Stephen W. Guittard, 46, has been elected vice president and associate general counsel for American Motors. He had been associate general counsel since joining AMC in February, 1982.

Before going to AMC, Guittard was vice president, general counsel and secretary of Dow Corning Corp., Midland, Mich.

truck industry news



Taking a MoTech tour

Allen Rutzell, foreground, Warren, Mich., surveys his schoolwork — a Caterpillar Series 3406 six-cylinder in-line tractor engine — as Eugene P. Jacoby, right, director of Chrysler Institute, gives a tour of the new home of MoTech Diesel and Truck Mechanics School in Warren to James Randlett, mayor of the city.

Chrysler trains truck, diesel mechanics in Warren, Mich.

MoTech school in new quarters

By Jenny L. King
Staff Writer

WARREN, Mich.—When MoTech's Diesel and Truck Mechanics School moves to a new location, City Hall turns out.

MoTech students already were several weeks into classes in the new suburban Detroit setting when the official welcome by Warren Mayor James R. Randlett and several members of his staff took place on MoTech Day in Warren, Feb. 10.

The move from a building on the west side of Detroit to a centrally located 38,000-square-foot former plant provides much needed additional space for more than 150 students, according to L. R. Knowlton, director of the school.

MoTech Diesel is operated by Chrysler Learning, Inc., a wholly owned subsidiary of Chrysler Corp.

The new home of the diesel engine repair school is situated on more than four acres of land in a building previously occupied by the Place Machine Division of Budd Co. Knowlton said about $50,000 has been invested in this move.

Following the traditional ribbon-cutting ceremony, proclamations were read and plaques exchanged between MoTech and the City of Warren, MoTech and the State of Michigan. Guests toured the single-story factory-turned-school where bus and truck diesel engines of all sizes and in various states of disrepair were being worked on by the day students.

Knowlton said the MoTech curriculum expands to serve four student groups. There are 120 attending from 7:30 a.m. to 1:30 p.m.; then 25 Comprehensive Employment and Training Act clients come from noon to 6:30 p.m., and a night class of 25 labors from 5 p.m. until 11 p.m.

MoTech serves eight blind students through a transmission repair course. These students are in school from 7:30 a.m. until 3:30 p.m. and are transported to and from a designated pick-up point in a van driven by a MoTech staff member.

The flexible hours of instruc-

Continued on Page 66, Col. 3

Increased sales of heavy trucks expected by IH

By Roger Rowand
Engineering Editor

CHICAGO. — International Harvester Co. expects a higher volume of heavy truck sales before April because of an increased federal tax on users after that.

"We also anticipate a rejuvenation of medium truck sales due to the elimination of the federal excise and use taxes," President Donald D. Lennox said at the IH annual meeting.

"In addition, there could be a gradual shift in market preference to conventional trucks from cabovers due to the elimination of length restriction," Lennox said.

The company expects an upswing in heavy-truck sales this year of 6 to 8 percent. That would reverse a severe downward trend seen over the past three years for the industry.

Lennox called attention to the first quarter and noted that upswing had not yet begun.

"Volumes are lower than a year ago. But I want to point out that while unit sales are down across the board, IH has improved over last year," he told the investor gathering at the Art Institute of Chicago.

"For the first three months of fiscal 1983, which ended Jan. 31, IH captured 31.1 percent of the market for medium trucks, as compared to 27.6 percent during the same period last year. In heavy trucks, IH's first quar-

Continued on Page 66, Col. 3

MoTech salutes

George W. Knowles, right, director of Chrysler Learning, Inc., Schools, presents a plaque of appreciation to Yusef J. Lewis, Detroit district representative for Gov. James Blanchard, during recent MoTech Day in Warren ceremonies marking the move of the MoTech Diesel and Truck Mechanics School from Detroit to Warren.

Ford replaces IH as HD leader; '82 total off 21 pct.

Ford regained heavy-truck registration leadership from International Harvester in 1982, with its domination of the Group 7 market the major factor. In 1980, Ford was No. 1 in heavy-truck tallies due mainly to losses suffered by International as a result of a six-month UAW strike.

Industry registrations of Groups 7 and 8 trucks in 1982 totaled 127,942 units, a decline of 20.7 percent from the previous year's 161,344 and 33.8 percent below the 193,410 units tallied in 1980.

Ford's 1982 heavy-truck total was 30,180 and accounted for 23.59 percent of the industry total. In 1981, when it dropped to No. 2, Ford had 34,058 tallies good for 21.11 percent of the total.

International's registrations skidded from 40,539 units in 1981 to 28,754. Its 1982 total accounted for 22.47 percent of the industry total, off 2.66 percentage points from the 1981 share of 25.13 percent.

December registrations of Groups 7 and 8 trucks totaled 11,336 units, down 20.9 percent from the previous year's 14,339 and 24.5 percent below the 15,005 heavies tallied in December, 1980.

Seven big-truck makers increased their penetration in 1982 while unit tallies in most cases were down, and six producers and the miscellaneous group suffered losses during the year.

Year's tally: 2,430,471

1982 truck registrations rebound

Registrations of new trucks of all types in the U. S. rebounded sharply in 1982, with the domestic compacts providing the spark, but the total for the 12 months was slightly lower than the count for the first year of the '80s.

R. L. Polk & Co. reported 2,430,471 registrations in 49 states last year, an increase of 11.2 percent over the 2,185,489 units tallied in 1981 but 1.9 percent below the 1980 total of 2,476,777 units.

In the final month of 1982, there were 246,093 registrations, a gain of 36.9 percent over the 179,806 vehicles tallied in December, 1981. In the 12th month of 1980, the total was 191,073.

Light trucks were the only market segment to show an increase in registrations in 1982. The big trucks — mediums and heavies — were down for the third year in a row.

In 1982, there were 2,257,335 light-truck tallies, a gain of 14.6

GVW table on Page 65.

percent over the year-earlier 1,970,114 and 1.8 percent higher than the 2,217,085 vehicles registered in 1980.

Registrations were higher last year in all three light-truck weight groups, and the count in two of them also was greater than those in 1980.

Record sales of compact pickup trucks in 1982 boosted the Group 1 tallies to 1,277,374 units, an increase of 16.8 percent over the previous year's 1,094,006 and almost 13 percent higher than the 1,130,942 units registered in 1980.

Group 2 tallies gained ground last year, but the advance wasn't strong enough to top the 1980 count.

Last year, there were 960,469 registrations in this group, up 11.2 percent from the year-earlier 863,617 units. But the 1982 count was 10.9 percent below the 1,078,067 vehicles tallied in 1980.

Group 3 registrations were up for the third year in a row, due principally to the steady growth in sales of recreation vehicles after a dismal slump in 1979 and most of 1980.

During the year, 19,492 Group 3 vehicles were tallied, an increase of 56 percent over the 12,491 units registered the previous year, and 141.4 percent higher than the 1980 count of 8,076 units.

Registrations of medium trucks in 1982 dropped to 45,194 vehicles, a decline of 16.4 percent from the previous year's 54,031 tallies and 31.8 percent below the 66,282 units in 1980.

There were 13 Group 4 registrations last year, compared with 11 the previous year and 203 in 1980.

The count was down significantly in Group 5 from the 1981 and 1980 totals. Last year, there were 1,384 tallies, off 24.1 percent from the year-earlier 1,823 and 39.5 percent below the 1980 total of 2,289 vehicles.

Group 6 registrations last year totaled 43,797 units, a decline of 16.1 percent from last year's 52,197 units and 31.3 percent lower than the 63,790 vehicles tallied in 1980.

Heavy trucks were down 20.7 percent last year, from 161,344 in 1981 to 127,942 units. The 1982 count was 33.8 percent lower than that in 1980, when the total hit 193,410 units.

For the third straight year, registrations were down in both heavy-truck weight classifications.

The Group 7 total last year dropped to 54,657 vehicles, a decrease of 17 percent from the previous year's 65,872 and 31.4 percent lower than the 79,719 trucks registered in 1980.

In 1982, there were 73,285 Group 8 tallies, down 23.2 percent from the 95,472 units registered the year earlier and 35.5 percent under the 113,691 tallied in the first year of the decade.

U. S. TRUCK REGISTRATIONS

12 MONTHS, 1982 VS. 1981★

	12 mos., 1982	Percent Share of '82 market	12 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	758,107	31.19	650,460	29.76	+ 1.43
Ford	733,120	30.16	697,213	31.90	− 1.74
Dodge	218,078	8.97	166,363	7.61	+ 1.36
GMC	212,908	8.76	160,703	7.35	+ 1.41
Jeep	62,097	2.56	58,257	2.67	− 0.11
International	45,902	1.89	61,792	2.83	− 0.94
Mack	15,590	0.64	19,698	0.90	− 0.26
Plymouth*	10,174	0.42	14,976	0.69	− 0.27
Kenworth	7,344	0.30	10,379	0.47	− 0.17
Freightliner	7,292	0.30	9,095	0.42	− 0.12
Peterbilt	5,781	0.24	6,654	0.30	− 0.06
Mercedes-Benz	2,960	0.12	3,542	0.16	− 0.04
White	2,669	0.11	2,857	0.13	− 0.02
Volvo	763	0.03	1,644	0.08	− 0.05
Western Star	638	0.03	780	0.04	− 0.01
Autocar	596	0.03	1,125	0.05	− 0.02
Miscellaneous**	346,452	14.25	319,951	14.64	− 0.39
TOTALS	2,430,471	100.00	2,185,489	100.00	.....

★—No registrations for Oklahoma, 1982 and 1981.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

12 MONTHS, 1982 VS. 1981★

	12 mos., 1982	Percent Share of '82 market	12 mos., 1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Ford	30,180	23.59	34,058	21.11	+ 2.48
International	28,754	22.47	40,539	25.13	− 2.66
GMC	20,298	15.86	22,578	13.99	+ 1.87
Mack	13,569	10.61	18,148	11.25	− 0.64
Chevrolet	7,605	5.94	10,216	6.33	− 0.39
Kenworth	7,344	5.74	10,379	6.43	− 0.69
Freightliner	7,292	5.70	9,095	5.64	+ 0.06
Peterbilt	5,781	4.52	6,654	4.12	+ 0.40
White	2,669	2.09	2,857	1.77	+ 0.32
Mercedes-Benz	984	0.77	888	0.55	+ 0.22
Volvo	763	0.60	1,629	1.01	− 0.41
Western Star	638	0.50	780	0.48	+ 0.02
Autocar	596	0.46	1,125	0.70	− 0.24
Miscellaneous	1,469	1.15	2,398	1.49	− 0.34
TOTALS	127,942	100.00	161,344	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1982 and 1981.

Automotive World News

Big sales gains for GM in Europe

Japanese take smaller share of 1982 market

By Richard Feast
European Editor

Unofficial sales figures for 1982 are beginning to emerge for Europe, the biggest new-car market in the world.

They indicate a small unit rise overall but a wide divergence among nations. They also show the biggest gainer by far was General Motors and its Adam Opel (West Germany) and Vauxhall Motors (UK) subsidiaries. There was a substantial gain for Renault and small gains for Ford of Europe and BMW.

Japanese manufacturers took a smaller share of the market than in 1981, but with various restrictions on them in so many markets, the result by no means accurately reflects their combined potential, nor some of the serious weaknesses among European manufacturers.

Industry sources say 1982 sales in Europe amounted to 9,893,800 new cars, 1.4 percent more than 1981, but short of 1980's 9.97 million and the 10-million-plus years of the late '70s.

However, it's believed the worst of the economic recession is over, and early 1983 returns suggest auto demand is strengthening.

DRI Europe, which forecast 1982 sales in Europe at 9.71 million, projects 1983 sales at 10.32 million.

Europe's car sales pattern is set by two markets, West Germany and France, which accounted for two of every five sales in Western Europe. Last year saw contrasting fortunes on either side of the Rhine. In France demand rose 12 percent to a record 2.056 million. In Germany sales dropped 7.5 percent to 2.155 million.

Recession and an uncertain political climate contributed to Germany's troubles. In contrast, a price freeze in France helped stimulate demand, and with the country's political change of direction there is evidence consumers are more prepared to put money into consumer articles rather than savings.

Nevertheless, each country's industry increased production last year. Germany's performance was stimulated by a big boost in exports which reached a record level.

The other two major markets, Italy and the UK, suffered reverses in trends. Italian car sales expanded notably during the 1980-81 period when the rest of Europe was in decline. Now Italy has slumped, its 1982 total of 1.686 million down 3 percent from record 1981.

UK sales blossomed in the second half of 1982 when relaxed credit restrictions prompted people to buy. As a result, registrations were up nearly 5 percent at 1.555 million.

Between them, France, Germany, Italy and the UK account for three-quarters of all European sales.

There were sales gains in the next two largest markets, Spain and Holland, and the four Nordic markets, Sweden, Norway, Finland and Denmark.

Renault again was Europe's leading nameplate, recording 1.44 million sales and a 14.6 percent share compared with 13.9 percent in 1981. Renault's success was based on its performance in France, Spain and the declining Italian market.

Renault's weaknesses were in the flat German market, where it was nipped as leading importer by Fiat, and the UK where its showing was dismal.

Fiat and Peugeot, the next two leading groups, each lost market share in Europe. However, by Fiat's reckoning it did better than industry statistics suggest. Fiat's definition of Western Europe does not include Spain. How can it, Fiat says, when the market essentially is closed to non-domestic producers? Fiat believes it is unfair to include sales of its former partner, Spain's Seat, in the picture.

Fiat's 1.23 million and Peugeot's 1.22 million sales in 1982 represented small slips. Ford's 1.21 million was a fractional gain and Volkswagen group's 1.19 million was a reverse.

By far the greatest increase was by General Motors which sold 940,000 Opels and Vauxhalls in 1982 for a 9.5 percent share. The previous year it had 8.2 percent of a smaller overall market.

The Opel turnaround is one of the recent major achievements in Europe. The J-car (Ascona/Cavalier) is a roaring success and has generated renewed interest in the T-car (Kadett/Astra) launched a few years earlier.

GM, selling as Opel in mainland Europe and Vauxhall in UK, made substantial gains across the board. It is beginning to creep up on Volkswagen in the important German market and Europe as a whole, and completion of its model line with the S-car (Corsa/Nova) is likely to accelerate its progress.

European new-car sales — calendar 1982

Pos.	Group	1982 sales	Market share	1981 share
1	Renault	1,441,100	14.6	13.9
2	Fiat Auto	1,232,600	12.5	12.8
	Fiat	1,077,400	10.9	11.2
3	Peugeot SA	1,223,700	12.4	13.1
	Citroen	498,300	5.0	5.0
	Peugeot	406,400	4.1	4.3
	Talbot	319,000	3.2	3.6
4	Ford	1,213,000	12.3	12.2
5	VAG	1,190,900	12.0	12.8
	Audi	234,600	2.4	2.6
	Volkswagen	956,300	9.7	10.3
6	General Motors	940,000	9.5	8.2
	Opel	763,500	7.7	6.9
	Vauxhall	176,000	1.8	1.2
7	Japanese (all)	893,400	9.0	9.2
	Datsun	258,900	2.6	2.6
	Honda	108,600	1.1	1.1
	Mazda	172,800	1.7	1.7
	Toyota	196,700	2.0	2.1
8	BL Cars	367,000	3.7	3.7
9	Daimler-Benz	309,000	3.1	3.3
10	BMW	267,300	2.7	2.6
11	Volvo	196,600	2.0	1.9
12	Alfa Romeo	174,600	1.8	1.8

Europe's leading auto markets

Pos.	Country	1982 sales	Change from '81
1	West Germany	2,154,900	— 7.5
2	France	2,056,400	+ 12.1
3	Italy	1,686,000	— 3.1
4	United Kingdom	1,555,000	+ 4.7
5	Spain	506,900	+ 5.6
6	Holland	398,200	+ 2.2
7	Belgium	344,700	— 2.2
8	Switzerland	296,800	— 0.4
9	Sweden	218,400	+ 15.9
10	Austria	201,500	+ 1.4
11	Finland	129,200	+ 23.1
12	Norway	115,400	+ 10.2
13	Denmark	85,400	+ 18.8
14	Ireland	72,300	— 31.2
15	Portugal	71,600	+ 1.3
	Total	9,893,800	+ 1.4

Figures may not tally due to rounding

Peugeot extols 'pioneering' hatchback

First-year sales forecast at 250,000 minimum

By Richard Feast
European Editor

Automobiles Peugeot believes its new 205 hatchback is pioneering a new market segment.

"We're between Fiesta and Escort, between Polo and Golf, between Samba and Horizon," maintains the man charged with its commercial success, N. Victor Dial, director of sales and marketing.

Trying to make one model achieve the sales appeal of two is becoming common in Europe. The new Fiat Uno is bigger than the model it replaces, closer in size to the Ritmo. Up a notch, the still secret Austin Maestro tries to bridge the gap between opposition such as Ford Escort and Sierra.

These new lines will all offer a depth of model variety seldom attempted before. The reason is automated production technologies now allow various bodies to be built on the same lines.

To gain as wide sales appeal as possible, basically small economy cars are getting sophisticated equipment generally only seen on expensive European cars. The 205, for instance, will have electric power windows and central door locking on its top model; that would have been unthinkable a few years ago.

The 205 represents a $200 million investment by Peugeot.

The 205 represents a $200 million investment by Peugeot. It will be built alongside the recently updated 305 and established 505 at the giant Mulhouse plant in southeastern France.

At the end of this year 205 will be introduced into the Talbot factory at Villaverde, Spain. Domestic manufacture of a car of this type in Spain is important, for the segment accounts for 40 percent of total sales.

Much of Spanish 205 production will go into Spain's closed home market. A good deal will be exported. Building a Peugeot in a Talbot factory is the first manufacturing evidence of the amalgamation of the two makes.

Dial believes the first full year of 205 output and sales could hit 250,000. He suspects it could be higher, making it Peugeot's best seller.

"We have more capacity if it's needed," he says. "The 205 is a large small car and a small medium car. We figure that together these two segments in most countries represent 40 to 50 percent of the market."

The small car sector is particularly strong in southern Europe, which means opposition from Fiat Uno, Renault 5, Opel Corsa and Ford Fiesta. In northern European markets, where medium cars are more popular, the rivals are Golf, Escort, R9/11 and Kadett.

The 205 is an addition to Automobiles Peugeot's line of Peugeots and Talbots. If there is one thing the company is not short of it is model variety. Despite the amalgamation, customers still select either a Peugeot or a Talbot, says the company. There is comparatively little transfer of allegiance between the two.

Peugeot had a gap between the baby 104 and medium-sized 305. It used to build a 205, but it disappeared in 1976. Thus the 205 is essential for Peugeot's commercial success. However, its arrival threatens the future of Peugeot and Talbot models on either side of it.

It is a company secret, but observers believe that over the long run the 205 will emerge as the second of Peugeot group's integrated model offerings. The first was Automobiles Citroen's medium range BX, announced last fall. It is a fair bet that over the years a Peugeot (and possibly Talbot) variation will play on the BX theme. They would replace cars such as the 305 and 1501/Solara.

Similarly, Talbot and Citroen derivatives along a common 205 theme would replace Peugeot 104/Talbot Samba/Citroen Visa (which have similar design features already), Talbot Horizon and Citroen GSA.

This would allow a common design effort, large-scale supplies of components and interchange of parts between seem-

Continued on Page 43

Stateside thoughts

"It's still my ambition to do a lot better than we are with the Peugeot 505 in the States. We look how well Volvo has done with a wagon, four-door and two-door of basically the same car. We are going to have a wagon in September, although there are no plans for a two-door. Then, if we get everything right, I think we can get 40,000 a year out of our 505," says Automobiles Peugeot's commercial director for Europe and North America, N. Victor Dial.

Dial was reflecting on recent Peugeot sales in the U. S., down in 1982 to 15,000 from 17,000 the previous year. He attributes part of the cause to an excess of diesel stocks and not enough gasoline cars.

Part of the expansion plan involved acquiring a key member of the opposition. James A. Fitzhenry, 42, formerly vice president of field operations in North America for Volvo, recently became manager of sales and marketing, Peugeot North America.

PRODUCTION OVERSEAS

FRANCE

Cars

	12 mos., 1982	12 mos., 1981
Peugeot SA	1,285,272	1,316,151
Citroen	522,317	533,922
Peugeot	536,500	569,287
Talbot	226,455	212,942
Renault	1,491,853	1,295,713
Total	2,777,125	2,611,864
Trucks, buses		
CBM	108	97
Peugeot SA	138,412	168,310
Citroen	29,946	44,559
Peugeot	92,889	108,286
Talbot	15,577	15,465
Renault	227,965	230,902
Sovam	103	128
Unic	5,094	8,069
Total	371,682	407,506
Total vehicles	3,148,807	3,019,370

UNITED KINGDOM

CARS

	12 mos., 1982	12 mos., 1981
BL	405,116	413,440
Austin Rover	369,839	388,322
Jaguar	22,042	14,677
Range Rover	13,235	10,441
Carbodies	1,864	.....
DeLorean	1,333	7,409
Ford	306,635	342,171
Lotus	572	345
Reliant	87	89
Rolls-Royce	2,489	3,087
Talbot	56,235	117,439
TVR	121	164
Vauxhall	112,669	69,932
Others	558	574
Total	887,679	954,650
Trucks, buses		
Bedford	51,733	48,311
BL	88,925	83,308
Austin Rover	34,762	25,396
Land Rover	39,903	41,060
Leyland Vehicles	14,260	16,852
ERF	1,736	N/A
Foden	746	613
Ford	115,637	85,324
Hestair Dennis	746	835
Karrier	6,395	8,457
Metro-Cammell-Weymann	375	641
Seddon Atkinson	1,821	1,353
Others	681	713
Total	268,798	229,555
Total vehicles	1,156,477	1,184,205

JAPAN

Cars

	11 mos., 1982	11 mos., 1981
Daihatsu	117,798	137,353
Fuji	181,827	172,491
Honda	785,801	775,721
Isuzu	105,436	119,089
Mitsubishi	528,964	562,970
Nissan	1,674,738	1,703,181
Suzuki	102,487	86,585
Toyo Kogyo	754,797	771,825
Toyota	2,082,496	2,065,377
Total	6,334,462	6,394,592
Trucks, buses		
Daihatsu	308,845	301,609
Fuji	283,084	254,117
Hino	56,802	63,787
Honda	145,961	146,027
Isuzu	273,235	303,298
Mitsubishi	359,954	443,210
Nissan	550,336	663,175
Nissan Diesel	34,336	41,013
Suzuki	450,644	442,252
Toyo Kogyo	263,907	311,571
Toyota	818,041	901,168
Others	805	556
Total	3,545,970	3,871,783
Total vehicles	9,880,432	10,266,375

SPAIN

Cars

	11 mos., 1982	11 mos., 1981
Citroen	84,705	63,543
Fasa-Renault	273,207	247,886
Ford	207,721	230,640
General Motors	13,546	.....
Seat	224,200	192,639
Talbot	48,681	55,699
Total	852,060	790,409
Trucks, buses		
CAF	146	1,282
Citroen	34,040	27,223
Enasa	11,934	11,152
Fasa-Renault	28,656	26,890
Ford	6,915	4,871
Hispavinsa	2,926	2,832
Land-Rover	12,150	13,660
Mercedes-Benz	10,367	13,138
Motor Iberica	16,662	17,663
Seat	4,276	1,583
Total	128,072	120,294

ITALY

Cars

	9 mos., 1982	9 mos., 1981
Alfa Romeo	149,188	143,671
Bertone	6,919	.....
deTomaso	62	49
Fiat Auto	818,875	843,771
Autobianchi	56,722	63,886
Ferrari	1,700	1,857
Fiat	711 733	707,189
Lancia	48,720	70,839
Lamborghini	77	64
Maserati	1,160	391
Nuova Innocenti	15,422	20,325
Pininfarina	3,270	.....
Total	994,973	1,008,271
Trucks, buses		
Alfa Romeo	783	1,125
Fiat Auto	21,053	63,733
Inbus	625	.....
Iveco	52,387	61,343
Fiat	41,771	47,133
Magirus	1,975	1,346
OM	8,641	12,864
Menarini	313	.....
Sevel	40,001	.....
Fiat	18,857	.....
PSA	21,144	.....
Total	115,162	127,058
Total vehicles	1,110,135	1,135,329

REGISTRATIONS OVERSEAS

WEST GERMANY

Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	11,221	13,336
Bertone	1,330	.....
BL	4,156	5,702
BMW	127,315	133,899
Daihatsu	5,870	1,984
Datsun	42,490	44,722
Fiat Auto	93,343	94,151
Ford	242,712	273,174
General Motors	392,853	381,193
Honda	32,072	35,226
Lada	6,585	6,544
Mazda	40,573	44,143
Mercedes-Benz	233,645	247,911
Mitsubishi	33,530	43,815
Nuova Innocenti	474	1,403
Peugeot SA	86,810	99,964
Citroen	38,699	44,594
Peugeot	23,353	27,816
Talbot	24,758	27,554
Pininfarina	190	.....
Porsche	10,327	9,602
Renault	83,668	100,291
Saab	3,037	2,794
Skoda	1,330	1,619
Subaru	4,700	2,630
Suzuki	11,942	7,626
Toyota	40,037	47,214
VAG	631,942	708,307
Audi	125,590	151,144
Volkswagen	506,352	557,163
Volvo	12,511	14,200
Others	1,435	2,293
Total	2,155,537	2,330,335

UNITED KINGDOM

Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	8,928	8,030
BL	277,260	285,071
Austin Rover	268,124	276,989
Jaguar	6,440	5,688
Range Rover	2,696	2,394
BMW	22,977	17,086
Colt (Mitsubishi)	8,640	11,209
Daihatsu	4,743	3,059
Datsun	93,213	88,209
Fiat Auto	48,808	61,977
Ford	474,192	459,365
ESO (Polski)	3,105	2,329
General Motors	181,737	127,141
Honda	16,333	15,774
Hyundai	2,993	.....
Lada	16,752	15,508
Lotus	410	325
Mazda	15,139	15,594
Mercedes-Benz	12,164	10,758
Peugeot SA	99,934	113,248
Citroen	24,149	27,395
Peugeot	19,636	17,805
Talbot	56,149	68,048
Porsche	2,700	2,383
Reliant	114	308
Renault	64,147	72,041
Rolls-Royce	805	1,218
Saab	9,474	9,461
Skoda	9,272	8,507
Subaru	2,700	3,312
Suzuki	2,763	2,533
Toyota	27,590	23,405
VAG	92,435	80,221
Volvo	51,707	44,558
Zastava	3,101	811
Others	891	1,272
Total	1,555,027	1,484,713
Trucks, buses		
BL	41,914	41,620
Austin Rover	18,385	17,899
Freight Rover	9,617	8,540
Land Rover	6,004	5,666
Leyland Vehicles	7,908	9,515
Daf	1,975	1,697
Daihatsu	3,529	2,754
Datsun	4,756	7,142
ERF	1,348	1,179
Fiat Auto	2,306	2,807
Foden	522	535
Ford	84,204	65,623
FSO (Polski)	454	322
General Motors	32,829	32,624
Hestair Dennis	2,296	4,031
Hyundai	517	.....
IVECO	2,269	1,723
Karrier	4,785	4,909
Jeep	162	157
Mazda	1,878	3,881
Metro-Cammell Weymann	214	.....
Mercedes-Benz	7,979	5,616
Mitsubishi	1,218	2,133
Peugeot SA	5,798	8,179
Renault	4,338	2,696
Roman	1	7
Scania	1,504	920
Seddon Atkinson	1,731	2,051
Subaru	1,537	2,067
Suzuki	884	2,358
Toyota	4,041	5,620
VAG/MAN-VW	10,538	10,053
Volvo	3,832	2,894
Others	1,045	1,695
Total	231,014	217,812
Total vehicles	1,786,041	1,702,525

HOLLAND

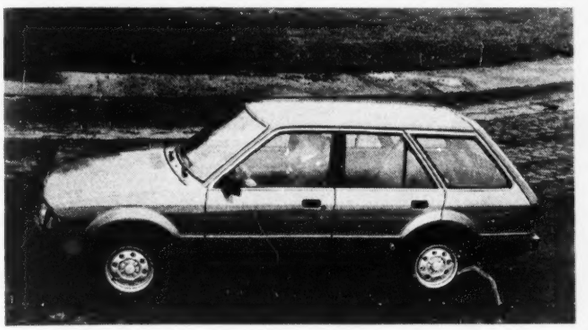
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	4,047	4,020
American Motors	51	75
BL	6,555	6,870
BMW	14,266	11,521
Chrysler	45	105
Daihatsu	2,619	1,970
Datsun	18,786	17,560
Fiat Auto	22,257	16,550
FSO (Polski)	55	191
Ford	42,432	40,349
General Motors	65,599	55,682
Honda	14,188	16,907
Hyundai	2,272	1,969
Lada	9,244	6,656
Mazda	15,045	17,416
Mercedes-Benz	8,059	8,242
Mitsubishi	14,045	18,335
Peugeot SA	48,491	52,166
Citroen	22,074	22,062
Peugeot	16,002	16,596
Talbot	10,415	13,508
Porsche	160	182
Renault	32,451	31,932
Saab	3,368	3,224
Skoda	1,218	381
Subaru	1,068	1,143
Suzuki	7,417	3,627
Toyota	17,838	18,479
VAG	37,124	38,709
Volvo	17,053	15,842
Zastava	949	695
Total	406,774	390,990

AUSTRIA

Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	2,594	2,147
BL	631	954
BMW	7,037	6,866
Daihatsu	350	363
Datsun	12,522	11,212
Fiat Auto	11,919	12,134
Ford	16,679	17,528
General Motors	27,594	23,116
Honda	3,020	1,835
Lada	2,059	2,678
Mazda	18,787	17,389



The body type is familiar in the U. S., but five-door Ford Escort wagons are just now going on sale in Europe (except Spain). Ford of Europe says it will announce new or revised products at the rate of one a month throughout 1983. Among them: A reworked Fiesta, an XR4i Sierra and a full-trunk version of Escort.

Mercedes-Benz	4,896	5,369
Mitsubishi	3,953	5,169
Peugeot SA	14,114	17,005
Citroen	6,037	6,381
Peugeot/Talbot	8,077	10,624
Porsche	405	428
Renault	11,827	9,715
Saab	479	666
Skoda	376	432
Subaru	3,127	3,209
Suzuki	818	1,403
Toyota	7,440	9,321
VAG	40,344	41,613
Volvo	3,045	3,409
Others	134	212
Total	194,150	181,106

JAPAN

Cars

	11 mos., 1982	11 mos., 1981
Daihatsu	70,429	73,502
Fuji	67,035	61,320
Honda	208,958	159,518
Isuzu	52,629	59,551
Mitsubishi	204,556	215,348
Nissan	749,855	745,887
Suzuki	73,333	57,378
Toyo Kogyo	224,923	199,579
Toyota	1,070,674	1,004,393
Imports	31,931	34,740
Total	2,754,323	2,611,216
Trucks, buses		
Daihatsu	240,869	216,053
Fuji	174,187	140,077
Hino	33,977	36,677
Honda	134,588	131,586
Isuzu	113,125	116,284
Mitsubishi	260,440	256,936
Nissan	265,598	307,767
Nissan Diesel	17,270	19,703
Suzuki	336,166	335,949
Toyo Kogyo	136,100	153,338
Toyota	322,259	368,310
Imports	1	.....
Total	2,034,630	2,082,680
Total vehicles	4,788,053	4,693,896

FRANCE

Cars

	10 mos., 1982	10 mos., 1981
Alfa Romeo	25,245	19,780
BL	24,933	19,005
BMW	28,249	19,680
Chrysler	25	50
Datsun	14,442	11,621
Fiat Auto	82,951	67,199
Ford	103,671	80,903
FSO (Polski)	1,455	1,302
General Motors	39,510	26,282
Honda	8,664	5,156
Lada	19,769	15,690
Mazda	13,866	10,088
Mercedes-Benz	15,053	13,711
Mitsubishi	3,371	2,525
Nuova Innocenti	571	2,686
Peugeot SA	502,992	500,446
Citroen	204,857	218,108
Peugeot	208,646	211,742
Talbot	89,489	70,596
Porsche	1,216	1,037
Renault	643,141	591,041
Saab	226	300
Skoda	3,101	3,200
Toyota	10,875	9,252
VAG	101,651	99,467
Volvo	8,539	8,183
Zastava	562	1,014
Others	51	46
Total	1,654,126	1,507,189

Peugeot

Continued from Page 41

ingly rival factories. At present PSA, because of the way it evolved, has too much of everything for modern auto manufacturing, except possibly sales.

Last year it sold 800,000 cars, down from the previous year's 875,000. It lost 60,000 units through factory strikes last spring.

This year Dial is shooting for 850,000, possibly 900,000. The 305 has been well received and the 205 will broaden its appeal.

Dial reflects, "I would say, generally, Peugeot is a very successful exporter to places like Africa and the Middle East. It was never as successful an exporter to the rest of Europe. That's what we're starting to get into, and it's one of our priorities for this year."

• Peugeot 205 is being launched in seven versions, but many others will follow. There is a lot of the experimental VERA cars in the new model, although not the one which will attract great attention at the forthcoming Geneva auto show. One very rare derivative is a prototype rally car equipped with four-wheel-drive and a centrally mounted, turbocharged 16-valve engine developing 320-HP. The aim is a serious attack on the 1984 world rally championship, and all the image-building that brings.

The 205 has a choice of four engines: 1-liter 44-HP, 1.1-liter 49-HP and 1.4-liter 59- or 70-HP. The engines are all alloy single-overhead camshaft units mounted transversely and driving the front wheels.

The transmission is four-speed manual with five-speed available on more expensive models. All models have all-independent suspension, the rear springing units being nearly horizontal for space-saving.

The car has a drag coefficient of 0.35, weighs 1,628 to 1,782 pounds and is 145.7 inches long with a wheelbase of 95.3 inches, same as the five-door 104.

This summer a diesel will be added. Later there will be a three-door model and within a year there will be a very sporty model. There are no plans to build a three-box version or introduce an automatic transmission, which are not big sellers in Europe.

The car went on sale at the end of February in France and will be introduced across Europe by September. Peugeot officials see it as essentially European, and rebut suggestions that a Chrysler version will follow.

Blake to address Automotive News Seminar

Avanti chief at World Congress

Stephen H. Blake, chairman and chief executive officer of Avanti Motor Corp., South Bend, is among the 34 faculty members for the eighth annual Automotive News World Congress to be held July 10-13 at the Westin Hotel in Detroit.

At the Automotive News World Congress, leaders of the international vehicle industry and related fields will focus on industry trends, the global outlook for the industry and government automotive regulations with emphasis on future impact.

Blake began his business, marketing and management career in 1969 when he formed two Washington firms representing a group of real estate development, construction, management, leasing, consulting and sales companies.

In 1976, Blake purchased a Claremont (N. H.) Ford-Lincoln-Mercury dealership. That year he also formed a wholesale and retail parts supply business and a specialty exotic/antique car dealership.

Two years later, Blake was involved in the organization of Old Car Reproductions, Inc., in Daytona Beach. He sold his interest in the company in 1980.

Stephen H. Blake

Also in 1978, Blake assisted in forming an automotive coach building firm in Clearwater, Fla., which manufactures buses and custom coachbuilt automotive products. He continues to serve as company consultant.

Blake purchased Avanti for $5 million last October. The company has built the Avanti II luxury GT since 1967. Annual output of the $20,000-plus car is about 200 units.

• Blake will be discussing the future of Avanti Motor Corp. and its cars during a concurrent World Congress session on July 11.

The four-day World Congress, along with the second annual Automotive News World Expo, make up Automotive News Week in Detroit. The World Expo is a buy/sell trade fair to be held July 11-14 at Cobo Hall.

Attendees of the World Congress in past years have included executives involved in managing, planning, designing, engineering, manufacturing, marketing and retailing in the automotive and related fields. These, plus purchasing executives, will be attracted to World Expo.

Registration fee for first-time Automotive News World Congress attendees is $490, the same as last year. Special Early Bird registration for past participants is being offered again.

The fee includes access to 34 sessions, a work book, three dinners, two luncheons, hosted cocktail receptions and entry to World Expo.

Automotive News World Expo exhibitors and visitors who wish to attend all of the World Congress are required to pay the $490 registration fee.

All Automotive News World Congress registrations must be accompanied by the full fee or a $100 non-refundable deposit. If a registrant's plans change, the name of another individual may be substituted at any time prior to the opening. Full cancellation will be charged the $100 deposit or the equivalent from the paid registration fee.

Further information is available from Cynthia Radom, director of special projects at Automotive News, 965 E. Jefferson, Detroit, Mich. 48207. Phone: (313) 567-9520.

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Suzuki prepares to produce GM minicar for U. S. sale

TOKYO. — Suzuki Motor Co. is gearing up to produce the one-liter minicar which General Motors will sell in the U. S.

Osamu Suzuki, president, announced here that production for sale in Japan will start in the fall. Suzuki is investing $170 million in the new factory.

The new model, an 11-foot minicar, will be longer and roomier than Suzuki's Alto and Fronte models, which are sold mainly in Japan.

Suzuki has ambitious plans for the new car. Beginning in the fall, it plans to sell about 2,500 units a month in Japan, and soon afterwards expects to be able to export 4,000 units a month "through existing channels," which means to Southeast Asia, Australia and Europe.

Suzuki, which currently has a weak sales network — many dealers make most of their money from motorcycles—will build up a new sales network to sell the car.

It is expected that some of these will be Isuzu dealers, now that both Isuzu and Suzuki have an affiliation with GM.

Exports to the U. S. will start next spring at an estimated rate of 7,000 a month, to boost output to 14,000 units monthly. This plan is based on the assumption that the voluntary restraint of exports to the U. S. will end this year, Suzuki said.

Significantly, on the day that Suzuki made its announcement, an anonymous official from the Ministry of International Trade and Industry said that "in no way can we accept a two-year extension of the restraint."

In addition, he indicated that this year's quota should be 1.68 million plus a proportion of any increase in sales in the U. S.

This statement is in line with the views of Takashi Ishihara, Nissan president.

Wholehan named to post at Manheim Auctions

LANCASTER. — Robert J. Wholehan has been named national accounts manager for Manheim Auctions, Inc.

Wholehan, who joins Manheim after 31 years with Chevrolet, will be responsible for coordinating and promoting increased fleet and lease disposal business for the 13 Manheim Auction locations nationwide.

Murphy succeeds Hilger at Saginaw Steering

SAGINAW, Mich. — Paul R. Murphy has been named comptroller of General Motors' Saginaw Steering Gear Division. He formerly was comptroller of General Motors of Canada.

At Saginaw Steering Gear, Murphy succeeds Harry A. Hilger, who is retiring after 42 years with GM. Murphy joined GM in 1955.

Firm to make more alcohol as gasohol use increases

DOUGLAS, Ga. — American motorists are buying more gasahol, prompting plans to double production of alcohol at the Southeast Georgia Agricultural Production and Development Corp. here.

The corporation announced a joint venture with Clinton Associates, in Glastonburg, Conn., to expand the plant's production.

Clinton, which has invested $1 million to become an operating partner, plans to move production from Terre Haute, Ind., to Douglas as part of later expansions.

The Douglas facility began its operation a year ago with an investment of nearly $2.5 million, said Garland Thompson, chairman of Southeast Georgia Agricultural Development, a nonprofit company created to run the plant.

The plant, which was created to provide a market for southern corn and to encourage farmers to grow corn, gets 2.5 gallons of ethanol per bushel of corn.

Alcohol to the extent of 10 percent is being added to superunleaded fuel by some oil companies to increase octane.

Information Resources in Washington reported that consumption of gasoline containing alcohol has increased from about 800 million gallons in 1981 to 2.2 billion gallons in 1982.

The company said its production will be increased to more than 3 million gallons from 1.7 million.

If usage of alcohol as a fuel continues to increase, the plant capacity may be increased to eight million gallons by 1984, the company said.

Used Car Sales

Auction Averages

February	$4,733
Month ago	$4,646
Year ago	$4,687

Model breakdown

Auction Averages

	February To Date	January	December
1983	$12,350	$10,679	
1982	7,711	7,253	$6,811
1981	5,989	5,844	6,157
1980	5,013	4,814	4,811
1979	4,398	4,235	4,148
1978	3,293	3,175	3,125
1977	2,378	2,573	2,649
1976	1,773	1,679	2,021
Overall Average	$ 4,733	$4,646	$4,505

Retail sales down by 250, wholesale up by 40

Rolls-Royce 'weathered '82 storm'

LYNDHURST, N. J. — Rolls-Royce Motors weathered the storm of 1982's slumping retail sales with the past two months showing sales increases.

And, after finishing the year with an increase in wholesale sales, George Lewis, company president, thinks momentum is returning.

Although the company finished the year with 908 retail sales, 250 down from 1981, Lewis was encouraged by the rising sales trend developing in the U. S. Rolls-Royce market over the past two months.

But he added that there appears to be a direct correlation between the success of Detroit auto makers and the success of Rolls. When Detroit does well, then Rolls-Royce apparently does well, he said. The only explanation he could offer is that many Rolls dealers are dualed with Detroit luxury products.

The wholesale turnaround did not occur without help from Rolls-Royce. While 1,015 cars were wholesaled, a 40-car increase over the previous year, Lewis said that incentives were offered to the dealers.

The company agreed to assume floorplanning costs for dealers who ordered beyond their normal supply level. Lewis said the program was progressive depending on the orders and said that if a dealer doubled his normal order "we'd go all the way with him."

Lewis added that while the company has had incentive programs in the past, this floorplanning assistance was the most successful.

One of the company's problems in 1982 was that the exchange rate between the British pound and the U. S. dollar drove up the price of a Rolls-Royce "stratospherically."

Lewis said the company is extremely unhappy that the price of the car is nearly double that of Mercedes-Benz' top-line car.

Lewis said that one of his objectives is to arrest the rapid price increases of the Rolls-Royce.

But Rolls-Royce, while not being problem-ridden in the U. S., did have problems in Great Britain. While factory layoffs received widespread publicity, basically because Great Britain is an employment-intensive economy, it did not have a ripple effect.

For the parent company, 1982 was a record year as far as export sales were concerned with a total sales volume in that area of $140.8 million, or a $9.48 million increase over 1981.

Lewis referred to any sales problem in the UK as "temporary" in that the car is a national symbol and a "major status symbol" with many corporations.

As for European and Middle Eastern markets, he said that the parent company anticipated selling a total of 450 cars in those two markets, but actually sold 520.

During 1982, Rolls-Royce ceased being the distributor for Lotus cars in the U. S. Lewis said his company learned a lot and the experience did not sour him on the idea of perhaps becoming the distributor for another line.

Lewis said the effort cost Rolls-Royce $400,000 in attempting to position Lotus.

But there were problems centering on selling old inventory and obtaining new cars which hampered the entire operation, he said.

He noted that the 70 dealers which now comprise the Lotus network are strong and in his eyes have proved they are capable of selling the car.

For Rolls-Royce, Lewis is encouraged by the market upturn. He said that 25 percent of the cars sold in 1982 were the top-of-the-line Corniche selling at $162,000. This was a 10 percent gain over the previous year.

And with indications of an upturn, Lewis said that Rolls has weathered the economic storm.

Vermont dealer faces 2nd charge of discrimination

BURLINGTON, Va. — Paul Payne, who was 58 in 1980 when he allegedly lost his job as a Nordic Ford used-car salesman because of age, has brought a new discrimination suit in Chittenden County Superior Court against the dealership.

A related action, which would provide only for back wages if Payne and four others win their suits against Nordic Ford, is pending in the U. S. District Court here.

The latest Payne move was implemented after a federal judge ruled that a trial in U. S. District Court would not be the proper forum for hearing damage claims based on Vermont law.

In his Superior Court suit, Payne contends that he was the dealership's top used-car salesman when a consulting firm recommended dismissal of five people and hiring of younger persons.

Legal counsel for three other fired salesmen and the widow of a fourth former Nordic employe indicated that Vermont Superior Court action would also be implemented.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

DECEMBER 1982 VERSUS DECEMBER 1981

	1982 December	1982 Year	1981 December	1981 Year
AMC Spirit	1,009	16,797	1,357	33,842
Concord	1,349	23,000	2,852	43,198
Concord SW	704	8,565	1,173	15,005
Eagle 4WD	421	5,801	634	6,650
Eagle 4WD SW	2,296	19,019	2,365	17,225
Eagle SX4 4WD	897	10,887	1,255	17,535
TOTAL AMC	6,676	84,069	9,636	133,455
Chrysler LeBaron '81			612	32,598
LeBaron '81 SW			45	5,232
LeBaron FWD	6,296	77,325	5,106	9,129
LeBaron SW FWD	1,036	8,659		1
E Class/NY FWD	3,397	7,953		
Cordoba	1,234	15,372	1,573	25,114
Newport			26	4,131
New Yorker '81			58	5,659
NY/NY Fifth Ave.	5,635	59,966	2,619	5,301
Imperial	229	2,603	300	4,940
Total	17,827	171,878	10,339	92,105
Plymouth Horizon FWD	5,331	72,436	7,669	130,106
Turismo FWD	2,794	10,457		
Reliant FWD	10,157	104,199	10,188	143,765
Reliant SW FWD	4,002	41,017	3,369	53,751
Gran Fury '81			29	6,721
Gran Fury	717	15,410	614	1,348
Total	23,001	243,519	21,869	335,691
Dodge Omni FWD	5,112	62,958	7,924	110,209
Charger FWD	3,144	15,214		
Aries FWD	8,983	77,921	8,376	111,859
Aries SW FWD	3,552	33,725	2,713	40,704
Dodge 400 FWD	3,167	27,466	1,613	2,843
Diplomat	1,315	23,094	1,350	23,799
Diplomat SW	2	74	43	2,631
Mirada	509	7,172	828	14,695
Dodge 600 FWD	2,282	4,559		
St. Regis			121	5,084
Total	28,066	252,183	22,968	311,824
TOTAL CHRYSLER CORP.	68,994	667,580	55,176	739,620
Ford Escort FWD	20,443	248,882	12,671	175,798
Escort SW FWD	7,163	79,983	5,568	110,174
EXP FWD	3,654	38,421	4,166	51,685
Pinto			39	9,368
Pinto SW			16	2,770
Fairmont	16,656	129,439	10,443	144,683
Fairmont SW	17	2,057	840	44,647
Tempo FWD	3	9		
Granada	3,252	61,945	5,693	97,899
Granada SW	1,007	33,606	2,632	6,853
LTD	7,784	14,478		
LTD SW	2,785	4,752		
LTD '82	1,102	44,349	3,124	50,256
LTD Crn. Victoria	8,422	53,183	3,448	39,648
LTD Crn. Vict. SW	2,571	21,027	1,491	19,237
Mustang	10,142	115,095	8,432	153,211
Thunderbird	1,911	42,244	3,980	69,083
Total	86,912	889,470	62,543	975,312
Lincoln Town Car	5,440	40,087	2,249	28,695
Mark VI	3,145	25,929	1,838	29,265
Continental	2,408	21,804	1,660	3,815
Total	10,993	87,820	5,747	61,775
Mercury Lynx FWD	5,450	73,526	4,350	61,769
Lynx SW FWD	1,637	20,434	1,489	31,983
LN7 FWD	1,282	12,829	1,580	17,210
Capri	3,234	30,162	2,399	47,553
Bobcat			8	2,122
Bobcat SW			3	487
Zephyr	4,080	40,256	2,536	42,489
Zephyr SW	6	815	253	11,189
Cougar	1,125	28,632	2,902	42,597
Cougar SW	291	13,150	1,169	3,284
Marquis	3,019	5,189		
Marquis SW	1,217	2,677		
Marquis '82	156	7,292	557	7,686
Marquis Brougham '82	196	14,486	1,212	12,575
Grand Marquis	7,134	41,419	2,583	24,303
Marquis '82 SW/G Mrq. SW	1,267	9,868	703	7,124
XR7	730	15,558	1,478	28,497
Total	30,824	316,293	23,222	340,868
Lincoln-Mercury Div. Total	41,817	404,113	28,969	402,643
TOTAL FORD MOTOR CO.	128,729	1,293,583	91,512	1,377,955
Buick Skylark FWD	11,513	143,012	14,974	200,350
Skyhawk FWD	5,347	44,141		
Skyhawk SW FWD	473	845		
Century FWD	13,772	96,548	1,754	1,812
Regal/Century	17,845	207,111	20,085	316,998
Regal/Century SW	1,336	14,372	1,021	15,060
LeSabre	2,802	29,791	1,984	22,782
LeSabre Limited	6,274	61,904	4,287	46,962
Electra	6,598	57,930	5,173	56,264
Buick SW	1,637	14,918	1,157	10,855
Riviera FWD	4,655	43,099	4,207	47,221
Total	72,252	713,671	54,642	718,304
Cadillac deVille	11,972	109,584	9,057	99,179
Cimarron FWD	1,788	13,195	1,869	13,406
Fleetwood & Chas.	4,834	38,627	3,794	35,586
Eldorado FWD	6,337	55,761	5,084	53,233
Seville FWD	2,963	23,030	1,985	23,054
Total	27,894	240,197	21,789	224,458
Chevrolet Chevette	17,430	229,164	20,270	347,488
Camaro	18,168	173,686	2,664	93,706
Monza			41	16,088
Cavalier FWD	9,803	91,170	6,851	55,107
Cavalier SW FWD	3,228	26,940	1,999	17,031
Citation FWD	15,736	184,396	23,477	302,301
Malibu	5,404	64,998	9,082	153,396
Malibu SW	4,834	42,766	3,689	56,126
Celebrity FWD	14,160	96,799	933	935
Monte Carlo	8,354	95,619	9,952	159,863
Impala	3,480	49,619	4,446	61,165
Caprice	10,186	101,990	9,004	99,230
Chevrolet SW	4,080	44,015	3,948	45,018
Corvette	1,934	21,462	1,601	29,637
Total	116,797	1,222,624	97,957	1,437,091
Oldsmobile Omega FWD	5,833	71,711	6,779	109,189
Firenza FWD	2,941	26,004		
Firenza SW FWD	498	806		
Cutlass Ciera FWD	13,822	109,942	1,904	2,007
Cutlass Salon '81			10,497	155,088
Cutlass Sup./Calais '81			16,774	263,425
Cutlass Sup./Calais	22,351	256,025	13	22
Cutlass SW	1,835	20,003	2,149	30,598
Delta 88	778	8,387	815	11,759
Delta Royale	13,976	145,723	9,527	124,690
98	9,595	85,005	8,163	79,932
Oldsmobile SW	2,009	19,729	1,619	17,319
Toronado FWD	3,400	32,367	3,066	36,863
Total	77,038	775,702	61,306	830,892
Pontiac 1000	4,448	49,286	4,854	53,365
Firebird	11,677	98,114	1,678	51,576
Sunbird			47	28,203
2000 FWD	4,729	47,425	4,575	40,479
2000 SW FWD	870	8,277	654	6,971
Phoenix FWD	4,486	48,130	6,107	83,299
LeMans/Bonneville	5,159	58,751	4,841	51,499
LeMans/Bonneville SW	1,137	14,182	1,394	22,691
6000 FWD	7,978	52,687	842	864
Grand Prix	6,384	80,158	7,799	126,714
Catalina	2	453	184	6,053
Bonneville '81	21	1,711	973	37,944
Bonneville Brougham '81	28	1,500	766	29,441
Pontiac SW	6	475	225	7,837
Total	46,925	461,149	34,939	546,936
TOTAL GM CORP.	340,906	3,413,343	270,633	3,757,681
(Checker)	128	2,151	234	2,939
Misc. Domestic	181	2,499	281	3,528
Domestic Station Wagon Total	51,496	506,756	41,727	601,803
Domestic Grand Total	545,386	5,461,074	427,238	6,012,239
Import Total	220,075	2,293,268	184,282	2,431,680
Grand Total All Registrations	765,461	7,754,342	611,520	8,443,919

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Super sales

James DeCastro, left, sales manager at Dodgeland, Springfield, N. J., and Larry Everly, right, sales manager at Warnock-Ryan Dodge, Inc., Livingston, N. J., are awarded plaques and 10-karat gold rings by Ted Cunningham, Chrysler's national sales manager, in recognition of their sales accomplishments. Both men took part in a three-day National Sales Conference in New Orleans in which they were named the top Dodge dealership sales managers in the nation.

5-percent advantage cited

FWD easier on tires, Uniroyal tests show

DETROIT. — The automobile industry's movement toward front-wheel drive is saving gas, but is having a surprising impact on another important consumer consideration—tire treadwear.

Al Tavenor, vice president of R&D for Uniroyal Tire Co., cited industry forecasts predicting that approximately 85 percent of the cars sold in the U. S. by 1985 will feature FWD.

Taken at face value, this would appear to have an unfavorable impact on tire treadwear, because industry tests reveal front tires wear more rapidly than rear tires on FWD vehicles.

But Tavenor said the question of relative wear between front and rear tires on FWD vehicles actually can give the consumer more tire treadwear.

"Front tires do wear more quickly than rear tires on FWD cars, but we found a 5-percent overall tire treadwear improvement in FWD cars as opposed to rear-wheel-drive cars," Tavenor said. "Proper tire rotation is the key to realizing this improvement.

"For longer tire life, Uniroyal recommends tires be rotated every 6,000 to 8,000 miles. The timeliness of the first rotation is especially important."

Uniroyal recommended two principal rotation patterns: The "X" rotation and the front-to-rear rotation.

In the "X" rotation pattern, which Uniroyal recommended more strongly, front tires are moved to the rear, with the right front becoming the right rear tire, and the right front tire moving to the left rear position. In the front-to-rear pattern, the tires remain on their left or right side but are exchanged from front to rear.

"The best rotation pattern is the one that results in the most uniform wear on a given vehicle," Tavenor said. "We've found no basis for the once widely accepted contention that problems can result from reversing the rotation direction of radial tires in the 'X' pattern.

"It is likely that the 'X' pattern will give better treadwear results," he said.

Uniroyal also recommended that the car owner adjust the front and rear tire pressure to the vehicle manufacturer's specifications after rotation. For optimum treadwear, performance and fuel economy, Uniroyal also suggested operating its tires at the maximum recommended inflation pressure and that inflation pressure be checked at least once a month.

DeLorean parts depot established in Columbus

COLUMBUS, O. — The national DeLorean parts warehouse will be established here, said Sol Shenk, president of Consolidated International, Inc.

Kapac, Inc., has been appointed to store and distribute the DeLorean parts which Consolidated has acquired.

Visitors, buyers top last year at Milwaukee show

MILWAUKEE. — Milwaukee-area new car dealers were "upbeat" following the conclusion of the second annual Milwaukee International Auto Show.

Much of that enthusiasm stemmed from the 20-percent increase in attendance reported following the Feb. 9-13 event. The five-day show drew 106,485 visitors. Last year's inaugural, following a 15-year hiatus of a major auto show in Milwaukee, drew 89,112.

Gary Scheppke Sr., manager of the New Car Dealers of Greater Milwaukee, Inc., said there seemed to be more buyers at the 1983 show.

All major domestic and import manufacturers were represented, including three Wisconsin manufacturers — AMC/Renault with its "Car of the year" Alliance; Excalibur, manufactured in West Allis, and Chevrolet Cavalier and Cadillac Cimarron, both made in Janesville.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

12 MONTHS, 1982 VS. 1981★

		Group 1 6,000 pounds and less	Group 2 6,000-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Dec. '82	.....	.....	.....	.....	.....	.....	.....	**49**	**49**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	79	79
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**596**	**596**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	1,125	1,125
BROCKWAY	Dec. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Dec. '82**	**42,348**	**32,305**	**1,464**	.....	**34**	**427**	**560**	**44**	**77,182**
	Dec. '81	29,596	24,578	700	.....	45	433	543	104	55,999
	Year to Date '82	**412,255**	**314,103**	**18,549**	.....	**372**	**5,223**	**6,948**	**657**	**758,107**
	Year to Date '81	350,376	269,621	11,448	.....	740	8,059	8,991	1,225	650,460
(Memo Units) #	**Dec. '82**	**26,602**	**11,543**	.....	.....	.....	.....	.....	.....	**38,145**
	Dec. '81	6,909	7,252	.....	.....	.....	.....	.....	.....	14,171
	Year to Date '82	**244,509**	**107,467**	.....	.....	.....	.....	.....	.....	**351,976**
	Year to Date '81	126,183	83,998	.....	.....	.....	.....	.....	.....	210,181
DODGE	**Dec. '82**	**12,346**	**6,228**	.....	.....	.....	.....	.....	.....	**18,574**
	Dec. '81	9,657	6,001	12	.....	.....	.....	.....	.....	15,670
	Year to Date '82	**143,893**	**74,165**	**20**	.....	.....	.....	.....	.....	**218,078**
	Year to Date '81	96,943	68,995	422	3	.....	.....	.....	.....	166,363
(Memo Units) #	**Dec. '82**	**7,888**	**4,141**	.....	.....	.....	.....	.....	.....	**12,029**
	Dec. '81	5,043	4,139	.....	.....	.....	.....	.....	.....	9,182
	Year to Date '82	**90,138**	**52,183**	.....	.....	.....	.....	.....	.....	**142,321**
	Year to Date '81	55,291	41,269	26	.....	.....	.....	.....	.....	96,586
FORD	**Dec. '82**	**24,846**	**48,122**	.....	.....	.....	**1,118**	**1,943**	**726**	**76,755**
	Dec. '81	13,333	32,769	.....	.....	.....	1,145	2,106	1,083	50,436
	Year to Date '82	**250,724**	**439,217**	.....	.....	.....	**12,999**	**21,124**	**9,056**	**733,120**
	Year to Date '81	228,767	419,637	.....	.....	.....	14,751	24,587	9,471	697,213
(Memo Units) #	**Dec. '82**	**16,463**	**18,599**	.....	.....	.....	.....	.....	.....	**35,062**
	Dec. '81	5,724	11,640	.....	.....	.....	.....	.....	.....	17,364
	Year to Date '82	**145,994**	**167,592**	.....	.....	.....	.....	.....	.....	**313,586**
	Year to Date '81	83,795	139,938	.....	.....	.....	.....	.....	.....	223,733
FREIGHTLINER	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	**845**	**845**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	936	936
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**7,292**	**7,292**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	9,095	9,095
GMC	**Dec. '82**	**9,832**	**9,646**	**64**	.....	**48**	**366**	**641**	**475**	**21,072**
	Dec. '81	4,944	6,281	155	.....	64	461	1,370	1,076	14,351
	Year to Date '82	**89,782**	**96,475**	**923**	.....	**1,001**	**4,429**	**12,430**	**7,868**	**212,908**
	Year to Date '81	57,919	72,618	619	.....	1,065	5,904	11,408	11,170	160,703
(Memo Units) #	**Dec. '82**	**5,322**	**2,962**	.....	.....	.....	.....	.....	.....	**8,284**
	Dec. '81	493	1,900	.....	.....	.....	.....	.....	.....	2,393
	Year to Date '82	**44,291**	**28,773**	.....	.....	.....	.....	.....	.....	**73,064**
	Year to Date '81	8,203	21,493	.....	.....	.....	.....	.....	.....	29,696
INTERNATIONAL	**Dec. '82**	.....	.....	.....	.....	.....	**1,314**	**991**	**1,458**	**3,763**
	Dec. '81	.....	61	.....	.....	.....	1,362	1,141	1,789	4,353
	Year to Date '82	.....	.....	.....	.....	.....	**17,148**	**11,782**	**16,972**	**45,902**
	Year to Date '81	.....	2,264	.....	.....	.....	18,989	18,000	22,539	61,792
(Memo Units) #	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Dec. '82**	**3,459**	**3,104**	.....	.....	.....	.....	.....	.....	**6,563**
	Dec. '81	2,939	2,319	.....	.....	.....	.....	.....	.....	5,258
	Year to Date '82	**36,635**	**25,462**	.....	.....	.....	.....	.....	.....	**62,097**
	Year to Date '81	36,249	22,008	.....	.....	.....	.....	.....	.....	58,257
(Memo Units) #	**Dec. '82**	**3,459**	**2,627**	.....	.....	.....	.....	.....	.....	**6,086**
	Dec. '81	2,939	1,770	.....	.....	.....	.....	.....	.....	4,709
	Year to Date '82	**36,635**	**20,008**	.....	.....	.....	.....	.....	.....	**56,643**
	Year to Date '81	36,249	16,226	.....	.....	.....	.....	.....	.....	52,475
KENWORTH	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	**652**	**652**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	796	796
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**7,344**	**7,344**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	10,379	10,379
MACK	**Dec. '82**	.....	.....	.....	.....	.....	**152**	**77**	**1,581**	**1,810**
	Dec. '81	.....	.....	.....	.....	.....	177	42	1,860	2,079
	Year to Date '82	.....	.....	.....	.....	.....	**2,021**	**690**	**12,879**	**15,590**
	Year to Date '81	.....	.....	.....	.....	.....	1,550	372	17,776	19,698
MERCEDES-BENZ	**Dec. '82**	.....	.....	.....	.....	.....	**150**	**75**	.....	**225**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	**1,976**	**984**	.....	**2,960**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	.....	.....
PETERBILT	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	**613**	**613**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	666	666
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**5,781**	**5,781**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	6,654	6,654
PLYMOUTH	**Dec. '82**	**523**	**284**	.....	.....	.....	.....	.....	.....	**807**
	Dec. '81	777	457	.....	.....	.....	.....	.....	.....	1,234
	Year to Date '82	**6,288**	**3,886**	.....	.....	.....	.....	.....	.....	**10,174**
	Year to Date '81	10,839	4,137	.....	.....	.....	.....	.....	.....	14,976
VOLVO	**Dec. '82**	.....	.....	.....	.....	.....	.....	**80**	**34**	**114**
	Dec. '81	.....	.....	.....	.....	.....	.....	63	67	130
	Year to Date '82	.....	.....	.....	.....	.....	.....	**536**	**227**	**763**
	Year to Date '81	.....	.....	.....	.....	2	13	898	731	1,644
WESTERN STAR	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	**45**	**45**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	74	74
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**638**	**638**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	780	780
WHITE	**Dec. '82**	.....	.....	.....	.....	.....	.....	.....	**312**	**312**
	Dec. '81	.....	.....	.....	.....	.....	.....	.....	170	170
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	**2,669**	**2,669**
	Year to Date '81	.....	.....	.....	.....	.....	.....	.....	2,857	2,857
MISCELLANEOUS*	**Dec. '82**	**35,741**	**830**	.....	**5**	.....	**1**	**22**	**113**	**36,712**
	Dec. '81	26,467	477	.....	.....	4	253	149	220	27,570
	Year to Date '82	**337,797**	**7,161**	.....	**13**	**11**	**1**	**163**	**1,306**	**346,452**
	Year to Date '81	312,913	4,337	2	8	16	2,931	1,616	1,582	323,405
TOTALS	**Dec. '82**	**129,095**	**100,519**	**1,528**	**5**	**82**	**3,528**	**4,389**	**6,947**	**246,093**
	Dec. '81	87,713	72,943	867	.....	113	3,831	5,414	8,925	179,806
	Year to Date '82	**1,277,374**	**960,469**	**19,492**	**13**	**1,384**	**43,797**	**54,657**	**73,285**	**2,430,471**
	Year to Date '81	1,094,006	863,617	12,491	11	1,823	52,197	65,872	95,472	2,185,489

★—No registrations for Oklahoma, 1982 and 1981.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.
—Compiled from R. L. Polk & Co. data.

Week's yield: 43,651

Truck production down slightly

Domestic truck production last week fell 2.31 percent from the previous week's total as General Motors' Pontiac truck and bus line and American Motors' Toledo Jeep facility closed for inventory control.

The downtime offset Saturday overtime at three plants and the resumption of output at Volkswagen of America's Westmoreland facility.

Last week, the truck makers scheduled 43,651 units, down from 44,685 the previous week but up 1.22 percent from last year's 43,124 units.

Year-to-date, there have been 293,002 trucks assembled, an 8.57 percent gain over 269,884 units built in the comparable 1982 period.

GM closed the truck and bus line at its Pontiac plant last week (Feb. 21) due to overstocked inventory. Operations there are slated to resume today (Feb. 28).

Also idled for inventory control was AMC's Toledo Jeep plant.

One line at International Harvester's Springfield facility was down for the second week last week. Full operations are slated to resume today.

VWoA's Westmoreland point resumed production last week following an eight-month shutdown. The plant, closed since last June 28, slated 235 units its first week back in production.

GM's Detroit and Janesville points, plus Ford Motor's Lorain facility operated six days last week.

Chrysler Corp.'s Warren plant operated a daily nine-hour shift for the fourth consecutive week last week.

Second-shift operations are scheduled to resume today at GM's St. Louis facility. The plant will produce 28 trucks an hour on each shift. About 900 workers return.

Beginning March 11, the GM Lordstown point will increase van output from 24 units an hour on two-shifts to 29 units an hour on two shifts.

DeVries buys in

CEDAR RAPIDS, Ia.—Robert DeVries, who has been associated with Volkswagen of Ames, has purchased an interest in Nuzum, Inc., Volkswagen from Mel Nuzum.

DeLorean seeks to sell unit in Utah for 'immediate cash'

Continued from Page 1

the stock of DeLorean Motor Co., making John DeLorean the corporate parent of all the companies in question.

JZDC acquired the Logan operations from Thiokol Corp. on June 28, 1979, for a total purchase price of $9,084,583. The purchase price included $6,379,635 in cash, a promissory note from JZDC in the amount of $1.27 million plus assumption by JZDC of $1,434,948 in balance sheet liabilities.

JZDC arranged for a loan from Continental Illinois National Bank and Trust Co. to cover most of the cash portion of the deal plus a $1.5 million working capital loan.

The sale of Logan's assets did not include the division's cash on hand, cash in banks or balance sheet cash equivalents. Also excluded was the division's property in Logan, Utah.

DeLorean acquired the Logan property through a complicated, multi-party real estate transaction.

On the same day DeLorean acquired Logan's assets, June 28, 1979, he transferred title to a portion of his Pauma Valley (Calif.) ranch to two companies, Elsinore Properties and Elsinore Industries, plus an individual. John DeLorean transferred title to 400 acres, in 11 parcels, to the three parties.

Tax stamps purchased in San Diego County on the day of the transaction indicate the "sale" of the ranch acreage was worth about $4.4 million. In exchange for the California property, DeLorean received title to the Utah property.

The "sale" was structured as a multi-party land swap to take advantage of U. S. tax laws which exempt such non-cash deals from capital gains taxes.

John DeLorean retained some of the Pauma Valley property, valued at about $1.5 million at the time of the 1980-81 property tax assessment. The property recently has been on the market with a $5 million asking price.

Car production of 131,687 is best since June

Continued from Page 1

last week at Chrysler's Jefferson and Newark points. Both plants operated two daily nine-hour shifts.

The GM Lordstown plant will increase production of Chevrolet Cavalier and Pontiac 2000 from one shift at 68 units an hour to two shifts at 68 units an hour beginning March 7. About 2,500 workers will return from indefinite layoff.

At the same time, the GM Arlington plant will boost output of Buick Regal and Chevrolet Monte Carlo and Malibu models from 45 units an hour to 56 units an hour on each of two shifts. About 600 workers return.

GM's Kansas City plant will increase output from 50 to 60 units an hour on each of two shifts starting April 18, recalling about 500 workers. The plant, which builds Buick LeSabre, Chevrolet Impala and Caprice and Oldsmobile Delta 88 models, has been operating at a rate of 50 units per hour on two shifts since June 1, 1982.

Also at GM, beginning April 25 assembly of Buick Century and Chevrolet Celebrity and Citation models at Oklahoma City will be upped from 75 units an hour on one shift to 75 units an hour on two shifts. The plant has been operating on one shift since November, 1981. About 2,800 will return.

All car facilities were reported operating last week.

Ford changeover trims Canada's auto production

Canadian auto production last week fell 14.18 percent from the previous week's total as model changeover began at Ford Motor's Oakville assembly plant, and the American Motors Brampton facility closed for inventory control.

Last week's car output was estimated at 20,984 units, down from 24,451 built the previous week but up 12.42 percent from 18,665 units assembled in the comparable 1982 period.

Year-to-date, 146,797 autos have been assembled, a 31.99 percent gain over last year's 111,219.

Truck production for the week was targeted at 9,976 units, a 2.14 percent drop from the previous week's 10,194, and down 12.76 percent from last year's 11,435 units.

So far this year, the truck manufacturers have finished 71,131 units, an 11.06 percent gain over the 64,046 built in the same period.

Ford's Oakville car facility closed last week (Feb. 21) for conversion to the new Ford Tempo and Mercury Topaz models, slated to go into production April 11. Oakville currently assembles the full-size Ford. Operations are scheduled to resume April 4.

AMC's Brampton point was idle last week due to overstocked inventory.

Still down last week was International Harvester's Chatham facility. Operations there were idled the afternoon of Feb. 7 due to a strike.

The Ford St. Thomas car point will close today (Feb. 28) for inventory control. Operations are scheduled to resume March 14.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 26, 1983	Week Ended Feb. 27, 1982	Week Ended Feb. 19, 1983	Feb. Est.	Jan. 1 to Feb. 27, 1982	Jan. 1 to Feb. 26, 1983
CHEVROLET	14,920	13,724	15,273	56,689	98,173	104,949
DODGE	3,100	2,981	2,784	10,781	16,886	16,217
FORD	19,286	17,324	18,930	65,285	86,535	113,584
GMC	4,400	4,473	4,734	17,050	34,141	33,984
INTERNATIONAL	660	699	651	3,152	7,839*	6,708
VOLKSWAGEN	235	.....	.....	235	3,347	235
JEEP	.....	2,473*	1,263	4,572	11,463*	8,925
AM GENERAL	50*	50*	50*	190*	300*	400*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,800*	11,200*	8,000*
Total Trucks, U. S.	43,651	43,124	44,685	161,754	269,884	293,002

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 26, 1983	Week Ended Feb. 27, 1982	Week Ended Feb. 19, 1983	Feb. Est.	Jan. 1 to Feb. 27, 1982	Jan. 1 to Feb. 26, 1983
CHRYSLER CORP.	2,652	2,023	2,713	9,863	13,445	21,117
FORD MOTOR	2,964	3,694	3,042	9,137	13,525	15,750
GENERAL MOTORS	4,360	5,479	4,439	16,828	35,235	33,436
INTERNATIONAL	.....	239	.....	239	1,841	828
Total Trucks, Canada	9,976	11,435	10,194	36,067	64,046	71,131
N. American Trucks	53,627	54,559	54,879	197,821	333,930	364,133

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 26, 1983	Week Ended Feb. 27, 1982	Week Ended Feb. 19, 1983	Feb. Est.	Jan. 1 to Feb. 27, 1982	Jan. 1 to Feb. 26, 1983
AMERICAN MOTORS	3,960	1,055*	3,065	13,329	8,629*	27,670
AMC Total	800	.....	.....	1,634	.....	3,291
Concord	.....	.....	.....	.....	.....	3
Eagle	800	.....	.....	1,634	.....	3,288
Renault Total	3,160	.....	3,065	11,695	.....	24,379
Alliance	3,160	.....	3,065	11,695	.....	24,379
CHRYSLER CORP.	17,350	15,044	16,037	60,904	76,369	104,183
Plymouth Total	6,850	5,634	6,126	23,054	32,919	38,347
Horizon	2,300	2,152	1,955	7,467	10,528	11,756
Reliant	4,500	3,482	4,102	15,334	22,391	26,185
Caravelle ('83)	50	.....	69	253	.....	406
Chrysler Total	3,400	2,989	3,272	12,783	12,511	24,185
LeBaron	1,500	2,989	1,583	5,952	12,511	12,199
Chrysler E-Class	1,900	.....	1,689	6,831	.....	11,986
Dodge Total	7,100	6,421	6,639	25,067	30,939	41,651
Omni	2,000	2,194	2,373	8,061	9,372	12,634
Aries	3,500	3,194	2,813	11,336	16,893	19,255
Dodge 400	500	1,033	535	2,123	4,674	4,073
Dodge 600	1,100	.....	918	3,547	.....	5,689
FORD MOTOR	34,404	26,576	34,686	119,948	109,419	210,979
Ford Division	23,182	17,649	23,733	80,441	64,557	135,107
Escort	7,281	7,230	7,356	21,729	26,982	35,122
Fairmont	2,777	3,563	2,849	11,122	9,885	23,705
Mustang	3,428	4,480	3,805	1,,786	13,284	18,682
LTD/Granada	3,207	2,249	3,516	14,318	10,112	27,500
Thunderbird	4,276	.....	3,963	14,154	3,704	18,846
Crown Victoria/Ford	2,012	.....	2,049	6,767	.....	10,538
EXP	201	127	195	565	590	714
L-M Division	11,222	8,927	10,953	39,507	44,862	75,872
Mercury Total	8,830	6,511	8,536	30,997	29,899	58,673
Lynx	1,921	2,051	1,923	5,550	7,244	9,247
Capri	671	1,015	355	2,272	2,925	3,790
Zephyr	1,153	1,085	1,146	4,660	3,879	8,626
Marquis/Cougar	1,317	1,043	1,357	4,874	5,653	9,483
Cougar/XR7	1,526	.....	1,490	5,455	1,194	7,701
Gr. Marquis/Marquis	2,192	1,304	2,209	8,002	8,853	19,576
LN7	50	13	56	184	151	250
Lincoln Total	2,392	2,416	2,417	8,510	14,963	17,199
Continental ('82)	474	483	483	1,696	3,522	3,430
Lincoln	1,028	966	1,038	3,655	5,992	7,534
Mark VI	890	967	896	3,159	5,449	6,235
GENERAL MOTORS	73,358	47,734	74,351	267,578	390,394	543,739
Buick Division	17,058	14,467	17,778	62,121	99,757	130,962
Skylark	2,760	2,625	2,875	8,186	13,825	15,367
Skyhawk J	1,380	2,317	1,391	5,283	11,963	11,492
Century	3,195	2,547	2,922	11,391	19,352	22,680
Regal	4,230	3,461	5,032	17,205	25,718	40,727
Buick	4,837	3,108	4,893	17,621	25,481	35,274
Riviera	656	409	665	2,435	3,418	5,422
Cadillac Division	6,630	2,081	6,649	24,707	35,819	53,937
Cimarron	585	.....	499	2,017	493	4,726
Seville	936	539	970	3,379	2,950	5,781
Eldorado	1,509	1,542	1,537	5,603	8,897	12,402
Cadillac	3,600	.....	3,643	13,708	23,479	31,628
Chevrolet Division	21,862	7,202	22,191	78,306	88,775	156,101
Chevette	4,810	1,676	4,849	16,468	6,739	31,019
Cavalier	4,200	.....	4,127	14,572	13,469	27,351
Celebrity	792	559	795	3,090	6,155	9,022
Camaro	3,765	3,927	3,706	13,654	28,296	29,580
Citation	2,432	.....	2,495	8,998	11,144	18,364
Malibu	3,046	.....	3,053	10,321	8,953	20,031
Monte Carlo	1,434	.....	1,554	5,909	6,434	12,738
Chevrolet	935	434	1,301	4,335	2,951	6,886
Corvette	448	606	311	959	4,634	1,110
Oldsmobile Division	21,258	18,247	20,679	75,709	119,623	148,393
Omega	2,590	1,440	2,549	7,191	10,410	11,687
Firenza	790	2,316	802	2,962	18,203	5,921
Cutlass	6,060	4,780	5,731	21,813	27,170	44,322
Cutlass/Ciera	4,270	3,245	3,594	15,256	15,566	25,237
Oldsmobile	6,783	5,437	7,240	25,650	42,563	54,937
Toronado	765	1,029	763	2,837	5,711	6,289
Pontiac Division	6,550	5,737	7,054	26,735	46,420	54,346
Acadian†	.....	.....	311	1,342	.....	2,367
2000	1,415	.....	1,584	6,205	1,838	12,890
1000	790	190	748	3,052	510	5,984
Firebird	1,765	2,242	1,765	6,484	15,620	13,018
Phoenix	820	.....	770	2,983	3,509	5,316
G. Prix/B'ville ('83)	1,760	3,305	1,876	6,669	24,943	14,771
A6000	.....	.....	.....	.....	.....	.....
HONDA*	500	.....	473	1,719	.....	2,908
VOLKSWAGEN	2,115	.....	1,960	4,985	17,262	14,429
CHECKER	.....	100*	.....	.....	600*	.....
Total Cars, U. S.	131,687	90,509	130,572	468,463	602,673	903,908

CANADIAN CAR PRODUCTION

	Week Ended Feb. 26, 1983	Week Ended Feb. 27, 1982	Week Ended Feb. 19, 1983	Feb. Est.	Jan. 1 to Feb. 27, 1982	Jan. 1 to Feb. 26, 1983
AMERICAN MOTORS	.....	610	978	1,756	3,750	4,853
CHRYSLER CORP.	4,512	3,459	4,608	16,002	26,136	33,282
FORD MOTOR	5,048	8,337	8,161	16,767	27,469	33,867
GENERAL MOTORS	11,244	6,034	10,524	37,873	52,065	73,085
VOLVO	180	225	180	765	1,799	1,710
Total Cars, Canada	20,984	18,665	24,451	73,163	111,219	146,797
N. American Cars	152,671	109,174	155,023	541,626	713,892	1,050,705
N. American Trucks	53,627	54,559	54,879	197,821	333,930	364,133
North American Cars and Trucks	206,298	163,733	209,902	739,447	1,047,822	1,414,838

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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Automotive News

March 7, 1983

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Pininfarina at Geneva

Special four-seater Fiat

This Pininfarina Brio, based on a Fiat Ritmo Abarth 125 TC, is destined to be the star of the Pininfarina stand at the Geneva Motor Show. The four-seater sports coupe, a one-of-a-kind prototype, will be evaluated for marketing possibilities.

Import outlets fare better on survival with 10,908

By Kathleen Hamilton
Financial Editor

The number of auto dealerships in the U. S. fell by 974, or 3.8 percent, during 1982.

The dealer total on Jan. 1, 1983, stood at 24,729, including both import- and domestic-car stores, down from 25,703 a year earlier.

Despite some major upheavals in import-car networks during the year, dealers selling foreign makes fared better than those handling domestics.

Of the 974 decline for the year, 881 were domestic dealers (some dualed with imports) and 93 were import-only outlets, according to the latest AUTOMOTIVE NEWS dealership census.

Put another way, the 84 percent of the nation's dealerships that carry domestic lines suffered 90 percent of the losses in 1982, and the 16 percent of dealerships which carry only imports suffered only 10 percent of the losses.

An earlier AUTOMOTIVE NEWS census (Feb. 14) showed 20,799 dealers carrying domestic lines on Jan. 1, 1983, compared with 21,680 on Jan. 1, 1982.

(Renault is being counted as a domestic line for the first time in 1983, because its dominant seller is now the Alliance, built by American Motors.

Another 3,930 dealers carried only imports at the start of '83, compared with 4,023 at the start of '82.

Adding up all the dealerships that carried imports, the latest census found the import-dealer total fell 3 percent, from 11,270 to 10,908. But that total is deceiving because of the change in Renault's status.

Perhaps a more valuable gauge would be to eliminate Renault for both years.

In that case, the import-dealer population actually rose during the year, from 10,076 to 10,908. That would be an increase of 832 dealerships carrying imports, or 8.3 percent.

This was despite the fact that the Fiat, Lancia and Lotus sales networks folded; DeLorean's dealer network declined by nearly a third as Consolidated International took over from the defunct DeLorean operation, and import quotas limited growth in the Japanese networks.

Despite all those factors plus

Continued on Page 52, Col. 1

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1983		Jan. 1, 1982	
Imported cars only				
Exclusives	2,643		2,703	
Duals	1,287		1,320	
		3,930		4,023
Import-domestic duals				
U. S. duals with captive imports	3,637		3,684	
U.S. duals with other imports	3,341		3,563	
		6,978		7,247
		10,908		11,270

Note: Renault is counted as a domestic for 1983. If it had been counted as a domestic in 1982, the import-dealer total would have been 10,076. VW is counted as a domestic in both years. Captive-import duals are Dodge—Colt and Challenger and Plymouth—Colt (Champ) and Sapporo.

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Dealers to get Canadian-built Parisienne

Big car returning to Pontiac lineup

By Jim Plegue
Staff Writer

Pontiac's resurrection of its rear-drive B-body car in the U. S. may prove a frustrating experience for its dealers, who will probably receive only a trickle of the now-popular full-size cars during 1983.

The four-door sedan and wagon models will be re-introduced in the U. S. in May under the name Pontiac Parisienne, the same badge used on the identical car sold in Canada.

The full-size U. S. Pontiac line, previously called Catalina and Bonneville, was discontinued after the 1981 model year. Since then, Pontiac has sold the mid-size G-body car under the Bonneville name.

Despite previous denials by Pontiac management, the division said last week that it would revive the B-body in response to consumer and dealer demands for a big car. But production may be spread thin during the first year.

Parisienne for both the U. S. and Canada will be sourced only at General Motors' Oshawa (Ont.) assembly plant during 1983. That plant is also one of two sources for Chevrolet's B-body line (Impala/Caprice), which has been Chevy's hottest nameplate since fuel prices dropped and big cars regained popularity.

Early next year, GM will convert Oshawa to build front-drive A-body models. At that time, Parisienne production will be moved to the GM Fairfax (Kans.) plant, which currently builds B-bodies for Chevrolet, Buick (LeSabre) and Oldsmobile (Delta 88).

The full-size Chevrolet may also be built by Buick at its Flint plant, beginning early next year. Such a move could free up some Parisienne output at Fairfax.

• Using the Parisienne name — and therefore the badges and trim pieces of the Canadian car — was the cheapest and quickest way for Pontiac to return that model to the U. S. market, a source said.

Parisienne sedans will be offered only with a two-tone paint scheme, according to a source, as a means of differentiating Parisienne from its Chevrolet counterpart. Wagons will have woodgrain trim.

Pontiac will make trim and suspension changes in 1984 or 1985 to give the car a more separate identity.

The Parisienne will not be sold in California until 1984, Pontiac said.

Standard sedan powertrain will be a 3.8-liter V-6 engine with three-speed automatic transmission. The Chevy 5.0-liter V-8 and the Oldsmobile 5.7-liter V-8 diesel will be optional. Standard engine in wagons will be the 5.0-liter V-8.

Pontiac canceled its B-body program in 1981 because the car didn't fit the division's new "sporty" image and because sales of the car lagged behind

Continued on Page 52, Col. 5

FTC is ready to begin look at GM-Toyota deal

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Federal Trade Commission antitrust experts should be able to start soon on their examination of the joint-venture agreement between General Motors and Toyota. Lawyers have at least—and at last—decided what documents are needed.

Meanwhile, there has been virtually no comment from Congress. Both Chrysler and Ford believe the effect on them may be adverse, and Toyota dealers are unhappy.

The outcome is far from certain but the chance of a split commission decision has disappeared since FTC Chairman James C. Miller III has now declared himself eligible to vote.

Earlier, Miller had excused himself from any decision involving General Motors because GM had once been his client in

Continued on Page 54, Col. 1

Customers stay under cover

Storms batter California business

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Severe winter rainstorms accompanied by a rare tornado in the downtown area damaged several auto dealerships here last week and kept customers away from many others.

The tornado, which touched down at 8 a.m. Tuesday (March 1), tore through a two-mile section just south of downtown, damaging more than 100 homes and businesses, including a number of dealerships along an auto row.

One of the hardest hit was Downtown Motors, a Mercedes-Benz, Volkswagen, Porsche-Audi and Datsun combine managed by Tom Iannone. Iannone said more than 40 cars were damaged, windows were blown out and signs were knocked down by the twister.

"We're still trying to assess the damage," he said. "We have a 100-foot-long sign that stretches from our new-car lot to our used-car lot, and it's completely twisted. The steel beams are bent just like they were straws."

Iannone said much of the damage to the cars was done by flying debris, although one vehicle on his lot was overturned. He added that much of the structural damage to the dealership was in the service area.

"If it had to happen, I guess it couldn't have happened at a better time since there weren't many people around," Iannone said. "If we had had anyone around, there would have been injuries."

• Jack Biezeff, general manager at Kaiser Brothers Oldsmobile up the street, said damage there was light.

"Three windows were blown out," he said. "It appears that it skipped over us and then hit the Convention Center."

The Convention Center, located to the north, suffered more

Continued on Page 8, Col. 1

breaking news

Lotus to test programmable suspension

NORWICH, England. — Team Lotus, the racing arm of Group Lotus, will test a new programmable suspension at the March 13 Brazilian Grand Prix. It uses a microprocessor and allows the driver to select the appropriate tuned suspension, from firm to soft at any time. If used on production cars, it would eliminate shock absorbers, springs and rollbars.

Chrysler gives $500 on demo orders

HIGHLAND PARK. — Chrysler Corp. is giving dealers $500 on two-door Aries/Reliant and two-door LeBaron/Dodge 400 models ordered for demo service before March 14.

Porsche 944 price up $505

TROY, Mich.—Porsche has added $505 to the price of the 944 coupe. The car now is $19,485 with five-speed transmission and $19,890 with automatic. Options are unchanged.

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At Detroit meetings

SAE places emphasis on solid engineering

By Roger Rowand
Engineering Editor

It was the Chinese Year of the Hard Engineering Technical Session and exhibit displays that ranged from the exotic to the down-to-earth at the SAE Congress and Exposition in Detroit's Cobo Hall last week.

Sparked by scheduled appearances by NHTSA Administrator Raymond Peck Jr. and Chrysler Chairman Lee A. Iacocca, the annual event was generally labeled a success.

Of those queried by AUTOMOTIVE NEWS — a sampling that included dignitaries, engineers and other visitors from the U. S. and other countries — all voiced enthusiasm for the professional society's technical sessions and exhibition.

One engineer noted that this year's technical sessions dealt more with solid engineering and less with pitches for particular products or lines of products than in some recent past years.

Another said the failure of General Motors and Ford Motor Co. to meet 1983 Corporate Average Fuel Economy bogeys and the likelihood of similar failures next year have put the engineer back in the spotlight.

"It's made some people a little more serious, and you'll notice more attention being paid to the raw materials companies — like steel, aluminum and plastic," he said.

Three exhibits that stood out with continuing long lines, packed exhibit areas and bustling activity also stand as prime examples of why some people go to shows.

The Alcan Aluminum Corp. display lured the technical types, the imagineers and the group leaning toward scientific interest.

Along with examples of its newest applications of the lightweight metal, Alcan showed the aluminum-air battery. That's an advanced electrochemical energy source which Alcan says promises to give electric vehicles long range, rapid acceleration and fast refueling.

Not far away, Linda Vaughn (Miss Hurst) and Kathie Tate (Miss Cars and Concepts) signed revealing posters of themselves. That, obviously, appealed to still another group of show goers.

Lines at the Cars and Concepts area shared by the women were long with lighthearted, mostly male, badge wearers.

• Also close at hand was the Bendix Corp. exhibit. That display zone seemed to attract many interested in items more mundane than aluminum-air batteries and not so exotic as Linda Vaughn.

Bendix was giving hands-on demonstrations of a down-to-earth, state-of-the-art, high-tech diagnostic tool for testing complex electronic systems.

The microprocessor-controlled tester was developed by Bendix Engine Controls Division, Newport News, Va., as a service tool for the electronic fuel injection system and electronic control system for the automatic transmission on American Motors' Renault Alliance.

It plugs into the vehicle's wiring and records and displays faults that have been detected and recommends corrective action.

While those three exhibits may not cover all the special-interest groups at an SAE Show, they do cover a broad cross section of this year's attendance.

Peck was on hand to stimulate interest in seat-belt usage. He was trying so hard to concentrate on that subject that press relations people were asking newsmen not to ask questions on other subjects until after a specific hour. As usual, of course, such efforts were for naught.

Peck attended a panel session on successful programs to increase belt use. Such programs are designed to support the national Get-It-Together safety belt campaign.

Iacocca was the featured speaker at the annual banquet, a sellout affair with some 4,200 diners.

High-speed liftoff

The Ferrari Boxer Targa conversion is offered by Straman, of Costa Mesa, Calif. Conversion time is six to eight weeks. Dealer cost is $15,000 and the suggested retail price is $17,500. Straman expects to produce 50 units per year.

FTC ends probe of some auto rustproofing firms

WASHINGTON. — Investigation into automobile rustproofing has been closed—at least for some companies.

Questions had been raised as to whether any company in the field may have violated the Magnuson - Moss Warranty Act or otherwise engaged in unfair and/or deceptive acts or practices in the manufacture, application and distribution or sale of automobile rustproofing.

FTC said that although no further action is warranted now, the closing of the investigation is not to be read as though a violation has not occurred.

Of course, FTC reserves the right to take further action "as the public interest may require."

Letters were sent to: Quaker State Oil Refining Corp., Oil City, Pa.; Daubert Chemical Co., Oak Brook, Ill.; Penn-Syn Supply Co., Pittsburgh; Classic Chemical, Arlington, Tex.; Durable Coating, Inc., Akron; Hercules Rustproofing, Johnstown, Pa.; National Rustproofing Services, Inc., Pittsburgh, and Nu-Kar Rustproofing System, Madison Heights, Mich.

So far, no letter has been docketed for Ziebart, a company that was part of the initial investigation. Ziebart earlier had filed a motion to quash a subpena — normally the only way to discover that FTC is conducting a non-public investigation.

Detroit firm offers $250 to employes buying cars

DETROIT. — Group Lakeshore, Inc., a developer of condominiums, will give $250 to employes who purchase a new domestic car or truck before March 31.

New three and five-door cars on the way

AMC to drop two Renault models

By Jim Plegue
Staff Writer

American Motors Corp., in a major shakeup of its U. S. product line, will drop four passenger cars—including the imported Renault 18i sedan and Renault LeCar models—at the end of the 1983-model year, it was learned last week.

As previously reported, AMC will discontinue its aging Spirit and Concord car lines this fall.

At the same time, new three-door and five-door Alliance-based hatchback models will debut, but those cars will not carry the Alliance nameplate, sources said.

American Motors will continue to import the station wagon version of the 18i but it will be called the Renault Sport Wagon. It will not carry 18i badges, according to an insider.

The Renault Fuego continues in the AMC/Renault model mix for 1984 but its 1.6-liter engines will be dropped and replaced with a new 2.2-liter turbocharged powerplant. A normally aspirated version of that engine could be standard, a source said.

Finally, AMC will discontinue its current Cherokee-Wagoneer lines this fall and replace them with the new downsized XJ-series—Cherokee and Wagoneer versions in two-door and four-door body styles. Wheelbase of the XJ series is said to be 101 inches, down from 108.7 inches.

The AMC Eagle will continue through the end of the 1984-model year, when some sources hint that it may be replaced with a new four - wheel - drive series based on the Alliance platform.

The Renault 18i sedan has been a slow seller in recent years. The LeCar has held steady at about 20,000 sales per year.

Dropping the front-drive LeCar leaves a void at the bottom end of the AMC line but a source said sales are so low that AMC could not justify changes necessary to meet '84 emissions with the LeCar.

With those changes, according to a source, both AMC and Renault dealers will sell identical passenger - car lines for 1984. Those dealers with a Jeep franchise will also offer the XJ series and Eagle models.

Feb. sales trail 1982 but surge at month-end

By Jenny L. King
Staff Writer

Domestic new-car sales in February trailed the year-earlier month for the first time since last October, though a sales decline in the first two periods of the month was stemmed by a 17.82-percent increase Feb. 21-28.

Import sales climbed 4.95 percent compared with the month in 1982 and captured a record 29.64 percent of the total U. S. market.

Where auto market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	74,138	11.79
COMPACT	93,403	14.85
INTERMEDIATE	155,195	24.68
STANDARD	87,221	13.87
LUXURY	32,522	5.17
IMPORT	186,374	29.64
TOTAL	628,853	100.00

Domestic sales totaled 442,479 in February, down 3.16 percent from 456,944 the preceding year. It was the worst showing for the month in 22 years, lowest since the 360,349 reported in 1961. February domestic sales, however, were up 30,000 units from the January total of 412,893.

Sales of imported passenger cars numbered 186,374, up 4.95 percent from 177,580 in 1982 and up 1.93 percent from 182,853 in January, 1983. Imports claimed a record 29.64 percent of the U. S. market, up from 27.72 percent a year ago and breaking the 1981 record of 28.82.

Total new-car sales in February added up to 628,853, down 0.89 percent from 634,524 for the month in 1982. Year-to-date sales amounted to 1,225,846, up 5.04 percent from 1,166,975.

• Domestic year-to-date sales totaled 856,619, up 3.82 percent from 825.082 last year. Import sales through February num-

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Do Americans have the wrong idea?

Charting the personality of Japanese makers

By Helen Kahn
Washington Bureau Chief

EDITOR'S NOTE: *These interviews, done last November in Japan, were set up in advance by the Japanese Automobile Manufacturers Assn. in Washington and Tokyo. They are with executives of Nissan, Toyota, Mitsubishi and Honda. The choice was made partly because of geographic convenience and partly because of company personality.*

Toyota is number one, sometimes known as the "rural" company because much is centralized and to some extent isolated in Toyota City with its housing, recreation and suppliers close to major assembly. But Toyota is also a multinational with more knock - down shipping than manufacture abroad.

Nissan, number two, is the "city cousin" and also a global company and a big manufacturer overseas.

Mitsubishi, offspring of a much bigger group and still 85 percent owned by Mitsubishi Heavy Industries, is also owned 15 percent by Chrysler and now is beginning to become known in the U. S. as a seller in its own right, rather than merely a supplier of vehicles for Chrysler.

Honda is the brash, young company, viewed as the forward-thinking innovator, still in the image of its maverick founders.

The idea was to avoid the well - ploughed areas — landed cost advantages, quality circles, "lifetime" employment, the "company song" and consensus management.

Instead, the assumption was made that even the culturally unique Japanese could not remain unaffected by the increasing Westernization in the country, the global consumer movement and the restlessness of the youth culture of the mid '60s to mid '70s.

A further assumption was that the intense competition in every aspect of Japanese life between those who passed the examinations and those who failed to make the grade would inevitably create resentment

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58th year — No. 4957

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As dealership total falls to 10,908

Import outlets fare best in survival

Continued from Page 1

a depressed market, 14 imports increased their dealer networks during 1982 and Mitsubishi started one up from scratch. Nine import makes reached record franchise numbers. Only 10 import makes recorded losses.

• The record-setters were Dodge Colt/Challenger, 2,492; Subaru, 784; Honda, 806; Porsche, 328; BMW, 403; Ferrari, 48; Mercedes-Benz, 413; Plymouth Colt/Sapporo, 2,587; Isuzu, 206. In all cases except Porsche, those new records supplanted ones set in the July, 1982, census. Porsche tied its July record.

Year-to-year franchise gains were recorded by Plymouth Colt/Sapporo, up 381; Dodge Colt/Challenger, up 267; Subaru, up 25; BMW, up 21; Isuzu, up 13; Saab, up 12; Maserati, up 7; Honda, up 5, and Ferrari, up 5.

Also, Mercedes-Benz, up 4; Porsche, up 3; Peugeot, up 3; Rolls-Royce, up 2 and Volvo, up 2.

Losses were recorded by Fiat, down 499; Lancia, down 141; DeLorean, down an estimated 90; Lotus, down 28; Datsun/Nissan, down 22; Jaguar, down 16; Alfa Romeo, down 13; Audi, down 7; Aston Martin Lagonda, down 2, and Mazda, down 1.

Toyota's total was unchanged.

The census figures don't include the eight Dodge dealers or the 126 Isuzu dealers which handle trucks only. Volkswagen is counted as a domestic.

The number of German-car franchises increased by 21, or 1.4 percent, during 1982. Italian-car franchises declined by 641, or 76.3 percent, and UK-car franchises declined by 134, or 20 percent.

Sweden gained 14, or 2 percent. Peugeot—the only remaining all-French line in the U. S., increased its dealer network by 3, or 0.09 percent.

The biggest gain was recorded by the Japanese. Their franchises increased by 735, or 8 percent, led by the increases in Chrysler Corp.'s captive imports, the Mitsubishi-built Colt, Challenger and Sapporo.

Mitsubishi also started its own dealer network during the year, adding 67 to the dealer count—all single-line dealers.

The only Japanese makes to lose dealers during the year were Mazda (down 1) and Datsun/Nissan (down 22). Nissan's loss enabled Toyota to pull ahead of it for the first time since January, 1978.

Now that VW and Renault are building cars in the U. S., the Japanese have the top seven spots in dealer totals.

• The new Top 10 are ranked Plymouth Colt/Sapporo, Dodge Colt/Challenger, Toyota, Datsun, Nissan, Honda, Subaru, Mazda, Audi, Mercedes-Benz and Volvo.

A year earlier, the ranking was Dodge Colt / Challenger, Plymouth Champ/Sapporo, Renault, Datsun / Nissan, Toyota, Honda, Mazda, Subaru, Fiat and Audi.

There were declines in every segment in the latest import-dealer census. The number of domestic-import duals declined from 7,247 to 6,978, a decrease of 362, or 3.2 percent.

Within that total, the domestic-car dealerships dualed with non-captive imports fared worse than the Chrysler Corp. duals with its captives.

Domestic dealers with non-captive imports declined from 3,563 to 3,341, a decrease of 222, or 6.2 percent. The Chrysler captive total decreased from 3,684 to 3,637, a decline of 47, or only 1.3 percent.

As noted, the import-only dealer population declined by 93, or 2.3 percent. Multiple-line import dealerships declined from 1,320 to 1,287, a drop of 33 outlets, or 2.5 percent.

• Single-line import dealerships declined from 2,703 to 2,643, a drop of 60 outlets, or 2.2 percent.

The only make to significantly alter its exclusive-dealer network during the year was Jaguar, which had 36 exclusives at the beginning of 1983, compared with 64 at the beginning of 1982.

Still, that was enough to rank Jaguar 10th on the list of imports with the highest percentage of exclusive dealers.

The Top 10 and their percentages of single-line dealers are Mitsubishi, 100 percent; Toyota, 62 percent; Datsun/Nissan, 59 percent; Honda, 49 percent; Subaru, 38 percent; BMW and Volvo, 23 percent; Mercedes-Benz, 21 percent; Alfa Romeo, 20 percent, and Jaguar, 18 percent.

The Top 10 in actual number of exclusives were Toyota, 678; Datsun/Nissan, 640; Honda, 397; Subaru, 299; Mazda, 106; BMW, 94; Volvo, 93; Mercedes-Benz, 87; Mitsubishi, 67, and Saab, 55.

Looking at the list, 44.9 percent of all Japanese non-captive franchises are exclusives.

The European car franchises are dualed far more frequently. Only 20.5 percent of Swedish-car franchises are single-line dealers, and 15.1 percent of Italian-car franchises are exclusives, as are 11.6 percent of the German-car franchises, 11.5 percent of the French-car franchises and 7.8 percent of the UK-car franchises.

The import-car franchise total on Jan. 1, 1983, was 13,252, a decrease of 1,359 franchises or 9.3 percent for the year. Because most import-car dealers carry more than one line, the number of import outlets is far below the franchise total.

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1983

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,908***

*—Alltime high.
**—VW counted as domestic in 1982.
***—Renault counted as domestic in 1983.

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IMPORT FRANCHISES

	Jan. 1, 1983	Jan. 1, 1982
JAPAN	9,884	9,149
Colt (Champ)/Sapporo	2,587	2,206
Colt/Challenger	2,492	2,225
Toyota	1,093	1,093
Datsun/Nissan	1,083	1,105
Honda	806	801
Subaru	784	759
Mazda	766	767
Isuzu	206	193
Mitsubishi	67	0
WEST GERMANY	1,565	1,544
Audi	421	428
Mercedes-Benz	413	409
BMW	403	382
Porsche	328	325
SWEDEN	723	709
Volvo	404	402
Saab	319	307
U.K.	536	670
DeLorean*	250	340
Jaguar	205	221
Rolls-Royce	69	67
Aston Martin	12	14
Lotus	0	28
FRANCE	330	1,674
Peugeot	330	327
Renault	**	1,347
ITALY	199	840
Alfa Romeo	117	130
Ferrari	48	43
Maserati	34	27
Fiat	0	499
Lancia	0	141
MISCELLANEOUS	15	25
TOTAL FRANCHISES	13,252	14,611

* Estimated.
** Renault counted as a domestic for 1983 only. Renault franchise total for Jan. 1, 1983 was 1,322. See Feb. 14 Automotive News.

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NEW-CAR OUTLETS

U. S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%

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Pontiac dealers to get big car built in Canada

Continued from Page 1

those of its sister models at the other divisions.

Pontiac will continue selling its G-body-based Bonneville model alongside the Parisienne.

Insiders also said that Pontiac traded its participation in the B-body program in order to win corporate approval for its $250 million P-car project, the sporty two-seat Fiero model which bows this fall.

Pontiac, however, is still scheduled to receive the new front - wheel - drive replacement for the B-body in 1986. Because of renewed consumer interest in big cars, that GM program is being reviewed vis-a-vis its timing and dimensions, a source said.

Vauxhall plans production boost

LONDON. — Vauxhall Motors has announced plans to increase production at its car plants in Luton and Ellesmere Port.

This follows last year's increase in Vauxhall-Opel's UK market penetration from 8.5 percent to 11.7 percent.

The addition of a second shift at both factories has been demanded by Vauxhall's unions. It is expected to increase substantially the UK-built proportion of Vauxhall-Opel sales.

Thomas H. Keating, 88, dies; former head of Chevrolet

BAL HARBOR, Fla.—Thomas H. Keating, who held just about every sales job in the Chevrolet organization during his ascent to general manager, died here Feb. 25. He was 88.

Mr. Keating retired in 1959 as General Motors group vice president in charge of the passenger-car divisions, a post he had held for three years. He was general manager of Chevrolet from 1949 to 1956.

He became a GM vice president in 1949 and was elected to the board of directors in 1954.

His Chevrolet career began in 1916 and continued until 1956, except for U. S. Navy service in World War I and a three-year stint with Durant Motor Co. in 1924-27.

He was with Chevrolet during part of World War I, the boom that followed that conflict, the Great Depression, all of World War II and the period in which Chevrolet and the auto industry returned to normal operations following four years of war production.

Mr. Keating's first job with Chevrolet paid $14 a week. He was a clerk, although his title was assistant car distributor. That was in Tarrytown, N. Y. (He was a native of Brooklyn.)

After Navy service, he advanced through such sales posts as car distributor and district manager at Tarrytown, assistant zone manager at Philadelphia, zone manager at Atlanta, city manager at Pittsburgh, zone manager at Philadelphia and regional manager at St. Louis.

• In 1937, Mr. Keating was promoted to assistant general sales manager and was transferred to Chevrolet headquarters in Detroit. In that post, his immediate boss was William E. Holler, famed as one of the auto industry's great salesmen.

Mr. Keating had a high regard for Holler. He frequently referred to Holler as "The Coach."

But the two men were quite different. Holler employed something of an evangelistic frenzy in his sales campaigning. Mr. Keating used a much quieter approach, but it was likewise highly successful.

He avoided the spectacular and used sound business psychology and an intensity of purpose that won the respect and support of the Chevrolet dealer organization.

Holler retired in 1945 and Mr. Keating succeeded him as general sales manager. It was a difficult period. It wasn't much of a trick to sell automobiles to a car - starved public in the immediate postwar days, but equitable distribution and retaining or rewinning buyer loyalty wasn't easy.

In 1949, Mr. Keating moved up to Chevrolet's top job — general manager.

While serving as Chevrolet general manager (in 1954), Mr. Keating was elected to the GM board of directors. It was a singular honor: Since that time, no car division general manager has been elected to the GM board while serving as a car division chief.

Many onetime car division bosses have moved onto the board in the last 29 years, of course, but their elections came after they had been promoted to higher posts in the corporation.

Mr. Keating left Chevrolet in 1956 for a GM group vice presidency. In his last three years before retirement, he was in charge of the passenger-car divisions.

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Sports-car specialist modernizes

Corvette firm grows with computer

WALDEN, N. Y. — Tom and Rick Taylor's computerized Corvette Specialty Center is a sports-car landmark of sorts on the outskirts of this village 75 miles from New York City.

Corvette Specialty Center, opened in 1975 by the Taylor brothers, is a 4,100-square-foot building with service bays, showrooms and a parts warehouse. It sells and services only Corvettes, maintains a complete body shop and inventories over 7,500 Corvette parts and accessories.

The brothers said that their lot is dotted with drivers from the Midwest and Atlantic Coast states and they receive catalog orders from all over the world.

Their venture is paying off because there are few firms in the U. S. which specialize in Corvettes, the brothers said. Competition is cooled by the car's price tag, limited production run and the capital-intensive inventory of cars, parts and accessories.

Tom Taylor attributed the success of Corvette Specialty Center to the Corvette's merits.

"While there are a shrinking number of individuals who have or will purchase a Corvette, these driving machines are now recognized investments and lots of money is spent maintaining and upgrading them," he said.

The Taylors have quadrupled their business in the past seven years, they said.

Until November, 1982, they maintained their parts inventory and a 3,000-name mailing list using index cards filled out by hand.

"We were using horse-and-buggy office procedures to sell one of the world's fastest production cars," Rick Taylor said.

They decided to look into the feasibility of computerizing the inventory.

In 1980, Tom Taylor began looking at ads in automotive publications and noticed that about 20 computer vendors in northern New Jersey claimed to be specialists in computerization of automotive applications.

Taylor contacted half of the vendors and said, "Due to the varied nature of our inventory, which we obtain from General Motors and aftermarket suppliers, there was no way that the databases they had could handle my operations."

The brothers were almost reconciled to continue doing things manually until they contacted Computer Revolution, Inc., in Newburgh, N. Y., and learned about the North Star microcomputer.

The Taylors bought a North Star Horizon system, which cost a little under $15,000 installed, in November, 1982.

With the new system, they are able to respond better to queries about parts in stock, avoid out-of-stock conditions and determine stock parts movement for better, money-saving inventory control, they said.

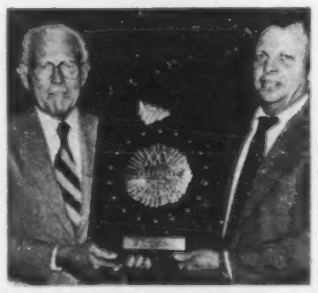
Since the Taylors are adding more stock parts and must have correct pricing and proper discount structures on the computer, this attention to inventory control will allow for orderly expansion.

The Taylors expect to double the capacity of their parts department through more efficient management of inventory. They intend to expand their showroom to enable them to display all of the items.

NADA names Hopkins AUTOCAP administrator

WASHINGTON. — Deborah M. Hopkins has been appointed administrator of the Automotive Consumer Action Program (AUTOCAP), sponsored by NADA.

Hopkins is responsible for coordinating technical, training and promotional assistance NADA provides to new and established AUTOCAPS. She also will monitor program compliance with the NADA National AUTOCAP Standards on an annual basis.



Biggs' 25 years

Warren Biggs, left, owner, Warren Biggs Chevrolet, Los Angeles, receives a 25-year dealer award plaque from Robert D. Cenedella, Los Angeles zone manager.

IMPORT SALES BY MODEL

	Jan., 1983	Jan., 1982
Alfa Romeo	132	104
Audi	2,738	3,229
4000	749	869
4000d	186	271
5000	979	1,181
5000d	—	225
5000 Turbo	210	379
5000 TD/diesel	306	—
Coupe	230	304
Quattro	71	—
Tourist	7	—
BMW	3,732	3,092
320	2,389	1,997
528	859	721
633	168	114
733	316	260
Chrysler/Mitsubishi	6,910	8,823
Colt	5,144	6,959
Sapporo	766	822
Challenger	1,000	1,042
DeLorean	—	400
Fiat	449	908
Strada	76	257
Brava	22	166
X-1/9	98	142
Spider	253	343
Honda	31,672	34,333
Civic	13,661	12,294
Accord	17,733	18,228
Prelude	278	3,811
Isuzu	1,646	1,114
Jaguar	691	634
Lancia	92	37
Mazda	13,482	10,072
GLC	3,391	3,557
626	6,479	3,617
RX-7	3,612	2,898
Mercedes-Benz	3,984	4,511
240D	753	1,135
300D	1,085	925
300CD	125	129
300TD	179	271
300SD	856	1,018
280E	—	10
280CE	—	1
380SEL	362	207
380SL/SLC	518	661
380SEC	105	151
Miscellaneous	1	3
Mitsubishi	1,279	—
Starion	288	—
Cordia	525	—
Tredia	466	—
Nissan	40,916	32,522
210	130	10,645
Sentra	18,041	—
310	646	4,010
Pulsar	4,806	—
510	—	—
Stanza	4,197	4,273
Maxima	5,108	3,460
200SX	2,966	4,739
280ZX	4,766	4,797
Hawaii	256	212
Other	—	386
Peugeot	1,060	1,134
504D wagon	89	154
505	578	226
505D	25	90
505TD	319	574
604TD	39	69
Tourist	10	21
Porsche	1,637	829
924	—	—
924 Turbo	—	—
944	935	384
911SC	396	261
928	278	184
930 Turbo	—	—
Renault	1,790	2,008
LeCar	709	1,440
18i	204	568
Fuego	877	—
Saab	2,070	1,144
900	493	271
900S	481	217
Turbo	1,071	648
Tourist	35	8
Subaru	12,248	11,470
Toyota	42,607	38,088
Starlet	1,223	1,455
Corolla	11,581	12,484
Tercel	14,322	9,632
Celica	8,988	8,826
Supra	2,640	2,230
Corona	5	853
Cressida	3,062	2,050
Land Cruiser	374	213
Hawaii	412	345
Volkswagen	5,457	4,543
Rabbit Convertible	667	505
Jetta	1,463	1,604
Vanagon	1,023	723
Quantum/Dasher	1,146	634
Dasher	—	—
Scirocco	1,158	1,077
Volvo	8,261	7,380
DL	4,263	3,987
GL	1,632	1,141
GLT	—	80
GLT Turbo	1,212	1,069
GLE	94	300
DL Diesel	—	146
GL Diesel	645	578
Coupe	1	22
760 Gas	92	—
760 TD	165	—
Tourist	157	57
TOTAL IMPORTS	182,853	166,375

Clarke honored

James R. Clarke, left, president of Alfred Matthews, Inc., Modesto, Calif., receives his 25-year Cadillac Dealer Anniversary Recognition Award from Edward E. Houlihan, Cadillac district sales manager in Fresno, Calif.

Executives at Chicago show look for lower interest rates

McDonald says upturn is now here

By Nancy I. Phillips
Staff Correspondent

CHICAGO. — After 11.9 percent, then comes April! That's the way Jim Perkins, general sales manager of Buick, answered a question at a press conference during the Chicago Auto Show.

His response was like that of others who addressed the subject, including Louis E. Lataif, general manager of Ford Division, and Gordon B. MacKenzie, general manager of Lincoln-Mercury.

Oldsmobile and Nissan spokesmen agreed that they expect the lowering of interest rates in general and the increased economic activity to take care of the rest of the year.

But in a radio interview, Roger B. Smith, chairman of General Motors, indicated that if there were a need for lower interest rates, GM would offer this to the consumer. However, he, too, indicated that he didn't expect this to be necessary.

He said he expected the economy to move along and car sales to pick up.

F. James McDonald, president of GM, told the press, "Car buyer attitudes as measured in the fourth quarter of '82 were more favorable than at any time since the beginning of 1979. That's why I say the auto industry is already participating in the upturn we've been looking for."

He said that the annual rate of domestic car sales for the three months ended in January was about 9.1 million . . . up about 12 percent over the prior three months. And he said that the sold order bank for both cars and trucks is solid and indicates the upturn is taking place.

• C. P. (Chuck) King, senior vice president, sales, of Nissan Motor Corp. in U.S.A., said that the 9.9-percent financing offered by his company was the key to bring people into showrooms. It was expensive and he'd like to see interest rates go down, so that they are not subsidized.

"Then we'll return to normal incentives," he said.

Speaking of confidence in an upturn, Harold A. (Red) Poling, executive vice president, North American Automotive Operations, for Ford Motor Co., told the press that there are more than 70,000 orders in the system for the new Thunderbird and Cougar.

He expects the new cars already on the market, plus the Topaz and Tempo due to go on sale May 26, will give Ford an improvement of 1.5 to 2 points of market share by the end of the year. He's expecting to gain this share from imports as well as from GM and Chrysler, he said.

Poling said that he hopes that Ford won't have to support sales with reduced interest rates.

"We'd like to discontinue them, and get back to selling product," he said.

• A number of the executives were asked about dropping fuel prices and the effect of this on small-car sales. Most indicated that they think of this as a temporary situation which may help sell larger vehicles, but they reminded their audiences that CAFE is still to be met and that the lower gasoline prices may not last.

"We expect cyclical movements in fuel prices," said Poling.

In an interview with Automotive News James Mattox, sales manager of Oldsmobile, told of sales increases for Olds, including an increase of 35 percent for the first 10 days of February and 15 percent for the second 10-day period, when others saw a dip.

He attributed this not only to product, but to an excellent dealer organization. He's especially pleased to be ahead of Buick, some 47,000 cars on Feb. 10 and 50,000 cars on a model-year basis.

Like others, Mattox indicated that he's not going to replace many dealers from small points. He said that they had not lost many dealers in the last few years, but that open points in small communities may be eliminated as dealers retire and leave the business.

Other executives indicated that they were taking careful looks at open points in remote communities and that they are not in a hurry to replace them.

• Offering lower interest rates was helpful even to Cadillac, according to Robert D. Burger, general manager. He pointed out that though Cadillac buyers in the past haven't been interested in the percentage of interest, at this time many of them are buying on time and putting their money into other investments.

"The 11.9-percent financing hasn't worked as well as 10.9," Burger said. He indicated that the offer was regionally oriented, with the East Coast not as affected by the offer as the West Coast where it's gone well. He hopes, too, that there won't be a need to extend the offer.

"I am dead set against rebates," he added.

The 9.75-percent interest offered by Mitsubishi dealers was, according to Richard D. Recchia, executive vice president, designed to draw in the competition, not necessarily to increase deals.

But it did result in a higher percentage of competitive trades, he reported. He did not indicate how long after March 31 it would be offered.

"The consumer confidence isn't there," said Jose Dedeurwaerder, president of American Motors.

He said 11.9-percent financing has helped meet the sticker shock. But, he said, the industry is going to have to "battle to convince and recapture the consumer's confidence in price and quality."

He said this can be done by AMC with the support of its "fantastic partner" (Renault).

Announcing: Beach Lincoln-Mercury

Beach Lincoln-Mercury has opened in Huntington Beach, Calif. Dealership owner Peter Chang, right, formerly controller and general manager of Sachs & Sons Lincoln-Mercury, Downey, Calif., is congratulated by Ross H. Roberts, Lincoln-Mercury Los Angeles district sales manager.

Cadillac studies market for $100,000 luxury car

Continued from Page 6

spects, for the '90s — both in terms of technology and design.

"Our strategy is to retain our current buyers in the intermediate sector of the market and to attract new ones, drawn from the ranks of domestic and import owners or intenders."

He told how they designed the instrument cluster of the Topaz to have needle gauges, playing to the buyer who is used to specific readings on his instrumentation.

And he said, "We insisted from the beginning that Topaz carry — as standard — a handling suspension that gives drivers a sure, controlled feel of the road."

C. P. (Chuck) King, senior vice president, Nissan Motor Corp. in U.S.A., explained his company's thinking in introducing the company's new pickup truck.

The "made in America" trucks shown at the press preview and at the auto show are Nissan's way of meeting domestic competition. He expects the light truck market for 1983 to be 2.7 million units, up from 2.4 million.

"The compact share will grow from 774,000 to 936,000, most of it from domestics," King said. "Imports, we expect, will share some of that expansion, going from 443,000 to 455,000 units."

King said his company is catching up with domestics as it introduces the new truck. He also spoke of adding a mini van in the future and of bringing in a vehicle like the Prairie, a van which is offered now in Japan.

• Richard D. Recchia, executive vice president of Mitsubishi, said that in introducing the Montero, a personal sports utility vehicle, at the Chicago Auto Show, it was one of the biggest markets for this type of vehicle. Heaviest advertising programs for the sport vehicle are scheduled for Chicago.

Recchia said he was proud of the Chicago organization, which has three dealerships open and two under construction. He said that all of his dealers in the U. S. are tracking at 3,000 cars and trucks for February and the figure may go to 4,000.

Some 72 dealers have been named nationally and 27 of them are not yet operational, so if they track 4,000 cars and trucks for March and April, this will be some 42 cars per dealer per month. They've had four record 10-day periods since the first of the year, he said.

Jose Dedeurwaerder, president of American Motors, said two new cars will be built in Kenosha this summer for the 1984 lineup.

He also said the company will introduce a new Jeep "that will be more than competitive with the Bronco II and the Blazer."

U. of Michigan evaluates potential electric car market

ANN ARBOR, Mich.—Electric cars are going to school.

Detroit Edison has supplied two of the company's electric cars to the University of Michigan as part of an electric vehicle project funded by the Electric Power Research Institute (EPRI).

A project team at U. of M. is operating the cars on a daily basis and will perform all routine maintenance. The cars are American-built converted Volkswagen Rabbits, similar to those used in Detroit Edison's utility's electric car demonstration program.

The U. of M. project team is assessing the potential market for electric vehicles in the commercial sector as well as planning for expanded electric vehicle demonstration programs.

According to Mark Berg, project director, U. of M. Institute for Social Research, the project is examining a wide range of market, technology, economic and attitude factors which will influence the success of electric vehicles in commercial applications.

"The electric cars will give the U. of M. project team an opportunity to solicit fleet operator views, test some sophisticated monitoring equipment that will be placed on the cars and receive some hands-on driving experience," Berg said.

• These real-life driving experiences will help identify research and demonstration activities needed to move toward commercialization and mass production of electric vehicles and component systems.

The U. of M. project team consists of researchers and faculty from the Institute for Social Research, the program in Urban Technological and Environmental Planning and the Engineering School. EPRI, the primary sponsor of the U. of M. project, is the research arm of the electric utility industry in the U. S.

"This project is an extension of the Detroit Edison program, which is concentrating on the electric passenger car," said George Murray, administrator of new technology marketing at Detroit Edison. "At U. of M., the program will examine fleet applications for electric vehicles in the automotive marketplace."

So far, Detroit Edison employe drivers and their families have driven 175,000 miles, saving more than 5,800 gallons of gasoline, 400 quarts of motor oil and 47 gallons of antifreeze, the company said.

Ryder System notes record '82 revenue, profits

Continued from Page 20

results were attributable principally to strength in four of the company's most important product lines: Full-service truck leasing, consumer one-way truck rental, dedicated contract carriage and automotive carriage.

The company's Truckstops Division, which was subjected to significant pressure as a result of the difficult economy, suffered a loss for the year, he added.

Results in the last quarter of 1982 were the best of any fourth quarter in the company's history, Burns said.

Revenue in the fourth quarter was $520 million, 7 percent higher than revenue of $488 million in the fourth quarter of 1981. Net earnings were $21.5 million, compared with net earnings of $20.7 million in the fourth quarter of 1981.

Dealership transferred

MACON, Ga.—After 53 years with Dunlap Chevrolet Co. here, R. C. Dunlap Jr. has sold the business and transferred the franchise to his son-in-law, George E. Youmans. The new dealership is Youmans Chevrolet Co.

Model breakdown

Auction Averages

	March To Date	February	January
1983	$12,451	$12,350	$10,679
1982	8,082	7,711	7,253
1981	6,011	5,989	5,844
1980	5,193	5,013	4,814
1979	4,767	4,398	4,235
1978	3,566	3,293	3,175
1977	2,621	2,378	2,573
1976	1,746	1,773	1,679
Overall Average	$ 4,809	$ 4,733	$ 4,646

Used Car Sales

Auction Averages

March to date	$4,809
Month ago	$4,611
Year ago	$4,763

Congressman raises some questions

FTC ready to look at GM-Toyota

Continued from Page 1

an OSHA matter. Two years have passed since Miller received money from GM and he now feels cleansed.

Rep. Peter Rodino, New Jersey Democrat and chairman of the House Judiciary Committee and its Monopoly Subcommittee, has written to Miller raising questions about the long-term effects of the GM-Toyota venture and the competitive position of other domestic companies.

The Rodino letter is thought to be very similar to one sent to Rodino by Rep. John F. Seiberling, Ohio Democrat, a member of the Judiciary Committee. Seiberling told Rodino the situation is "crying" for a Congressional inquiry into what FTC has done or plans to do.

Seiberling said the joint venture combines resources of two companies that already have 35 percent of the U. S. subcompact market, "a figure well beyond the limits of the revised Department of Justice guidelines."

Seiberling also said there is nothing to stop the two companies from renewing their agreement when it expires in 12 years.

• Commerce Secretary Malcom Baldrige—while stopping short of a Reagan Administration blessing—sent GM Chairman Roger B. Smith a letter of congratulations, calling the GM-Toyota pact a "sign of confidence in the strength of the American economy" and a move that will mean quality cars and a wider choice for the consumer.

The GM-Toyota deal, combined with other Japanese investments, will mean that Japanese firms have invested more than a billion dollars in U. S. production facilities by 1984, Baldrige said, which "in turn will create jobs for American workers."

U. S. Trade Representative William E. Brock called the GM-Toyota deal a "kind of domestic content that works."

GM and Toyota will build 200,000 front-drive subcompact cars per year at GM's empty Fremont (Calif.) assembly plant, creating 3,000 jobs at the plant and another 9,000 in the supplier industry. Production will start as early as possible in the 1985-model year. The car will be sold by Chevrolet dealers.

So far, the UAW has said little about the pact, only that it welcomes anything that creates jobs in the auto sector. But there has been grumbling about whether Toyota will abide by seniority rules.

The effect of UAW-backed local-content legislation is unclear. If local-content laws are passed, the Transportation Department would have to study the GM-Toyota deal to determine how labor and parts content would be divided.

Because GM has equity interests in two Japanese firms, Isuzu and Suzuki, and because there may be partial ownership in the supplier firms by one or both companies, the content question could be a sticky one.

February car sales trail '82 but surge at month-end

Continued from Page 3

bered 369,227, up 7.99 percent from 341,893.

Of the major U. S. auto makers, two improved their lots compared with February, 1982, sales levels. Three declined and Honda joined the ranks. American Motors sales doubled to 14,795 from 7,201. Chrysler's February sales totaled 57,034, up 2.74 percent from 55,515. Honda reported sales of 1,253 Ohio-built Accords during February.

General Motors dropped 5.36 percent, to 261,560 from 276,383. Ford Motor Co. was down 7.76 percent, to 102,321 from 110,932, and Volkswagen of America dealers retailed 5,516 new Rabbits, down 20.19 percent from 6,913 a year earlier.

GM earned 59.11 percent of the domestic market in February, down from 60.49 percent last year. Ford had 23.12 percent, down from 24.28 percent. Chrysler climbed to 12.89 percent from 12.15 percent. AMC earned 3.35 percent, up from 1.57 percent. VWoA slipped to 1.25 percent from 1.51 percent, and Honda picked up the remaining 0.28 percent of this year's market.

Among the top importers, several reported sales increases in February and two—Mercedes-Benz and Jaguar—claimed record sales for the month. Toyota was up 3.09 percent, Nissan was up 26.94 percent, Mazda was up 10.75 percent, Volkswagen was up 43.80 percent, Volvo was up 16.39 percent and Saab was up 28.45 percent.

• The market-class spectrum in February showed imports with the largest section of the total, 29.64 percent. Intermediates were second with 24.68 percent, followed by compacts at 14.85 percent, standards at 13.87 percent, subcompacts at 11.79 percent and luxury models at 5.17 percent.

U. S. makes reporting sales increases in February were Chrysler, up 54.45 percent from last year; Dodge, up 1.30 percent; Buick, up 10.11 percent; Cadillac, up 11.43 percent, and Oldsmobile, up 27.59 percent. Renault Alliance and Honda were on the charts for the first time in 1983.

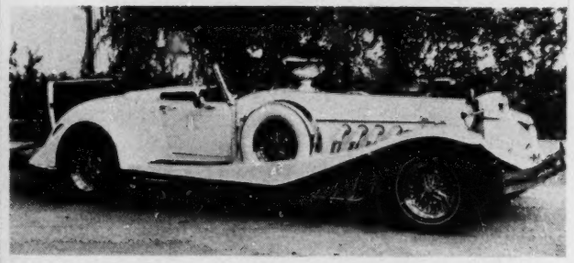
Not meeting their year-ago totals were: AMC, down 37.97 percent; Pontiac, down 28.41 percent; Chevrolet, down 23.18 percent; Lincoln, down 2.12 percent; Mercury, down 3.87 percent; Ford, down 9.71 percent; Imperial, down 31.42 percent; Plymouth, down 21.23 percent, and VWoA, down 20.19 percent.

IMPORTED CAR SALES

	Feb., 1983	Feb., 1982	2 Mos., 1983	2 Mos., 1982
Alfa Romeo	157	103	289	207
Audi	2,904	3,567	5,642	6,796
BMW	4,168	4,119	7,900	7,211
Challenger	1,216	1,574	2,216	2,616
Plymouth Colt	2,375	4,265	4,691	7,654
Dodge Colt	2,676	4,491	5,504	8,061
DeLorean	.....	318	.....	656
Fiat	527	1,198	976	2,106
Honda	29,286	30,333	60,958	64,666
Isuzu	999	1,125	2,645	2,239
Jaguar	826	492	1,517	1,126
Lancia	53	30	145	67
Mazda	13,805	12,465	27,287	22,537
Mitsubishi	2,590	.....	3,869	.....
Mercedes-Benz	5,075	4,720	9,059	9,231
Nissan	45,594	35,917	86,510	68,439
Peugeot	1,072	1,065	2,132	2,199
Porsche	1,325	966	2,962	1,795
Renault	1,718	2,425	3,508	4,433
Saab	1,684	1,311	3,754	2,455
Sapporo	918	1,294	1,684	2,116
Subaru	12,011	12,742	24,259	24,212
Toyota	41,842	40,586	84,449	78,674
Volkswagen	7,147	4,970	12,604	9,513
Volvo	6,406	5,504	14,667	12,884
TOTAL	628,853	634,524	1,225,846	1,166,975

Cadillac

"Johnson Rumbleseat Roadster"



HIGH PROFIT FOR DEALERS

Classic styling combined with Cadillac V-8 and running gear for a driving machine of superior power and character.

Johnson Motor Cars Limited
115 N.W. 6th Street
Ft. Lauderdale, Florida 33311
(305) 525-7001

Western Star, White pact ended

GREENSBORO, N. C.—Volvo White Truck Corp. and Western Star Trucks, Inc., Mississauga, Ont., have terminated a licensing agreement which allowed distribution of each firm's White and Western Star heavy trucks in the U. S. and Canada.

A new agreement has been executed for the sale of White trucks in Canada but there will be no distribution relationship for Western Star trucks in the U. S.

"However, Volvo White will retain non-exclusive rights for a limited time as necessary for a smooth transition," a spokesman said. "Volvo White will distribute Western Star service parts for three years, and continue to process warranty claims for vehicles it sold."

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28	Same Period, 1982	February, 1983	Same Month, 1982	Jan. 1 to Feb. 28, '83	Same Period, 1982
Renault Alliance	.....	.....	10,328	.....	19,676	.....
Spirit	.....	.....	485	1,791	1,120	3,031
Concord	.....	.....	1,374	2,172	3,010	3,910
Eagle	.....	.....	2,608	3,238	4,954	6,433
AMERICAN MOTORS*	5,000†	2,300	14,795	7,201	28,760	13,374
Horizon	1,297	2,330	2,805	5,583	5,174	9,531
Turismo/TC3	982	1,562	2,146	3,593	3,836	6,284
Reliant	4,791	4,837	10,840	12,041	21,142	21,729
Plymouth	901	570	2,039	1,418	3,015	2,191
Total Plymouth	7,971	9,299	17,830	22,635	33,167	39,735
LeBaron	.....	48	.....	153	.....	423
LeBaron K	2,512	2,217	5,662	5,955	10,113	11,153
Cordoba	616	559	1,277	1,344	2,021	2,510
New Yorker 5th Ave.	2,781	1,509	6,045	3,803	10,888	6,629
E-Class	1,049	.....	2,436	.....	5,738	.....
New Yorker E	1,007	.....	1,963	.....	2,281	.....
Total Chrysler	7,965	4,333	17,383	11,255	31,041	20,715
Total Imperial	68	138	179	261	297	470
Omni	1,258	1,885	2,736	4,490	4,748	7,896
Charger/024	1,092	1,644	2,391	3,858	4,316	6,910
Aries	3,999	3,685	9,522	8,856	18,187	17,159
Dodge 400	1,152	701	2,589	1,863	4,256	3,544
Diplomat	810	660	2,133	1,707	3,681	3,134
Mirada	181	230	415	590	726	1,222
Dodge 600	855	.....	1,856	.....	3,720	.....
Total Dodge	9,347	8,805	21,642	21,364	39,634	39,885
CHRYSLER CORP.	25,351	22,575	57,034	55,515	104,139	100,805
EXP	546	1,395	1,392	4,442	2,630	7,015
Escort	9,194	7,879	24,747	28,246	45,965	54,119
Mustang	3,244	3,489	8,700	9,962	16,451	16,732
Fairmont	2,788	3,857	7,275	11,392	17,087	20,076
Granada	229	3,142	690	10,355	1,573	17,887
Thunderbird	3,033	959	5,164	3,171	5,630	6,456
LTD '83	3,768	.....	10,213	.....	21,525	.....
Ford Crown Victoria	3,987	2,944	10,515	8,512	19,223	15,927
Ford Division	26,789	23,665	68,696	76,080	130,184	138,212
LN7	203	550	554	1,523	970	2,505
Lynx	1,871	2,547	5,312	9,176	10,761	15,602
Zephyr	1,140	1,285	3,041	3,828	5,854	7,063
Cougar/Monarch	49	1,623	162	4,900	486	8,103
XR-7	1,157	393	2,317	1,280	2,505	2,452
Capri	775	894	2,134	2,528	3,840	4,377
Marquis '83	1,502	.....	4,269	.....	8,397	.....
Mercury Grd. Marquis	3,202	1,564	9,047	4,681	16,978	9,384
Total Mercury	9,899	8,856	26,836	27,916	49,791	49,486
Continental	529	826	1,494	2,939	3,132	5,195
Lincoln	1,016	942	3,212	2,207	6,969	3,702
Mark VI	767	613	2,083	1,790	4,034	3,143
Total Lincoln	2,312	2,381	6,789	6,936	14,135	12,040
L-M Division	12,211	11,237	33,625	34,852	63,926	61,526
FORD MOTOR	39,000	34,902	102,321	110,932	194,110	199,738
Skyhawk	2,050	483	5,056	871	9,568	871
Skylark	3,214	5,287	7,341	16,225	13,810	25,535
Century FD	3,083	2,108	7,992	6,167	16,166	9,458
Regal Sedan	2,150	1,910	5,758	5,903	11,138	10,847
Regal Coupe	4,676	2,966	12,214	9,455	22,632	18,028
Le Sabre	4,229	2,116	10,669	6,673	19,419	12,966
Electra	1,835	1,259	4,869	4,045	9,550	7,711
Riviera	1,332	917	3,552	2,839	7,085	5,725
Buick Division	22,569	17,046	57,451	52,178	109,368	91,141
Cimarron	570	420	1,380	1,497	2,753	2,482
Seville	845	630	2,025	2,313	3,842	3,664
Cadillac	4,518	2,832	11,843	10,135	22,926	20,217
Eldorado	1,736	1,159	4,509	3,768	8,846	7,402
Cadillac Division	7,669	5,041	19,737	17,713	38,367	33,765
Chevette	4,732	6,209	12,276	22,755	25,264	40,482
Cavalier	5,408	4,043	12,917	13,056	24,558	19,022
Citation	3,132	6,731	7,896	25,740	17,162	43,497
Camaro	4,404	3,281	11,078	9,961	22,220	16,739
Celebrity	3,432	1,898	8,733	6,048	18,648	8,980
Malibu	3,304	2,523	8,236	8,018	16,038	17,764
Monte Carlo	2,502	2,167	6,571	7,196	13,728	15,462
Chevrolet	6,075	4,743	15,076	14,434	29,409	27,824
Corvette	332	569	929	1,765	1,927	3,548
Chevrolet Division	33,321	32,164	83,712	108,973	168,954	193,318
Firenza	1,096	437	2,848	823	5,685	824
Omega	1,400	2,242	3,776	7,725	7,346	13,589
Cutlass Ciera	4,080	2,308	11,202	7,251	21,898	11,427
Cutlass	.....	.....	.....	.....	.....	.....
Supreme	9,044	6,286	24,624	19,732	48,477	41,159
Olds 88	6,274	3,325	17,030	11,289	33,386	22,225
Olds 98	2,841	1,737	8,106	6,053	16,274	12,641
Toronado	946	732	2,696	2,210	5,421	4,437
Oldsmobile Division	25,681	17,067	70,282	55,083	138,287	106,302
1000	793	2,100	2,197	6,778	4,787	11,079
2000	2,069	1,790	5,021	5,629	9,242	8,745
Phoenix	948	2,093	2,133	6,937	4,444	11,337
Firebird	2,163	2,240	5,360	7,102	11,616	12,021
6000	1,856	902	4,729	2,803	9,355	4,764
Bonneville	1,978	1,946	5,150	6,032	10,275	11,565
Grand Prix	2,272	1,870	5,788	6,206	11,335	12,712
Pontiac	.....	250	.....	949	.....	2,178
Pontiac Division	12,079	13,191	30,378	42,436	61,054	74,401
GENERAL MOTORS	101,319	84,509	261,560	276,383	516,030	498,927
VOLKSWAGEN	2,587	3,189	5,516	6,913	11,080	12,238
HONDA	400†	.....	1,253	.....	2,500	.....
DOMESTIC TOTAL	173,757	147,475	442,479	456,944	856,619	825,082
IMPORT TOTAL	.....	.....	186,374	177,580	369,227	341,893
INDUSTRY TOTAL	.....	.....	628,853	634,524	1,225,846	1,166,975

*—AMC does not issue a nameplate breakdown for 10-day periods. † Estimate

Year-to-date output is up 49 pct.

Millionth car 3 weeks ahead of '82

By Patricia Hoffman
Staff Writer

The domestic auto makers reached their first milestone for 1983 as the one-millionth automobile was assembled last Friday (March 4), three weeks earlier than in 1982. Last year, the million mark was reached March 26.

So far this year, the manufacturers have assembled 1,021,809 cars, a 49.31 percent gain over 684,389 built the same period last year.

Breakdown for the year-to-date by company is: General Motors, 59.98 percent; Ford Motor, 23.24 percent; Chrysler Corp., 11.80 percent; American Motors, 3.03 percent; Volkswagen of America, 1.60 percent and Honda, 0.35 percent.

During February, the makers produced 493,182 cars, a 51.63 percent gain over last year's 325,243. It was the most for that month since 1980 when 624,301 units were completed, and the most for any month since 568,332 cars were assembled in June of last year.

Breakdown for the month by company was: GM, 57.23 percent; Ford, 25.42 percent; Chrysler, 13.06 percent; AMC, 2.86 percent; VWoA, 1.08 percent and Honda, 0.35 percent.

Last week's estimated production, marred by downtime at four assembly plants plus the Eagle line at AMC's Kenosha facility, was 116,171 units, a 12.93 percent drop from the previous week's 133,417. Output, however, jumped 43.83 percent from last year's 80,772.

A paint fire at GM's Lordstown plant shut down operations following the morning shift last Monday, Feb. 28. Lordstown remained idle through Thursday, with production resuming Friday. Saturday overtime was scheduled due to loss of assembly.

The Ford Kansas City, Metuchen and San Jose facilities were idle last week due to overstocked inventory. Also down for inventory control was the Eagle line at AMC's Kenosha point.

GM's Detroit plant operated 1.6 hours of daily overtime last week.

Saturday overtime was scheduled last week for the B and C lines at GM's Flint facility.

Beginning today (March 7), GM's Arlington plant will increase output of Buick Regal and Chevrolet Monte Carlo and Malibu models from 45 units an hour on two shifts to 56 units an hour on two shifts. About 600 workers return from indefinite layoff.

Also today, production of Chevrolet Cavalier and Pontiac 2000 models will increase from one shift at 68 units an hour to two-shifts at 68 units at the GM Lordstown facility. About 2,500 workers return.

Next week (March 14), assembly will resume at GM's Framingham point, idle since Oct. 1, 1982. The facility will produce the Chevrolet Celebrity and Oldsmobile Cutlass Ciera at a rate of 45 units an hour on one shift. About 1,800 workers return from layoff.

February truck production is 172,095, best since 1979

February proved another favorable month for domestic truck production as output jumped 34.44 percent from the comparable 1982 period. It was the highest February total in four years, and the most for any month since last June.

Last month, the makers assembled 172,095 trucks, up from 128,013 built in February, 1982. Output was the most for that month since 1979 when 308,358 units were completed. It was the most for any month since last June, when 213,209 trucks were produced.

Production last week was estimated at 47,912 units, up 11.76 percent from the previous week's 42,869, and up 39.12 percent from last year's 34,440.

Year-to-date there have been 340,132 trucks produced, a 9.16 percent gain over the 311,593 units built in the comparable 1982 period.

All truck facilities were reported operating last week (Feb. 28) with overtime scheduled at five plants.

The General Motors Detroit, Lordstown and Pontiac S-truck line, plus Ford Motor's Lorain and St. Louis facilities operated six days last week.

Chrysler Corp.'s Warren point worked a daily nine-hour shift for the fifth consecutive week last week.

Operations resumed last week at American Motors' Toledo Jeep plant following a week of downtime for inventory control.

International Harvester's Springfield point returned to full operations last week with the resumption of one line which was idled Feb. 14.

Also back last week were the truck and bus lines at GM's Pontiac facility.

Second-shift operations resumed last week at the GM St. Louis truck plant. The plant will build at a rate of 28 units an hour on each shift. About 900 workers returned from indefinite layoff.

Beginning March 14, van output at GM's Lordstown facility will be upped from 24 units an hour on two shifts to 29 units an hour on two shifts. About 300 workers will return.

Hennessy Jaguar opens

ATLANTA, Ga.—A new Jaguar dealership has been opened here by Robert Hennessy. He has been an automobile dealer in the Atlanta area for 18 years.

Auto production in Canada rises 21 pct. for month

Canadian auto production in February jumped 21.62 percent from the 1982 period and was the highest for that month in four years.

During February, the car manufacturers assembled 77,863 units, up from 64,022 built in the same 1982 month. It was the most for that month since 93,463 autos were produced in 1979.

As Ford Motor's St. Thomas facility joined in downtime last week with the company's Oakville point, car production fell to 17,759 units, 17.19 percent below the previous week's 21,446. Output, however, rose 25.22 percent from last year's 14,182.

Year-to-date the car manufacturers have finished 165,018 units, a 27.61 percent gain over 129,316 built in the comparable 1982 period.

Truck production last month totaled 38,850 units, up 9.55 percent from the 64,022 built in February last year. It was the most for that month since 1981 when 57,714 trucks were assembled.

Last week's truck output was estimated at 10,232 units, almost the same as 10,226 the previous week and down 10.49 percent from last year's 11,431.

So far this year makers have completed 81,613 trucks, a 7.53 percent gain over 75,901 built in the comparable 1982 period.

Ford's St. Thomas car point was idled last week (Feb. 28) for two weeks of inventory control. Operations are slated to resume March 14.

The Ford Oakville car facility remained down last week for conversion to the Tempo and Topaz models. The plant, which recently built the full-size Ford, is expected to reopen April 4 with Job-One operations slated for April 11.

International Harvester's Chatham facility, idled after the morning shift on Feb. 7, remained closed last week due to a strike.

American Motors' Brampton car point returned last week following one week of downtime to control overstocked inventory.

All other car and truck facilities were reported working last week.

U. S. CAR PRODUCTION

	Week Ended March 5, 1983	Week Ended March 6, 1982	Week Ended Feb. 28, 1983	Feb. Total	Jan. 1 to March 6, 1982	Jan. 1 to March. 5, 1983
AMERICAN MOTORS	3,160	.....	4,054	14,107	8,134	30,924
AMC Total	.....	.....	835	1,669	.....	3,326
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	835	1,669	.....	3,323
Renault Total	3,160	.....	3,219	12,438	.....	27,598
Alliance	3,160	.....	3,219	12,438	.....	27,598
CHRYSLER CORP.	15,950	10,490	17,795	64,428	87,213	120,578
Plymouth Total	5,950	4,041	6,907	24,199	36,153	44,354
Horizon	1,800	.....	2,269	7,701	10,480	13,525
Reliant	4,100	4,041	4,549	16,183	25,673	30,334
Caravelle ('83)	50	.....	89	315	.....	495
Chrysler Total	3,100	2,739	3,626	13,581	16,300	27,511
LeBaron	1,600	2,739	1,623	6,372	16,300	13,922
Chrysler E-Class	1,500	.....	2,003	7,209	.....	13,589
Dodge Total	6,900	3,710	7,262	26,648	34,760	48,713
Omni	2,500	.....	2,064	8,595	9,466	15,198
Aries	3,100	3,105	3,576	12,084	19,987	22,431
Dodge 400	500	605	533	2,218	5,307	4,606
Dodge 600	800	.....	1,089	3,751	.....	6,478
FORD MOTOR	25,937	15,562	34,913	125,365	125,473	237,425
Ford Division	17,349	8,637	23,794	84,358	73,238	153,068
Escort	4,188	7,251	7,359	22,643	34,141	39,388
Fairmont	.....	.....	2,800	11,116	10,035	23,728
Mustang	3,288	.....	3,470	12,406	13,285	22,012
LTD/Granada	3,241	1,308	3,352	15,167	11,403	30,886
Thunderbird	4,474	.....	4,568	15,258	3,704	23,612
Crown Victoria/Ford	2,158	.....	2,048	7,206	.....	12,732
EXP	.....	78	197	562	670	710
L-M Division	8,588	6,925	11,119	41,007	52,235	84,357
Mercury Total	6,524	4,844	8,707	32,073	34,853	65,074
Lynx	1,092	2,225	1,903	5,787	9,640	10,321
Capri	676	.....	697	2,430	2,942	4,492
Zephyr	.....	.....	1,128	4,664	3,774	8,601
Marquis/Cougar	1,249	708	1,190	4,947	6,385	10,605
Cougar/XR7	1,497	.....	1,539	5,718	1,194	9,211
Gr. Marquis/Marquis	2,010	1,902	2,208	8,382	10,742	21,602
LN7	.....	9	42	145	176	242
Lincoln Total	2,064	2,081	2,412	8,934	17,382	19,283
Continental ('82)	413	416	482	1,787	4,007	3,851
Lincoln	884	833	1,036	3,835	6,959	8,426
Mark VI	767	832	894	3,312	6,416	7,006
GENERAL MOTORS	68,409	54,620	74,100	282,239	445,607	612,890
Buick Division	17,309	10,052	17,339	65,854	109,338	148,552
Skylark	2,934	3,530	2,801	8,811	17,300	18,342
Skyhawk J	1,380	.....	1,367	5,525	11,880	12,859
Century	3,411	2,621	3,279	12,021	21,833	26,175
Regal	4,050	.....	4,259	18,196	25,579	44,806
Buick	4,767	3,196	4,894	18,663	28,584	40,098
Riviera	767	705	739	2,638	4,162	6,272
Cadillac Division	6,733	4,371	6,962	26,431	41,390	61,002
Cimarron	495	.....	578	2,109	493	4,614
Seville	733	644	1,065	3,736	3,609	6,643
Eldorado	1,545	1,374	1,692	6,044	10,209	14,130
Cadillac	3,960	2,353	3,627	14,542	27,079	35,615
Chevrolet Division	19,083	17,180	21,548	84,911	106,562	174,870
Chevette	4,391	6,477	4,917	18,180	13,545	35,517
Cavalier	3,196	1,717	4,143	15,811	14,944	30,490
Celebrity	808	432	801	3,435	6,514	9,839
Camaro	3,489	4,352	3,155	13,951	33,258	32,459
Citation	1,200	3,090	2,602	9,826	14,209	19,734
Malibu	3,068	.....	3,160	11,467	8,953	23,213
Monte Carlo	1,412	.....	1,451	6,505	6,434	14,167
Chevrolet	955	506	974	4,759	3,465	7,880
Corvette	564	606	345	977	5,240	1,571
Oldsmobile Division	18,664	15,159	21,477	79,723	134,846	167,276
Omega	2,126	1,582	2,630	7,663	12,060	13,853
Firenza	790	.....	837	3,174	18,119	6,758
Cutlass	5,100	4,719	6,193	23,176	31,950	49,555
Cutlass/Ciera	2,987	2,751	4,314	15,762	18,257	28,268
Oldsmobile	6,820	5,252	6,658	26,898	47,925	61,632
Toronado	841	855	845	3,050	6,535	7,210
Pontiac Division	6,620	7,858	6,774	25,320	53,471	61,190
Acadian†	.....	307	307	1,106	.....	2,674
2000	1,612	318	1,422	6,558	2,220	14,509
1000	1,209	564	714	2,026	687	7,117
Firebird	2,041	2,432	1,582	6,493	17,900	14,876
Phoenix	.....	927	702	2,875	4,416	5,198
G. Prix/B'ville ('83)	1,758	3,310	2,047	7,368	28,248	16,816
A6000	.....	.....	.....	.....	.....	.....
HONDA	600	.....	545	1,719*	.....	3,553
VOLKSWAGEN	2,115	.....	2,010	5,324	17,262	16,439
CHECKER	.....	100*	.....	.....	700*	.....
Total Cars, U. S.	116,171	80,772	133,417	493,182	684,389	1,021,809

CANADIAN CAR PRODUCTION

	Week Ended March 5, 1983	Week Ended March 6, 1982	Week Ended Feb. 28, 1983	Feb. Total	Jan. 1 to March 6, 1982	Jan. 1 to March. 5, 1983
AMERICAN MOTORS	960	610	.....	1,956	4,360	5,813
CHRYSLER CORP.	4,512	3,513	4,608	17,629	29,595	37,890
FORD MOTOR	326	496	5,246	17,048	31,638	34,391
GENERAL MOTORS	11,736	9,338	11,367	40,375	61,699	84,944
VOLVO	225	225	225	855	2,024	1,980
Total Cars, Canada	17,759	14,182	21,446	77,863	129,316	165,018
N. American Cars	133,930	94,954	154,863	571,045	813,705	1,186,827
N. American Trucks	58,144	45,871	53,095	210,945	387,494	421,745
North American Cars and Trucks	192,074	140,825	207,958	781,990	1,201,199	1,608,572

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 5, 1983	Week Ended March 6, 1982	Week Ended Feb. 28, 1983	Feb. Total	Jan. 1 to March 6, 1982	Jan. 1 to March. 5, 1983
CHEVROLET	15,572	13,149	14,054	64,131	111,707	119,655
DODGE	2,700	2,280	3,245	11,431	19,267	19,062
FORD	20,244	12,088	19,327	66,447	104,287	133,869
GMC	4,911	4,343	4,463	17,965	38,761	38,958
INTERNATIONAL	1,030	1,130*	656	3,361	9,088	7,734
VOLKSWAGEN	235	.....	74	98	3,347	309
JEEP	2,170	.....	.....	4,672	12,186	11,095
AM GENERAL	50*	50*	50*	190*	350*	450*
MISCELLANEOUS	1,000*	1,400*	1,000*	3,800*	12,600*	9,000*
Total Trucks, U. S.	47,912	34,440	42,869	172,095	311,593	340,132

CANADIAN TRUCK PRODUCTION

	Week Ended March 5, 1983	Week Ended March 6, 1982	Week Ended Feb. 28, 1983	Feb. Total	Jan. 1 to March 6, 1982	Jan. 1 to March. 5, 1983
CHRYSLER CORP.	2,652	2,016	2,798	10,947	15,468	23,915
FORD MOTOR	3,198	3,326	2,953	9,804	17,230	18,937
GENERAL MOTORS	4,382	5,827	4,475	17,861	41,098	37,933
INTERNATIONAL	.....	262	.....	238	2,105	828
Total Trucks, Canada	10,232	11,431	10,226	38,850	75,901	81,613
N. American Trucks	58,144	45,871	53,095	210,945	387,494	421,745

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

March 14, 1983

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BL's Maestro

New competition for Europe

BL's Austin Rover Group introduced the Austin Maestro at the Geneva Auto Show to compete on the Continent in the medium ranges. It is 159.5 inches long and has a wheelbase of 98.7 inches. Hydrolastic suspension has been abandoned in favor of conventional springing. It has a voice synthesizer to instruct the driver. Story and another picture on Page 48.

Inventory edges upward as days' supply dips to 68

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to edge upward during February, but a stronger selling rate resulted in a 68-day supply March 1, compared with a 71-day stock a month earlier.

The March 1 stockpile totaled 1,248,384 new cars, up from 1,180,291 units a month earlier.

A year ago, the industry had a domestic inventory of 1,325,073 new cars, a 70-day supply.

So while no recovery is yet indicated in the sales reports, the domestic industry's situation is quite healthy. In fact, the industry is in fighting trim and a spring sales surge with any punch behind it would quickly produce shortages.

Among the corporate makers, only American Motors and Volkswagen of America trimmed their unit counts during February, but all the makers opened March with lower days-supply figures.

• General Motors had a 66-day supply March 1, compared with a 67-day stock a month earlier, despite the fact that its unit count grew by more than 33,000

Table on Page 45

units. GM's inventory was light in some big-car lines and heavy in small cars. Oldsmobile's stock was substantially leaner than any other division's, mainly because of its strong-selling standard and intermediate lines.

Ford Motor Co. opened March with a 71-day supply, down from 76 days a month earlier. Ford's stock was also heavier in small cars, lighter in the big ones.

Chrysler Corp. had a 70-day supply, down from 81 days a month earlier. The corporation's stock was well-balanced between size classes.

AMC also had a 70-day supply March 1, down from 78 days a month earlier. VWoA sliced its days supply to 93 from 100 a month earlier. Honda had a 40-day supply of U. S.-built Accords in stock March 1.

The March 1 domestic inventory was divided this way: GM, 57.29 percent; Ford Motor Co., 24.13 percent; Chrysler Corp., 13.25 percent; AMC, 3.44 percent; VWoA, 1.71 percent, and Honda, 0.18 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.84 percent; Ford Motor Co., 23.65 percent; Chrysler Corp., 12.94 percent; AMC, 3.68 percent, and VWoA, 1.89 percent.

• By size class, the domestic inventory continued to move into better balance during February. On March 1, the industry had a 75-day supply of subcompacts and 73½-day stock of compacts, down from 79 and 76 days a month earlier.

The largest segment, inter-

Continued on Page 45, Col. 1

U. of Michigan expert says makers expect curbs to stay

Japan feels 'open' U. S. market is gone forever

By Kathleen Hamilton
Financial Editor

In his studies of the Japanese and U. S. auto industries, Robert Cole finds he has to ignore the rhetoric on both sides of the Pacific.

By studying trends and facts instead of the speeches, he has come up with two notable conclusions: The Japanese auto makers expect to never again see a completely open U. S. market. And, although they have eliminated most barriers to their domestic market, an attitudinal barrier remains high enough to keep most foreign suppliers out.

Cole is former director of the University of Michigan's Center for Japanese Studies. As such, he was one of the organizers of the annual conference of the Japanese and American auto industries, which will be held this week (March 16-17) in Ann Arbor.

He is also project director of the Joint U. S.-Japan Automotive Study, a comprehensive two-year examination of the industries that is funded by the U. S. Big 3, Nissan, Toyota, Volvo, Saab, the UAW, the Canadian government and major automotive suppliers in the U. S. and Japan.

Cole believes that—despite the public hard line taken recently by the Japanese on the subject of continuing voluntary export quotas—they expect the U. S. to be limited to them in some fashion.

"My own personal view is that they don't expect to see an open U. S. market again," Cole said. "After all, they are restricted in 77 percent of the world markets now."

That figure represents the percentage of non-Communist world car demand that restricts the Japanese exclusively. It doesn't include developing nations' content and import laws that apply equally to all auto makers.

Facing this reality, Japanese auto makers have begun to move production overseas, Cole said. He pointed to the recent Toyota decision to become a major producer for export in Thailand.

A look at other foreign-production ventures by the Japanese auto makers shows there indeed has been a flurry to move production overseas, especially in the last two years, as restrictions went up in the U. S. (their biggest foreign market), Germany and the UK. (See list on Page 47.)

There are also some indications that the already-diversified Japanese auto conglomerates are putting their money into other products as the auto industry matures and thereby becomes game for lower-wage countries, Cole said.

Toyota, already a leader in forklifts, has made entries into the home-construction field. Honda, the world's largest motorcycle producer, is making big gains in small-engine production.

Cole's findings from a soon-to-be-published paper on tariff and non-tariff barriers to entry of the Japanese auto market run counter to both Japanese and American industry rhetoric on the subject.

The protectionist walls that

Continued on Page 47, Col. 4

Service Index gains in all five segments

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships across the country opened the new year the same way it closed 1982 — on the upswing.

With all five indicators in the Automotive News Service Index scoring impressive gains, shop business in January amounted to 109.5 percent of the volume for the same month a year earlier. In December, shop business was 108.7 percent of the year-ago volume.

SERVICE INDEX
109.5*

	Jan., '83 vs. Jan., '82
Gross Profit on All Labor and P&A Sales	+ 9.9%
Repair Orders Written	+ 6.4%
Total Labor Sales (Customer & Warranty)	+11.9%
Shop Parts Sales (Customer & Warranty)	+ 9.5%
Sales of All P&A	+ 9.9%

*—Survey by Automotive News shows that dealers' service and parts business in January, 1983, was 109.5 percent of business in January, 1982.

January marked the 23rd consecutive month in which service and parts business has shown an increase over the comparable period the previous year.

The leading indicator in January was total labor sales—customer-paid and warranty—up 11.9 percent.

Both gross profit on all labor, parts and accessory sales — the most important indicator from a dealer's standpoint—and sales of all parts and accessories were up 9.9 percent above the 1981 figure.

Shop parts sales (those used in dealers' shops on both customer-paid and warranty work) were up 9.5 percent, while repair orders written jumped 6.4 percent over the year-ago volume. January marked the third consecutive month that repair orders registered a gain over the year-earlier figure.

Figures used in the Service Index are compiled from monthly reports on service and parts business from a cross-section of the nation's new-car dealers.

Import world from the inside

Following Page 26

breaking news

IH and UAW settle in Canada

TORONTO.—The UAW and International Harvester in Canada have settled a new 19½-month contract ending a five-week strike. The new contract, which expires Oct. 1, 1984, provides quarterly cost-of-living adjustments based on the Canadian Consumer Price Index (effective this September); a one-time payment of $300 for retirees on Jan. 1, 1984; plant closing benefits, and improvements in work rules. The new pact was ratified last week by 94.7 percent of the workers voting. The 720 workers return to the job today (March 14) at Chatham, Ont.

VW ad agency to open Detroit office March 21

TROY, Mich. — The Doyle Dane Bernbach advertising agency is locating across the street from client Volkswagen in this Detroit suburb, with billings in the new office estimated at $75 million. Robert Rees will become president of the new office, which opens March 21. Rees, executive vice president of DDB-New York, supervises the VW, Porsche and Audi accounts. Media buying will continue out of New York.

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NEWSPAPER

On cars sold only in Japan

Court may tell Toyota to supply price data

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Toyota Motor Corp., of Japan may have lost the first round in a fight to keep the IRS from obtaining price and cost data on cars built and sold solely in Japan by the company.

U. S. District Judge Cynthia Hall said she is inclined to find that the federal court here has jurisdiction in the civil case, which has grown out of an investigation by the IRS to determine the exact income tax liability of Toyota Motor Sales U.S.A. for the period 1975-78. TMS/USA is a wholly owned subsidiary of Toyota Motor Corp.

Judge Hall's written findings in the jurisdiction matter are expected early this week.

Attorney John S. Nolan, who is representing TMC, said the firm complied with an IRS request to provide production and selling costs for vehicles marketed in the U. S. during that period.

However, the request to provide secret cost information on vehicles built solely for the Japanese home market was "unprecedented," he said.

In fact, Nolan continued, to ask that a foreign company open its books in this matter, as a result of the jurisdictional proceedings, would be "extreme" expansion of the court's powers.

One of the questions in the jurisdiction dispute is whether or not TMC is "found" in California, or in other words, is directly doing business here.

Nolan insisted that TMC is not found in California but, rather, conducts its business through arms-length relationships with its subsidiaries and that TMC does not exercise day-to-day control over those companies.

Of the more than 2,000 persons employed by TMS/USA, Nolan said that only 26 can expect to return to TMC and that while here, they are in the employ of TMS/USA. Isao Makino, Toyota Motor Sales' president, owes his employment to TMS and is only a director of TMC and not an employe of the parent, Nolan said.

"The government has failed to establish the burden that such a relationship exists," Nolan said of the IRS contention that TMC and TMS/USA are tied closely together.

"It appears to me that TMC is a completely separate entity," Judge Hall said in her opening remarks. But, she added, "Although TMC maintains full corporate formalities, this fact alone is not enough to preclude jurisdiction."

Judge Hall said her tentative ruling is to find that jurisdiction does exist, although she added that she would take TMC's arguments under submission before issuing the final written ruling.

If jurisdiction is established, a hearing on the merits of the case will be held April 11.

Ruddell named dealer of year at NIADA meeting

CLEARWATER BEACH, Fla.—Howard M. Ruddell, of Port Angeles, Wash., was named best used-car dealer in the nation by the National Independent Automobile Dealers Assn. during its 36th annual convention here.

Ruddell is president/manager of Ruddell Pontiac-Buick-Cadillac-GMC-Mazda in Port Angeles. His nomination for National Quality Dealer was sponsored by the Washington State Independent Automobile Dealers Assn.

Ruddell began his career in the auto business at age 11 as a lot boy for his father's dealership in Port Angeles and eventually became general manager.

When his father retired, he began his own used-car sales and leasing business. He received his current new-car franchises in 1981.

Peugeot 205 Turbo 16 unveiled

The Peugeot 205 competition version made its debut at the Geneva Motor Show. The 205 Turbo 16 is powered by a mid-mounted 1.8-liter engine developing 320 horsepower. The car will compete in the world rally championship series in 1985.

Rinspeed's 170-MPH Porsche 939 shown

The Rinspeed 939 Turbo Convertible, shown at the Geneva Motor Show, incorporates design elements of the Porsche 928 into the 930 model. The car's 300-horsepower engine moves it from 0 to 100 kilometers-per-hour in less than five seconds. Top speed is more than 170 MPH. Radio-controlled door locks, electric seats and a Clarion stereo system complete the car.

Daimler-Benz goes 'outside' for first time

By Richard Feast
European Editor

GENEVA. — Daimler-Benz is taking the highly unusual step of buying in a key component from an outside engineering firm.

Cosworth Engineering, of England, is to supply the West German auto maker with 16-valve twin overhead camshaft cylinder heads for its forthcoming sporty version of the new Mercedes-Benz 190/190E.

Daimler-Benz carries the biggest research and development team—in relation to overall size — of any auto maker in the world. It is almost unknown for it to subcontract such vital work.

Cosworth is a small firm with a big reputation. Its specialty is the design of high-performance engines. It was responsible for the all-conquering Formula 1 V-8 which was sponsored by Ford in Europe.

The sporty new Mercedes will debut at September's Frankfurt Auto Show. While Prof. Werner Breidschwerdt, head of R and D, publicly admits that the new version will have outputs of "150 to 185 horsepower," no other details have been officially released.

It is understood the car will be known as 220, but will feature a 2.3-liter engine capacity.

Cosworth was commissioned to develop the head in the late 1970s, when Daimler-Benz was involved in international rallying. The company subsequently withdrew — it was not winning — but there were plenty of senior executives who would like to see the three-pointed star return to competition.

• Sixteen-valve heads seem all the rage for European auto makers. At the International Auto Show here Saab unveiled a prototype version of its engine with such an arrangement. It will go into limited production later this year, though deliveries will not reach the U. S. until next year.

At present, Saab's engine, equipped with turbocharger and intercooler, can produce 180 HP. It is expected that later versions without the turbo will be produced.

Saab's engine develops 10 percent more power, but is 10 percent more economical. This is expected to be important in meeting the 1985 fuel consumption requirement in the U. S. of 27.5 MPG.

Volvo has a 16-valve version of its 2-liter four-cylinder engine under development. Power outputs range from 170 to 231 HP, depending on the state of tune.

In an engine with four valves per cylinder the combined opening area of the valves can be larger. Since each valve is smaller and lighter the inertia decreases. This makes it possible for the valves to open and close faster and more efficiently.

For Westmoreland and South Charleston

VW-UAW pact has plant assurance

By Marjorie Sorge
Labor Editor

Volkswagen of America will maintain its Westmoreland (Pa.) assembly plant and South Charleston (W. Va.) stamping facilities as integral components of its manufacturing operations, according to the new VWoA-UAW labor agreement.

It has been reported, and vehemently denied by VWoA, that those operations could close as early as this August because of the company's falling sales. But the new three-year contract contains written confirmation that those two plants will be part of VWoA's operations.

However, the contract does state that in the event of any "major unforeseen circumstances beyond the control of either party" which could alter the company's plans, the union will be given advance notice and allowed to negotiate, taking into account "the corporation's obligations to the workforce and the communities involved."

"We are pleased we were able to reach a fair and equitable agreement without a work stoppage," said a VWoA spokesman. "We hope to continue in a spirit of cooperation to overcome the adverse conditions all the automotive companies are encountering in the market."

UAW workers at the VWoA Westmoreland assembly plant ratified the three-year pact last week. It includes a three-year freeze in base wages and a one year delay in increased COLA.

The agreement was approved by a vote of 1,330 to 214. A similar contract was presented for ratification at the company's South Charleston plant last weekend.

Under the new agreement, COLA will be paid annually in March, 1984 and March 1985. Quarterly payments will be made in December, 1985, and in March, 1986. The contract expires March 10, 1986.

COLA is based on a one-cent increase for each 0.26 percent rise in the U. S. Consumer Price Index.

• Assuming a 3-percent annual inflation rate in the first year of the contract and a 5½-percent rate in the second and third years, an assembler's base hourly wage would rise from the current $12.14 (including $2.57 in COLA) to $13.79 by the end of the contract. A skilled trades worker's base rate would jump from $14.16 (also including $2.57 COLA) to $15.81.

There is also an economic reopener clause which allows either the company or the union to reopen the contract on or after Sept. 14, 1984. There is no formula for reopening the agreement, it is left to the discretion of either party, a UAW spokesman said.

If the contract is reopened, an agreement must be reached within 30 days or a strike could occur.

Other changes include:

1. Combining of job classifications in the skilled trades.

2. A Contingency Benefit Account (CBA) funded with $312,000 to restore supplemental unemployment benefits. The CBA will be used for one year to pay benefits at a reduced level while the regular SUB fund is frozen and allowed to rebuild. Regular SUB payments resume in March, 1984.

3. A commitment from VWoA not to increase outsourcing in areas where work can be done in-house. If outsourcing becomes necessary, VWoA must give the union 30 days' notice.

4. An additional 36 months of recall rights, which lengthens recall protection for up to six years.

5. Increase in life insurance and accidental death and dismemberment coverage.

6. An educational leave of absence for up to one year for workers with one or more years' seniority.

7. The continuation of Deer Day, a paid holiday negotiated in the last contract which gives workers the first day of deer hunting season off.

The new contract covers 2,500 active and 2,400 laid-off workers at the Westmoreland plant and 500 active and 150 laid-off workers at the South Charleston facility. Workers at the West Virginia operation have been working under an informal extension of their previous agreement which expired Jan. 17.

The new contract marks the first time both plants have been under one pact.

Millionth service contract is issued by AWC

LOS ANGELES. — American Warranty Corp. has issued its one-millionth service contract.

William P. Fisher, AWC president, said the company issued 30 percent more service contracts in December, 1982, than in the same month a year earlier.

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Back to the trappings of corporate success

Chrysler, flying high, wins OK on a plane

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Things are looking up for Chrysler these days. Last year it turned a profit for the first time in five years. This year it has been one of only a few makers to report consecutive sales gains for the first two months.

In a few weeks it will convert $1.1 billion worth of preferred stock to common stock in a recapitalization move that will be a big boost to its new-product program and now, to top it all off, it is getting its airplane back.

Constant Reader will recall that when Chrysler came to the government in 1978 for help, one of the conditions of the company receiving the $1.2 billion in loan guarantees it wanted, was that it shed many of the trappings of corporate power, including the three company planes it had then.

In no position to argue, though it did, the company reluctantly agreed. It got the guarantees but since then Chrysler Chairman Lee Iacocca and the company hierarchy have had to make do with a leased Cessna Citation to get from plant to plant.

But, as we said at the beginning, times and fortunes have changed for Chrysler and a gleaming new Canadair Challenger 10-12 passenger corporate jet will shortly be rolling down the runways, winging Chrysler's corporate hierarchy hither and yon.

• The decision to let the company have the plane came in February after the Chrysler Loan Guarantee Board had received another request from Chrysler.

"We want to interfere as little as we can in the daily operation of the company," a spokesman for the board said in explaining why it had agreed to the plane request.

Meanwhile, the board has rejected for a second time, (Chrysler asked in the summer and at the end of the year), a request by Chrysler to reduce, from $12 million to $6 million, the annual "administration" fee the company pays to the government on the grounds that the company is now a "going concern" by evidence of its market performance and the judgment of most financial observers.

The $12-million fee is made up of two parts: $6 million to cover administration costs for the Loan Guarantee Board and $6 million in what the board calls a "risk fee."

Chrysler wants the risk fee eliminated on the grounds that it no longer is a financial risk.

Notwithstanding the company's $170.1 million profit last year, the board is resisting, however, and has told the company that it will not consider eliminating or reducing the risk fee until the firm shows a profit for two consecutive operating quarters.

• It is relenting in another area though. When Chrysler received its $1.2 billion in government guaranteed loan authority, one of the conditions was that it actively seek a merger partner, on the grounds that this was a necessity for the firm's long-term viability.

Chrysler hasn't found a partner thus far, but now the loan board, though officially still asking the firm to continue the search, is backing off on the demand. A source at the board said the "pressing need" is not there any more.

The source said also that the board will likely "sign off" within the next couple weeks on Chrysler's recapitalization plan (the preferred stock for common stock swap).

"It looks like a good deal for everyone," he said.

Bill requires spare to match other tires

HARRISBURG, Pa.—Legislation requiring Pennsylvania automobile dealers to provide each new car with a spare tire like the other four tires on the vehicle has been introduced in the state Senate by Senator Clarence Bell.

The measure would enable car buyers to reject, at no extra cost, the emergency tire — which has limited use — as a spare on some new cars.

Automobile Importers appoints general counsel

WASHINGTON. — The new position of general counsel has been created by the Automobile Importers of America, which represents all foreign car makers except Daimler Benz and Volkswagen of America as well as tire companies and some suppliers.

Named to that post is Diane E. DePould, who was a trial attorney with the Navy Department and served with the EPA's office of legislation.

IMPORT REGISTRATION SHARES IN U. S.

	DECEMBER					TWELVE MONTHS				
	Regis., Dec., 1982	Percent Share of Market	Regis., Dec., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 12 Mos., 1982	Percent Share of Market	Regis., 12 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	48,483	22.03	40,281	21.86	+ 0.17	530,077	23.11	566,042	23.28	— 0.17
Nissan	43,492	19.76	34,759	18.86	+ 0.90	459,511	20.04	452,153	18.59	+ 1.45
Honda	32,460	14.75	27,029	14.67	+ 0.08	366,321	15.97	365,638	15.04	+ 0.93
Mazda	15,315	6.96	12,697	6.89	+ 0.07	159,487	6.95	172,315	7.09	— 0.14
VW	13,325	6.05	16,861	9.15	— 3.10	149,422	6.52	231,713	9.53	— 3.01
Subaru	13,184	5.99	12,224	6.63	— 0.64	140,997	6.15	143,674	5.91	+ 0.24
Alliance	9,242	4.20	.....	.....	.....	73,135	3.19	64,698	2.66	+ 0.53
Mercedes	6,699	3.04	5,738	3.11	— 0.07	65,148	2.84	59,239	2.44	+ 0.40
Volvo	6,265	2.85	5,355	2.91	+ 0.06	51,409	2.24	.....	.....	.....
BMW	5,852	2.66	.....	.....	.....	45,310	1.98	48,476	1.99	— 0.01
Audi	.....	.....	4,510	2.45	.....	.....	.....	43,522	1.79	.....
Colt	.....	.....	3,776	2.05	.....	252,451	11.01	284,210	11.69	— 0.68
Others	25,758	11.71	21,052	11.42	+ 0.29					
TOTAL	220,075		184,282			2,293,268		2,431,680		
Share of U. S. Total		28.75		30.14	— 1.39		29.57		28.80	+ 0.77

Registrations for Oklahoma not available.

Despite 1982 decline of nearly 140,000 units

Record market slice goes to imports

By Jenny L. King
Staff Writer

Registrations of new imported cars claimed a record share of the total U. S. market in 1982 in spite of a decline of almost 140,000 units compared with the preceding year.

Imports accounted for 29.57 percent of the 1982 calendar year total, up from the former record of 28.80 percent in 1981 and up from 28.18 percent in 1980. There were 2,293,268 new registrations in '82, down 5.69 percent from 2,431,680 in 1981, and down 7.12 percent from 2,469,180 in 1980.

December import registrations were up 19.42 percent, to 220,075 from 184,282 a year earlier. Because of especially strong domestic sales during the final month of the year, imports claimed only 28.75 percent of the market, down from 30.14 percent in 1981.

Toyota remained comfortably atop the list of imports in 1982, earning 23.11 percent of the import market, down 0.17 percentage points from 23.28 percent in 1981. Second-place Nissan climbed 1.45 percentage points, to 20.04 percent from 18.59 percent. Honda was third at 15.97 percent, up from 15.04 percent.

Mazda, Volkswagen and Subaru were clumped together in fourth, fifth and sixth places respectively, with Mazda taking fourth from slipping VW. Mazda's share of the market was off 0.14 percentage points in 1982, but VW's plunged 3.01 percentage points. Subaru climbed 0.24 percentage points to further narrow the gap.

• Volvo was seventh at 3.19 percent, followed by Mercedes at 2.84 percent, BMW at 2.24 percent and Audi at 1.98 percent. "Others" picked up the remaining 11.01 percent of the import market.

In December, Toyota was up 0.17 percentage points, Nissan was up 0.90 percentage points, Honda was up 0.08 percentage points and Mazda was up 0.07 percentage points.

Fourth-place VW was down 3.10 percentage points, Subaru was down 0.64 percentage points, Mercedes was down 0.07 percentage points and Volvo was up 0.06 percentage points.

Renault Alliance leaped from obscurity to seventh-best among the imports in December and BMW made its way into the top 10. Audi and Colt lost their footholds, and together with the remaining imports accounted for 11.71 percent of the market.

Japan, of course, continued as the dominant source of imported cars in 1982, with 77.28 percent of new import sales coming from the Land of the Rising Sun. In 1981, 75.17 percent were Japanese-built.

West Germany captured 14.18 percent, down from 17.39 percent in 1981. Sweden was third, with 4.02 percent (up from 3.24 percent), followed by France at 3.26 percent (up from 1.88 percent).

• Registrations in 1982 by country of origin compared with the preceding year were as follows:

	12 mos., 1982	12 mos., 1981
Japan	1,772,145	1,827,850
West Germany	325,211	422,926
Sweden	92,283	78,834
France	74,647	45,625
Italy	15,054	36,097
Great Britain	10,522	18,019
Ireland	3,396	2,329

In December, Japanese-built passenger cars represented 74.48 percent of the import market, down slightly from 74.90 the preceding year. German-built products slipped to 14.41 percent from 17.31 percent, and Swedish products edged up to 3.86 percent from 3.81 percent.

Registrations by country of origin Dec., 1982 vs. Dec., 1981, were:

	Dec., 1982	Dec., 1981
Japan	163,916	138,028
West Germany	31,722	31,906
France	13,394	4,128
Sweden	8,489	7,019
Great Britain	1,445	1,009
Italy	895	1,651
Ireland	214	541

Imported-truck registrations soared 20.51 percent in December but finished the year 9.50 percent behind 1981. Calendar-year registrations totaled 439,700 in 1982 compared with 485,875 in 1981. Makers and totals were as follows:

	12 mos., 1982	12 mos., 1981
Toyota	147,542	130,379
Nissan	106,440	112,383
Mazda	38,058	.....
Dodge Ram 50	31,975	.....
Ford Courier	.....	63,027
Chevrolet LUV	.....	62,713
Others	115,685	117,373
TOTAL	439,700	485,875

December truck registrations numbered 45,039, up 20.51 percent from 37,373 in 1981. Breakdown by truck maker was:

	Dec., 1982	Dec., 1981
Nissan	13,637	9,118
Toyota	13,451	10,675
Mazda	4,173	.....
Ford Courier	3,420	4,337
Volkswagen	.....	3,839
Others	10,358	9,314
TOTAL	45,039	37,373

TOP CARS

U.S. registrations for 12 months of 1982. Registrations not available for Oklahoma.

1982 Position	Make		1981 Position
1—	1,222,624	Chevrolet	1,437,091— 1
2—	889,470	Ford	975,312— 2
3—	775,702	Oldsmobile	830,892— 3
4—	713,671	Buick	718,304— 4
5—	530,077	Toyota	566,042— 5
6—	461,149	Pontiac	546,936— 6
7—	459,511	Nissan	452,153— 7
8—	366,321	Honda	365,638— 8
9—	316,293	Mercury	340,868— 9
10—	252,183	Dodge	311,824—11
11—	243,519	Plymouth	335,691—10
12—	240,197	Cadillac	224,458—13
13—	171,678	Chrysler	52,105—17
14—	159,487	Mazda	172,315—14
15—	149,422	Volkswagen	231,713—12
16—	140,997	Subaru	143,674—15
17—	87,820	Lincoln	61,775—19
18—	84,069	AMC	133,455—16
19—	73,135	Volvo	64,698—18
20—	65,148	Mercedes	59,239—20
21—	51,409	BMW	—
22—	45,310	Audi	48,476—21
	—	Colt	43,522—22
	252,451	Other Imports	284,210
	2,499	Misc. Dom.	3,528
	7,754,342	TOTAL	8,443,919

Automotive News' analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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New Chevrolet dealer

Geraldine G. Irby signs papers making her sole owner of Irby Chevrolet, Inc., Sylva, N. C. With her is husband Ray, left, dealer-operator of Ray Chevrolet-Oldsmobile, Inc., Franklin, N. C.; Richard Berthelsen, center, Chevrolet assistant zone manager in Charlotte, and Larry Mayfield, zone manager.

68-day supply on hand

New-car inventory edges upward

Continued from Page 1

mediates, was in 66-day supply, compared with 69 days a month earlier, while the industry had a 58-day stock of standards, down from 64, and a 65-day supply of luxury cars, unchanged from Feb. 1.

The March 1 inventory was divided this way by market segment: Subcompact, 18.80 percent; compact, 22.95 percent; intermediate, 34.33 percent; standard, 16.84 percent, and luxury, 7.08 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.85 percent; compact, 22.95 percent; intermediate, 34.52 percent; standard, 16.66 percent, and luxury, 7.02 percent.

• The March 1 days-supply figures by market class were:

Subcompact — Accord, 44; Alliance, 53; Escort, 65; Omni, 71; Horizon, 73; Eagle SX/4, 75; Charger, 76; Turismo, 82; Lynx, 82; Chevette, 88; Rabbit, 93; LN7, 96; Pontiac 1000, 109; EXP, 140, and Spirit, 156.

Compact — Zephyr, 47; Cavalier, 48; Aries, 61½; Fairmont, 67; Reliant, 68; Pontiac 2000, 75; LeBaron, 76½; Dodge 400, 79; Firenza, 81; Camaro, 82; Skyhawk, 83½; Firebird, 92; Cimarron, 95; Capri, 98, and Mustang, 101.

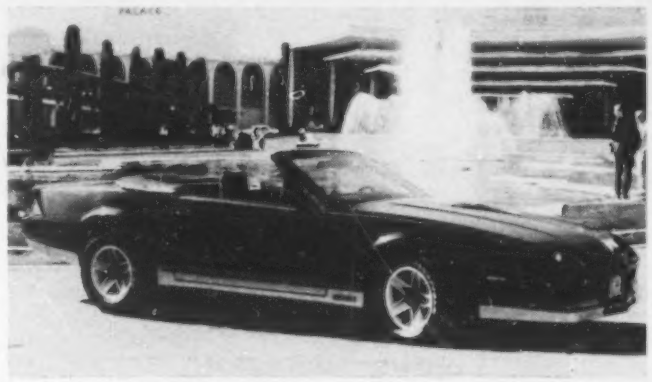
Intermediate — New Yorker E, 32; Cutlass four-door, 35; Cutlass coupe, 44; Cougar XR7, 48; Ciera, 52; Malibu, 57; Granada, 58; Celebrity, 61; Bonneville, 62; Thunderbird, 65; Marquis, 65; Regal four-door, 65; Regal coupe, 66; Century, 66; Pontiac 6000, 69; Monte Carlo, 76; Cougar, 76; LTD, 78; Grand Prix, 83; Dodge 600, 91; Concord, 91; Omega, 91; Skylark, 93; Chrysler E Class, 93; Citation, 101; Phoenix, 117, and Eagle, 135.

Standard — Olds 88, 36; Gran Fury, 46; Olds 98, 48; LeSabre, 52; Grand Marquis, 55; Diplomat, 60; Electra, 66; Crown Victoria, 68; Fifth Avenue, 71; Cordoba, 75; Chevrolet, 76½, and Mirada, 140.

Luxury — Eldorado, 57; Lincoln, 59; Continental, 59; Seville, 60; Cadillac, 62½; Imperial, 62½; Riviera, 69; Toronado, 69½; Mark VI, 83, and Corvette, 115.

NEW-CAR STOCKS

	Mar. 1, 1983	Feb. 1, 1983	Mar. 1, 1982
Alliance	53	60	—
Spirit	156	137	87
Concord	91	83	105
Eagle	135	156	79
Eagle SX/4	75	90	72
AMERICAN MOTORS	70	73	88
Horizon	73	80	67
Turismo	82	104	81
Reliant	68	68	69
Gran Fury	46	87	55½
Plymouth	68	75	70
LeBaron	76½	102	83
Cordoba	75	128	86½
E Class	93	49	—
New Yorker E	32	194	—
Fifth Avenue	71	81	61
Chrysler	70	86	76
Imperial	62½	94	99
Omni	71	84	69½
Charger	76	95	82
Aries	61½	70	77
Dodge 400	79	136	128½
Dodge 600	91	72	—
Diplomat	60	69	74
Mirada	140	191	124
Dodge	70	82½	82
CHRYSLER	70	81	76
Escort	65	77	52
EXP	140	140	94
Mustang	101	108	79
Granada	58	60	49
Fairmont	67	48	50
LTD	78	64	—
Thunderbird	65	316	107
Crown Victoria	68	80	69
Ford	73	77	61
Lynx	82	79	50½
LN7	96	137	90½
Capri	98	131	88
Cougar	76	52	33
Zephyr	47	39	36
Marquis	65	76	—
Cougar XR7	48	25	98
Grand Marquis	55	69	58
Mercury	65	75	55
Lincoln	59	49	57
Continental	59	83	35
Mark VI	83	77	70
Lincoln	66½	63	52
FORD MOTOR	71	76	59
Skyhawk	83½	97	298
Skylark	93	107	43
Century	66	58	80
Regal 4-door	65	70	83
Regal coupe	66	83	93
LeSabre	52	62	66
Electra	66	69	84
Riviera	69	80	86
Buick	68	77	74
Cimarron	95	84	85
Seville	60	47	41
Cadillac	62½	64	61
Eldorado	57	54	60
Cadillac	63	61½	60
Chevette	88	80	52
Cavalier	48	52	93
Citation	101	86	36
Camaro	82	80	59
Malibu	57	61	100
Celebrity	61	61	78
Monte Carlo	76	74	112
Chevrolet	76½	73	79
Corvette	115	111	82½
Chevrolet	74	72	66
Firenza	81	86	292
Omega	91	78½	50
Ciera	52	51	92½
Cutlass 4-door	35	36	83½
Cutlass coupe	44	47	92
Olds 88	36	39	57
Olds 98	48	49	65
Toronado	69½	69	88
Oldsmobile	47½	49	78
1000	109	99	63
2000	75	89½	114
Phoenix	117	113	46
Firebird	92	79	36
Bonneville	62	59	74
6000	69	72	121
Grand Prix	83	83	97
Pontiac	82	81	72½
GENERAL MTRS.	66	67	71
VOLKSWAGEN	93	100	138½
HONDA	44	—	—



Z-28 goes topless

The new 1983 Chevrolet Camaro Z-28 "Roadster" conversion by American Custom Coachworks, Ltd., Beverly Hills, Calif., features a fully powered automatic top, extensive body restructuring and a special lacquer paint finish.

AMC accused by dealers of holding back holdback

Continued from Page 2

dealers to accept other cars. It's not any specific line," although he felt more pressure to take Fuego and 18i.

"It's more that if you don't join the program, you won't get the merchandise you want," he concluded.

There was also reported pressure to take "wheel cars," i.e., cars built for factory stock (not any one dealer).

"To get into their program you had to buy a certain number of those cars," dealer sources said.

"The field people are really starting to feel their oats," added another source. "When you order some Alliances, they're saying you must have full-line representation. They're forcing other cars on you." This came from two dual-make dealers.

Said an AMC spokesman: "There is no companywide, regionwide or whatever plan to force any dealers to take any cars of any kind."

• AMC's problems may be viewed in terms of its working capital margins, which have been slim.

AMC's working capital at the end of 1982 was $73.8 million — down sharply from $164.6 million at the end of 1981. And that, in turn, was down from $190.4 million at the end of 1980.

In releasing the 1982 results, AMC warned that the economic difficulties in Mexico plus the heavy launch costs of the new line of Jeeps plus additional Alliance-based cars would have an adverse effect on the firm for the first two quarters of 1983.

To help with the cost, Renault on Feb. 2 loaned AMC $50 million in 20-year notes.

One analyst said the very success of the Alliance, plus the cost of bringing out other new models, has "put them into a bind." But he views it as a common problem in the industry.

"Working capital in relation to sales is a pittance of what it used to be," he said. "Everybody's in the same chute."

• AMC's working capital, although slim, is still on the positive side compared with Ford Motor Co., for example, which has a negative working capital balance, he pointed out.

He described it as "a complicated game, not an easy story. The companies are all denying what we (financial analysts) have been saying — that their working capital is too slim."

AMC is working on major new products that must be funded immediately, he pointed out. "Those are out-of-pocket costs."

The successful new Alliance, acknowledged as a winner by everyone, is ironically also taking its toll.

"With the sales increasing, they're building more product (Alliance)," the analyst said. "They have to increase their components purchases, materials — everything right down the line — and that puts them into a short-term cash bind."

An attorney who represents an American Motors dealer group and groups of Ford and Volkswagen dealers, added: "All the manufacturers are not in a great hurry to pay monies owed them. Whether its contests, warranties . . . "We're always talking to manufacturers about paying their bills."

Mitsubishi point

LYNN, Mass. — North Shore Mitsubishi has opened here.

Directory lists all U.S. dealers

OMAHA. — A comprehensive directory of all new-car dealers in the U. S. is now available, with over 27,000 dealers listed.

Listings are arranged by states, with cities listed alphabetically within the states and with dealers arranged alphabetically within cities.

The 1983 New Car Dealer Directory is available from American Business Directories, Inc., P.O. Box 27347, Omaha, Neb. 68127. Price is $295.

Outlook appears cloudy for local-content measure

Continued from Page 2

ten to Senator Packwood to express its continuing opposition to the local-content bill. What is new, however, is a separate statement by FTC Commissioner Michael Pertschuk.

Pertschuk, while still believing that the UAW bill is "not in the long-run public interest," dissented from the position that "principles of free trade and free market economics" means that "no industry ever deserves even limited, temporary protection."

He also rejected the idea that "strategic intervention by government to support domestic industry by providing advantages similar to those provided by foreign governments to their own industry is never warranted."

He added that almost all countries — including Japan — have nurtured fledgling industries and protected their health during periods of transition.

Further, in autos and steel, such transition is taking place looking ahead a decade or so, Pertschuk said.

He named three goals for the transition: 1. "To the extent that the automobile industry plays a smaller role in our economy than in the past, the government should intervene to prevent tremendous dislocation for the workers and the communities involved, including a substantial commitment to retraining.

2. "The American auto industry should emerge more efficient and more competitive with increased quality in its products and increased worker productivity.

3. "The American consumer should not be forced to suffer significantly higher prices and loss of access to foreign products during the transition period, as a result of government intervention on behalf of the industry."

Ford expected to supply air-bag cars for U.S. test

Continued from Page 8

and the data is questionable since they will be used with shoulder harnesses.

What additional protection is given can be found only by comparing the accidents with accidents of other government-belted drivers. In real life, it is not too meaningful since only about one out of 10 drivers wears belts.

The second purpose is to provide additional exposure of air-bag technology to the public to encourage acceptability in the marketplace. This is also overblown since at maximum only 5,000 drivers will be exposed, not the general public.

The third purpose is to show reliability and maintainability of the system. Those who have operated air-bag fleets — GM, Mercedes-Benz, Allstate, Volvo — have no questions about this, and Mercedes' new try at selling its driver-only air-bag system could also provide this data.

The fourth purpose is to show that industry will incorporate air bags without regulation. It seems doubtful that this program will show this — with only one prospective bidder. Besides, Mercedes' new plan is already going to test the marketplace.

The fifth purpose is to encourage private fleets to buy driver air-bagged vehicles. This seems extremely remote unless air bags bcome very cheap or insurance costs savings are very large.

Nonetheless, the first program is under way. Former administrators of NHTSA have tried, but what they wanted was a test of the air bags themselves — not a system using shoulder belts that can prevent or attenuate ride-down.

While the earlier plans would have allowed a lap belt — useful in the rare rollover — the data would not have been clouded by the shoulder belt. However, the earlier proposals failed because no manufacturer would accept the compliance and liability problems foreseen with air-bag and lap belt only.

Chevrolet deal expands for AMC, Renault, Jeep

SAN ANTONIO. — Ancira-Winton, a Chevrolet dealership here, is building a new facility for American Motors, Renault and Jeep vehicles.

The new showroom will have 10 sales offices as well as parts and service facilities.

Rental J-cars use European unit

GM is testing no-cut windshield

DETROIT.—NHTSA has OK'd a General Motors field test of 2,500 cars fitted with a windshield that offers added protection from lacerations.

If approved for widespread use, the windshields could drastically reduce facial cuts in accidents, GM said.

President F. James McDonald said Chevrolet Cavaliers and Pontiac 2000s in rental fleets will be used in the evaluation. The main objective will be to investigate durability, scratch resistance and any tendency of additional plastic to hazing.

Interior scratch resistance requirements under federal motor vehicle safety standards are not met by the new glass, although it meets all other safety standards, GM said.

Plastic-glazed windshields have been used in Europe. They currently are installed in some 50,000 Audi, Porsche, Opel and Peugeot cars there.

GM engineers said introduction of high penetration resistance windshields by the U. S. industry in the mid-1960s all but eliminated extreme, or life-threatening lacerations from windshields in accidents. Injuries today are usually more cosmetic than life threatening.

Engineers said that if these experimental windshields prove satisfactory, they could significantly reduce the chances of even small facial cuts being inflicted by windshields broken in an accident.

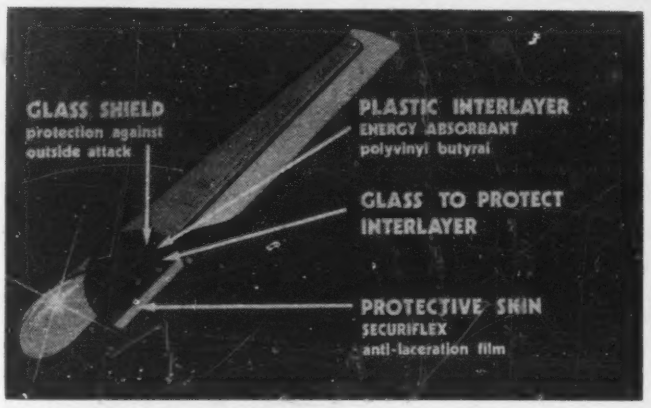
• The first test car was produced Feb. 16 at GM's Lordstown (O.) assembly plant, and the final one is expected to be built by mid-April. In rental service, experience with scratch resistance will accrue more quickly than in normal use, GM said.

The experimental windshields are built in the U. S. and flown to Germany where they receive the interior polyurethane coat. They are then flown back to this country for installation at Lordstown.

The anti-laceration windshield, Securiflex inner guard, was developed by Saint-Gobain Vitrage, a European glass maker.

St. Gobain said it has no plans to ship the Securiflex windshield to the U. S. for installation in other cars and has no plans to make the windshields here. Instead, it said it prefers to make the technology available to U. S. glass makers.

"The additional cost to the automobile companies of the inclusion of the anti-lacerative windshield in American-manufactured cars is estimated to be on the order of $30 per vehicle on a volume production basis," Saint Gobain said.



Anti-lacerative windshield

A new generation of windshield, this one designed to eliminate the cosmetic type of facial injury, is being tested in rental fleets by General Motors. NHTSA had to approve the test because the new windshield doesn't meet U. S. scratch-resistance standards on the inside. Windshields being tested are made in Europe by Saint-Gobain Vitrage.

Used-car auction directory

CONNECTICUT

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factories list auction dates

American Motors

March 16 — Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 17—Minneapolis North Star Auto Auction, Shakopee, Minn.

March 18—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 22—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

March 23—Metro Milwaukee Auto Auction, Caledonia, Wis.; Sand Mountain Auto Auction, Boaz, Ala.

March 24—Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind.; Gene Radcliffe's Mid-America Auto Auction, Wichita, Kans.

March 30—Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 31—Minneapolis North Star Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 15—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex.

March 16—Minneapolis North Star Auto Auction, Shakopee, Minn.

March 17—Nashville Auto Auction, Nashville, Tenn.

March 22—Harrisonburg Auto Auction, Harrisonburg, Va.

March 23—Golden Gate Auto Auction, Fremont, Calif.; Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northway Exchange, Clifton Park, N. Y.

March 29—South Seattle Auto Auction, Kent, Wash.

Chrysler Corp.

March 15—Arena Auto Auction, Chicago.

March 22—Aptco Auto Auction, Taylor, Mich.; Baltimore-Washington Auto Exchange, Baltimore.

March 29 — NuCarPrep System, Santa Fe Springs, Calif.

March 30—St. Pete Auto Auction, Clearwater, Fla.

Used Car Sales

Auction Averages

March to date	$5,002
Month ago	$4,744
Year ago	$4,858

Model breakdown

Auction Averages

	March To Date	February	January
1983	$11,050	$12,350	$10,679
1982	8,069	7,711	7,253
1981	5,893	5,989	5,844
1980	5,147	5,013	4,814
1979	4,520	4,398	4,235
1978	3,448	3,293	3,175
1977	2,658	2,378	2,573
1976	2,000	1,773	1,679
Overall Average	$5,002	$4,733	$4,646

Trade commission studies position of robotics industry

WASHINGTON. — The competitive position of the U. S. robotics industry in domestic and international markets is being studied by the U. S. International Trade Commission (ITC).

The commission will be assessing capital, labor, technology and other factors affecting making and using robotics here and abroad.

Further information can be obtained from Nelson Hogge, Machinery and Equipment Division, U. S. International Trade Commission, Washington, D. C. 20436.

Statements should be sent to the Secretary, ITC, 701 E Street, NW, Washington, D. C. 20436.

RV shipments rise 8 pct. to 258,000; best since '79

Continued from Page 18

proximately 105,500 units, an increase of 1.5 percent over the year-earlier 103,000.

During the year, manufacturers delivered 65,500 travel trailers, both conventional, and fifth-wheelers. The count was 2.7 percent higher than the 63,800 units shipped in 1981.

Folding camping trailers, generally the lowest-priced RVs and normally considered RV-lifestyle entry units, were down 2 percent last year to 34,300 vehicles, compared with 35,000 in 1981.

Shipments of truck campers in the 12-month period totaled 5,700 units, an increase of 11.8 percent over the previous year's 5,100. Since 1977, when 31,900 truck campers were shipped, this category has been declining in popularity.

Total motor-home shipments in the last year were up 16.4 percent to 41,200 units, compared with 35,400 the previous year.

During the year, manufacturers delivered 19,300 conventional (Type A) units, a gain of 35 percent over the year-earlier 14,300. Chopped vans — mini, low-profile and compact motor homes—were up 4 percent, from 17,300 units in 1981 to 18,000.

• Van campers, a panel-type truck to which at least two convenience items have been added, were up 2.6 percent to 3,900 units in 1982, compared with 3,800 in 1981.

Shipments of multi-use vehicles during the year totaled 111,300 units, an increase of 11.5 percent over the 99,800 delivered in the previous year.

RVIA defines a multi-use vehicle as one designed for the transportation of people and/or property and altered by the manufacturer for aesthetic or decorative purposes. Changes may include windows, carpeting, paneling, seats, sofas and accessories.

Increase by GM sparks upturn

Week's car output rises to 118,366

Hikes in General Motors output last week helped boost U. S. auto production to an estimated 118,366 units, up 1.58 percent from 116,522 built the previous week, and up slightly from last year's 118,004.

GM production last week was 71,563, up 6.84 percent from the 66,980 built the previous week. However, that output was below last year's 73,166.

Year-to-date output through March 12, was 1,140,526, up 41.97 percent from last year's 803,381.

American Motors was also able to boost its output last week, to 3,905 up 20.49 percent from the previous week's 3,241. The increase was due to Eagle production which was phased out at the Kenosha plant last week and moved to AMC's Brampton (Ont.) plant.

Kenosha will now build only the AMC/Renault Alliance. The Eagle line was idle in Kenosha the previous week to balance inventory.

While GM production increased last week, no heavy overtime was scheduled. Doraville, source of the Oldsmobile Cutlass Ciera and Buick Century, worked overtime last Saturday. The Cadillac Detroit facility also worked last Saturday and 1.6 hours of overtime Monday through Friday last week.

Overtime was also scheduled at Ford's St. Louis plant, source of the Grand Marquis and Crown Victoria.

Chrysler's Jefferson Ave. plant, source of the Aries, Dodge 400, LeBaron, Dodge 600, Caravelle, Chrysler E-Class and New Yorker, worked nine-hour shifts last week as did the Newark plant, source of Reliant and Aries.

Beginning today (March 14), GM will reopen its Framingham plant, building the Chevrolet Celebrity and Oldsmobile Cutlass Ciera on one shift at 45 an hour. Framingham has been idle since Oct. 1, 1982. About 1,800 workers will return to their jobs.

Last week also marked a production increase for the Chevrolet Cavalier and Pontiac 2000 as output rose from one shift at 68 an hour to two shifts at 68 an hour at the Lordstown plant.

GM also increased production of the Buick Regal, Chevrolet Monte Carlo and Malibu last week when the Arlington plant went from 45 units an hour on two shifts to 56 an hour on two shifts.

Ford began building its new Thunderbird Turbo Coupe at the Lorain assembly plant last week. The plant also builds the Cougar and the regular Thunderbird.

According to Harold A. Poling, executive vice president, Ford North American Automotive Operations, there were 70,000 orders for the new models on hand on Feb. 17 when the cars were introduced. So far, Lorain has produced 26,600.

Ford's Dearborn plant, source of Mustang and Capri, and the San Jose operation, source of Escort, Lynx, LN7 and EXP, were idle last week to balance inventories. San Jose was also down the previous week.

Production breakdown by company for last week was: GM, 60.5 percent; Ford, 20.6 percent; Chrysler, 13.3 percent; AMC, 3.3 percent; Volkswagen of America, 1.8 percent and Honda, 0.5 percent.

Canadian car output steady; 16,585 assembled for week

Improved output at General Motors and Chrysler helped keep Canadian production stable last week even though American Motors closed its Brampton plant.

Auto production last week was 16,585, up slightly from the previous week's 16,533 but off 5.45 percent from last year's 17,541.

Year-to-date output jumped to 180,377, up 25.90 percent from last year's 143,266.

Canadian truck production last week was 10,200, up 3.04 percent from the previous week's 9,899, but off 10.53 percent from last year's 11,401.

Year-to-date truck production was 91,470, up 4.73 percent from last year's 87,343.

Beginning today (March 14), Chrysler will increase production at its Windsor car plant, source of the Gran Fury, Diplomat, Caravelle Salon, Cordoba, Mirada, Imperial, and New Yorker Fifth Ave., from 47 an hour to 50 an hour.

AMC will reopen its Brampton plant today after a week's shutdown to balance inventories. The plant reduced daily output from 192 to 160 at the beginning of March, laying off 150 workers. Brampton builds the Spirit, Concord, SX-4 and Eagle.

While production remained stable last week, it should pick up this week when Ford reopens its St. Thomas facility, source of Escort, Lynx, LN7 and EXP. That plant has been down for inventory adjustment and will resume operations today.

Ford's Oakville plant remains down for conversion to the Tempo/Topaz. The plant, which was building the Crown Victoria, shut down Feb. 21 and will resume full production the week of April 11.

In the truck operations, International Harvester will resume work today after a five-week closure due to a strike. The plant has been idle since Feb. 7. A new contract was ratified March 8.

GM is adding a second shift to its Oshawa truck plant. The company began recalling workers in stages on Feb. 28 with full production expected the week of April 4. The plant will then build 720 units a day.

The second shift will require an additional 1,250 workers, 665 will come from the laid-off workforce and the other 585 will be either new hires or transfers from other GM facilities.

With the second shift at Oshawa, all GM Canadian car and truck plants will be working double shifts.

Elges named president of Richard Petty Fund

DAYTONA BEACH.—George R. Elges, retired General Motors vice president, has been named president of the Richard Petty Fund of the Daytona Beach Community College Foundation.

The Petty Fund was established to raise scholarship funds and to distribute grants to qualified students in automotive mechanics and related programs at DBCC. The fund is also a depository for gifts of automotive equipment.

Jeep plant down, truck production declines for week

U. S. truck production fell last week as American Motors' Jeep facility in Toledo closed for inventory adjustment.

Last week's output was 47,070, off 4.37 percent from the previous week's 49,223, but up 6.77 percent from last year's 44,085.

AMC closed its Jeep operations last week and will resume output of the CJ line today (March 14). Production of the Wagoneer and Cherokee will resume on March 21.

Year-to-date truck production through March 12 was 388,513, up 10.57 percent from last year's 351,388.

Overtime was scheduled at four plants last week. Ford worked Saturday at its Lorain plant. General Motors' Janesville plant worked 2 shifts on Saturday, and the heavy-duty line in Pontiac worked one shift. And for the sixth consecutive week, Chrysler's Warren truck plant worked nine-hour days Monday through Friday last week.

GM will increase van output at the Lordstown facility beginning today (March 14) from 24 an hour on two shifts to 29 an hour on two shifts. About 300 workers will return.

U. S. CAR PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
AMERICAN MOTORS	3,905	1,600*	3,241	4,553	9,734*	34,910
AMC Total	745	.....	.....	745	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	745	.....	.....	745	.....	4,068
Renault Total	3,160	.....	3,241	3,808	.....	30,839
Alliance	3,160	.....	3,241	3,808	.....	30,839
CHRYSLER CORP.	15,800	13,104	17,928	19,385	99,603	138,356
Plymouth Total	6,700	5,450	6,931	8,086	42,394	52,035
Horizon	2,300	2,310	2,039	2,708	12,680	16,064
Reliant	4,300	3,140	4,830	5,266	29,714	35,364
Caravelle ('83)	100	.....	62	112	.....	607
Chrysler Total	3,000	2,989	3,566	3,713	17,839	30,977
LeBaron	1,500	2,989	1,614	1,823	17,839	15,436
Chrysler E-Class	1,500	.....	1,952	1,890	.....	15,541
Dodge Total	6,100	4,665	7,431	7,586	39,370	55,344
Omni	1,900	2,075	2,368	2,373	11,566	16,966
Aries	2,900	2,343	3,384	3,577	22,492	25,615
Dodge 400	500	247	575	615	5,312	5,181
Dodge 600	800	.....	1,104	1,021	.....	7,582
FORD MOTOR	24,383	26,685	25,856	29,555	151,560	261,727
Ford Division	16,220	17,113	17,684	19,757	90,083	169,623
Escort	5,974	7,319	4,406	6,855	41,420	45,580
Fairmont	.....	3,004	.....	.....	13,043	23,728
Mustang	.....	4,080	3,417	683	17,261	22,141
LTD/Granada	3,402	1,374	3,368	4,076	12,741	34,415
Thunderbird	4,661	1,153	4,295	5,520	4,861	28,094
Crown Victoria/Ford	2,183	.....	2,198	2,623	.....	14,955
EXP	.....	183	.....	.....	757	710
L-M Division	8,163	9,572	8,172	9,798	61,477	92,104
Mercury Total	6,099	7,489	6,087	7,317	42,344	70,736
Lynx	1,384	2,215	874	1,559	11,936	11,487
Capri	.....	1,351	609	122	4,245	4,425
Zephyr	.....	876	.....	.....	4,622	8,601
Marquis/Cougar	1,117	643	1,113	1,340	7,059	11,586
Cougar/XR7	1,581	480	1,469	1,875	1,650	10,764
Gr. Marquis/Marquis	2,017	1,905	2,022	2,421	12,644	23,631
LN7	.....	19	.....	.....	188	242
Lincoln Total	2,064	2,083	2,085	2,481	19,133	21,368
Continental ('82)	413	417	417	496	4,356	4,268
Lincoln	975	832	895	1,154	7,659	9,412
Mark VI	676	834	773	831	7,118	7,688
GENERAL MOTORS	71,563	73,166	66,980	84,959	520,957	683,024
Buick Division	16,464	16,970	17,748	20,014	127,121	165,455
Skylark	1,521	3,515	2,967	2,114	21,055	19,986
Skyhawk J	1,380	2,486	1,388	1,658	14,455	14,247
Century	4,001	2,613	3,513	4,704	24,520	30,278
Regal	4,236	4,727	4,294	5,095	30,464	49,286
Buick	4,531	2,861	4,812	5,493	31,780	44,674
Riviera	795	768	774	950	4,847	7,074
Cadillac Division	7,555	5,483	6,781	8,911	46,041	68,605
Cimarron	635	278	488	733	773	5,242
Seville	685	690	729	831	4,253	7,324
Eldorado	1,555	1,355	1,562	1,867	11,583	15,702
Cadillac	4,680	3,160	4,002	5,480	29,432	40,337
Chevrolet Division	22,305	24,856	17,888	25,882	132,887	195,980
Chevette	4,286	6,709	4,575	5,201	20,052	39,987
Cavalier	4,233	3,436	3,435	4,920	19,056	34,962
Celebrity	820	1,655	821	984	8,761	10,672
Camaro	3,855	4,467	2,046	4,264	37,655	34,871
Citation	3,020	3,187	1,176	3,255	17,544	22,730
Malibu	2,858	3,009	2,833	3,425	12,093	25,836
Monte Carlo	1,678	1,404	1,674	2,013	8,009	16,107
Chevrolet	955	387	962	1,147	3,871	8,842
Corvette	600	602	366	673	5,846	1,973
Oldsmobile Division	17,861	17,265	18,765	21,614	151,729	185,238
Omega	1,009	1,785	2,159	1,441	13,642	14,895
Firenza	790	2,198	797	949	20,344	7,555
Cutlass	5,100	4,828	5,082	6,116	36,669	54,637
Cutlass/Ciera	3,339	2,092	3,020	3,944	20,407	31,640
Oldsmobile	6,763	5,516	6,856	8,134	53 277	68,431
Toronado	860	846	851	1,030	7,390	8,080
Pontiac Division	7,378	8,592	5,798	8,538	63,179	67,746
Acadian†	.....	465	409	82	612	3,083
2000	1,377	464	1,453	1,668	2,716	15,727
1000	1,314	333	1,082	1,530	1,383	8,304
Firebird	2,347	2,416	1,103	2,568	20,574	16,285
Phoenix	580	537	.....	580	4,941	5,778
G. Prix/B'ville ('83)	1,760	3,305	1,751	2,110	31,558	18,569
A6000	.....	1,072	.....	.....	1,395	.....
HONDA	600	.....	588	718	.....	4,141
VOLKSWAGEN	2,115	3,449	1,929	2,501	20,827	18,368
CHECKER	.....	.....	.....	.....	700*	.....
Total Cars, U. S.	118,366	118,004	116,522	141,671	803,381	1,140,526

CANADIAN CAR PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
AMERICAN MOTORS	.....	609	979	196	4,970	5,832
CHRYSLER CORP.	4,512	3,464	3,824	5,277	33,108	41,714
FORD MOTOR	48	8,351	48	58	36,302	34,161
GENERAL MOTORS	11,800	4,892	11,457	14,091	66,637	96,465
VOLVO	225	225	225	270	2,249	2,205
Total Cars, Canada	16,585	17,541	16,533	19,892	143,266	180,377
N. American Cars	134,951	135,545	133,055	161,563	646,647	1,320,903
N. American Trucks	57,270	52,604	59,122	69,094	438,731	479,993
North American Cars and Trucks	192,221	191,031	192,177	230,657	1,385,378	1,800,896

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
CHEVROLET	16,361	12,689	16,462	19,653	125,356	136,906
DODGE	2,800	3,562	3,236	3,447	22,747	22,398
FORD	20,097	14,965	20,279	24,153	116,467	154,001
GMC	5,492	4,892	4,692	6,430	43,479	44,231
INTERNATIONAL	1,035	1,162	1,032	1,241	10,218*	8,771
VOLKSWAGEN	235	3,565	214	278	4,062	523
JEEP	.....	1,800*	2,258	452*	14,659*	11,183
AM GENERAL	50*	50*	50*	60*	400*	500*
MISCELLANEOUS	1,000*	1,400*	1,000*	1,200*	14,000*	10,000*
Total Trucks, U. S.	47,070	44,085	49,223	56,914	351,388	388,513

CANADIAN TRUCK PRODUCTION

	Week Ended March 12, 1983	Week Ended March 13, 1982	Week Ended March 5, 1983	March to Date	Jan. 1 to March 13, 1982	Jan. 1 to March 12, 1983
CHRYSLER CORP.	2,652	2,035	2,269	3,106	17,484	26,184
FORD MOTOR	3,188	3,160	3,185	3,825	20,519	22,102
GENERAL MOTORS	4,360	5,936	4,445	5,249	46,973	42,356
INTERNATIONAL	.....	270	.....	.....	2,367	828
Total Trucks, Canada	10,200	11,401	9,899	12,180	87,343	91,470
N. American Trucks	57,270	55,486	59,122	69,094	438,731	479,993

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Europeans gear for sales gains, hot competition

Stable market, high profits linked to upscale products

By John A. Russell
New York Staff Writer

NEW YORK. — Most European auto importers enjoyed sales gains in 1982, and project the same for 1983 since they mostly concentrate on the upscale market segment. But while that market base is expanding, Europeans are gearing for something they see coming on in force over the next few years: Hotter competition from both the domestic and Japanese auto makers.

As one executive said, the market — covering cars in the $11,000 to $15,000-plus range — was basically an exclusive domain of the European importers until the last few years. It is a market inhabited by upper-income people relatively untouched by the economic recession.

The stability of the market makes it attractive, and profits are higher for both manufacturers and dealers.

Noting this, domestic manufacturers are now coming on strongly and the Japanese, because of quotas on exports to the U. S., are enriching their model mix to maximize profits during the period of voluntary restraint.

European importers, meantime, are also expanding their efforts in other areas they think will help them maintain or increase their overall market share. The effort focuses heavily on customer satisfaction and tuning dealers to the concept that they are selling "transportation packages" rather than cars.

In analyzing their competition, European import executives seem to agree that new competitors are trying to play catch-up with a moving target.

Besides expanding their model offerings, trying to turn the "transportation package" concept into reality, European importers believe they have the advantage of a "consistent image," compared to their domestic and Japanese competition.

William Hoover, vice president-marketing of Volvo of America, believes Japanese car makers still have credibility problems in the market segment but are overcoming it by "loading the cars up," which appeals to the domestic buyers.

As for domestic auto makers, Hoover believes their credibility problems lie in product quality. But he does not underestimate the ability of both groups to overcome their problems.

European importers do not boast massive sales compared with most Japanese and the domestic car companies. Only one European has broken the 70,000 annual mark. Total European import sales in 1982 (including Volkswagen imports) was just 417,508.

With the upscale U. S. market projected to reach 1.5 million this year, there is plenty to go around. The European importers have no dreams of capturing the major portion of the upscale market, but do intend to benefit from the market-base increase.

Domestic manufacturers have begun to compare their wares to European products in the upscale category. Most European executives feel this will help more than hurt them for several reasons. First, it will influence U. S. car buyers "to try the original" and will boost their sales.

Also, each European car maker for years has moved to develop its own distinct identity, and import executives believe this is a key to their market success, even though they are not talking large numbers.

BMW

At BMW of North America there is general agreement that the upscale market is heating up, particularly for its 3-series car in the $15,000 to $20,000 price range. BMW is responding in several ways, which company officials see as a logical development based on company growth.

J. Gordon Bingham, senior vice president of BMW of North America, views the expansion as an opportunity and says it will follow three distinct courses.

The key is product and value for the money, according to Bingham, and the company intends to maintain that approach. It will also broaden its model range. Bingham notes that with over 52,000 sales in 1982 and looking at 56,000 in '83, BMW has reached the point of moving into its next stage with a broadened model lineup.

Bingham says candidly that one model in each segment — the 3-series, 5-series, 6-series and 7-series — was not enough. Consequently, there are now two models in the 5-series, and plans call for three models in the 3-series.

John A. Cook, president of BMW, said the intent also is to target marketing techniques and better serve the dealer body, although research shows "the type of person" who buys a BMW in the northeast is the same as the southwest.

Bingham says strategic planning for the '80s also focuses on customer satisfaction.

Introduction of a 36-month/36,000-mile warranty and six-year rust-perforation warranty, Bingham believes, is "a statement" to consumers. He says in this era it's not a question of consumer brand loyalty, but "the brand must be loyal to consumers."

Both Bingham and Cook stress the company has no intention of changing its "Ultimate Driving Machine" ad theme that has been successful over the years.

BMW has enjoyed domestic-car conquests. In 1981 42 percent of the 3-series buyers came from the luxury and other domestic categories. For the 5-series it was 41 percent, 6-series 36 percent and 7-series 49 percent. Cook contends BMW has become "a standard to be measured by" and competitive advertising by other manufacturers "increases the awareness" of BMW products.

Jaguar

Jaguar is coming off an extremely good year with sales up 120 percent over 1981 at 10,349.

Continued on Page E-32, Col. 1

Dealers offer 188 models

Greater variety among 26 makers

By John K. Teahen Jr.
Managing Editor

Dealers handling the leading makes of imported cars are currently offering 188 models to tempt buyers, the annual Automotive News survey finds.

The total is up slightly from the 180 selections in the showrooms at this time last year and the 181 on hand two years ago.

Going back a bit farther, there were 156 import models in the spring of 1980, 158 in 1979 and 150 in 1978.

This year's 188 choices are offered by 26 makes, and they account for all but a handful of the imported cars sold in the U. S.

There is one newcomer in the list of the 26 leading makes — Mitsubishi, which began selling cars under its own nameplate in this country last fall. The Japanese firm still supplies Chrysler Corp. with the Dodge Colt and Plymouth Colt.

Plymouth Colt, incidentally, is a new name. It replaced the Mitsubishi-made Plymouth Champ for the 1983 model year as Chrysler decided to put all its imported cars under the Colt banner.

One make has left the field. Lancia is no longer imported into the U. S. The DeLorean car is no longer in production, but it is included in this year's model count since dealers still have a supply of them on hand.

As befits the sales leaders, Toyota and Nissan/Datsun have the most models among the imports. Toyota has 28; Nissan/Datsun has 22.

Both are heavy on two-doors. Toyota has 17 of them and Nissan/Datsun has 15.

That's the case throughout the import field. The current total consists of 102 two-door (coupes, hardtops, sedans, hatchbacks), 61 four-door sedans, 20 four-door wagons and five convertibles.

A year ago, the breakout was 103 two-doors, 52 four-door sedans, 21 four-door wagons and four convertibles.

Some of the imports call their hatchback "three-door" or "five-door" models. Only the side doors are counted in this tabulation.

• Last year, the imports lost their exclusivity in convertibles. The domestics abandoned the ragtop in the early '70s, and they didn't revive it until 1982. Now, there are more domestic convertibles (six) than imports (five).

The imports added one soft-top this year with the introduction of the Porsche 911-SC Cabriolet. Convertibles also are listed by Volkswagen, Fiat, Alfa Romeo and Rolls-Royce among the leading imports.

There are a few coupe-roadster types (Fiat X 1/9, Porsche 911-SC Targa and Mercedes-Benz 380-SL), but they are

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Imports hold the line on prices

Popular-priced models rise less than 1 pct.

By John K. Teahen Jr.
Managing Editor

In the last 12 months, the people who guide the fortunes of the best-selling imported cars have found an antidote to "sticker shock."

It's a three-part approach and, simply stated, it is: Cut prices, hold the line on prices or raise prices moderately.

The annual Automotive News analysis discloses that the best-selling — or "popular-priced" — imports have gone up an average of $57.39, or 0.91 percent, in the past year.

That mild increase followed two years of staggering hikes in the import field. The 1982 study found a boost of $488.09, and the 1981 check showed a rise of $812.60.

Going back a few more years, the popular-priced imports went up an average of $187.89 in the 1980 analysis, $690.02 in 1979 and $435.38 in 1978.

One must go back to the 1970 check to find an average hike that is lower than this year's. The 1970 report found a boost of $55.19.

This year's $57.39 is based on a comparison of 72 models offered by nine makes. Cutoff point was $8,000. Cars in that price range accounted for 60.40 percent of the imported autos sold in the U. S. last year.

• That market-share figure of 60.40 percent is something of a story all by itself. It means that two out of every five import buyers are willing to pay more than $8,000 for their foreign car.

Obviously, price is not the only consideration when a customer decides to go import instead of domestic.

The situation was considerably different in 1970, when

Import Price List on Pages E-44 & E-46

Automotive News began its import price analyses. That year, the cutoff point for the popular-priced class was $3,000 and 93.5 percent of import sales were in that price range.

Today, as noted, the popular-priced group goes up to $8,000, but it catches only 60.4 percent of sales. It was 69.8 percent a year ago.

The 72 models in this year's under-$8,000 comparison are offered by Toyota, Datsun (Nissan), Honda, Mazda, Subaru, Renault, Isuzu, Dodge Colt and Plymouth Colt.

Four of those makes are priced lower than they were at this time last year. Renault Le Car is down an average of $267, and there have been sticker reductions averaging $136 for Dodge Colt and Plymouth Colt and $5 for Isuzu.

Year-to-year increases were posted by the import field's five

Continued on Page E-46, Col. 1

The enlarged cab of the 1983½ Nissan compact pickup truck has nearly an inch more headroom and nearly two inches more legroom than were available in the '83 pickup. Seats also have been redesigned.

An enlarged engine is one of a number of improvements in the 1983½-model Nissan 4x4 compact pickups. The engine has been enlarged from the 2.2 liters used in 1983 models to 2.4 liters. Horsepower is up to 103 from 98, and foot/pounds of torque is up to 133 from 127, both at 2,800 RPM.

Spring models on the way from Japan

Honda, Nissan and Toyota lead the way

By Joseph Bohn
Marketing Editor

Honda's new Prelude, Nissan's full line of redesigned trucks and Toyota's new Camry form the nucleus of the three major importers' spring marketing drives.

"Fasten your seat belts" is the headline for new Honda ads, breaking around April 1, which talk about performance, styling and aerodynamics of the restyled Prelude.

Ads kick off in U.S.A. Today with a total of eight color-bleed spreads scheduled, along with double-page spreads in Life and a score of other magazines. There'll be 65 outdoor boards in 15 markets.

Honda is spending $30,700,000 for product advertising in the '83 model year, up slightly from last year, plus another $1,750,000 on a mostly completed corporate campaign. It is also spending $15 million on sales promotion, about $7 million of that earmarked for special dealer advertising allowance.

Dealers get the money in the form of a credit allowance against their parts purchases when they order a car and submit documentation of their advertising.

Prelude gets the lion's share of Honda's budget for about one month only. After that it runs as part of the regular ad mix which includes Civic and Accord. Honda will continue talking about quality and luxury on Accord and fuel efficiency and low cost on Civic.

The company is not doing any special advertising to draw attention to the new Accords being built at Marysville, O. "We're not trying to make a comparison between a Japanese car and an American car. An Accord is an Accord," noted a company official.

Most of Honda's big pitch on becoming an American auto manufacturer came last November in a big corporation campaign. The only things still running are airport car displays and outdoor boards and local ads in Ohio.

The company hasn't upped its '83 budget primarily because of import quotas. Although its new Marysville production gives it more cars to sell, the rate of assembly is still very slow. Honda expects to build only about 50,000 Accords the first year.

The company retains the "Honda. We make it simple" slogan. However, in Prelude ads the sign-off will be, "Honda. The New Prelude." Needham, Harper & Steers, Los Angeles, is the agency.

• Nissan kicked off introduction of its new truck line March 7, with its heaviest barrage yet. About 50 percent of its March/April budget supports the new trucks.

"One - heck - of - a - hunk - of - a - truck" is the new theme line designed to attract "young, upscale truck buyers who buy trucks as an extension of their personalities," noted Joseph Opre, ad manager. He called the campaign a "more macho" pitch.

Nissan reportedly had been unhappy with the high percentage of older buyers in its truck mix. Opre acknowledged that media buys are now being skewed toward younger 18-to-34-year-olds compared to a previous 18-to-49 age pitch. Younger buyers are "where the bulk of the market for compact trucks is," Opre added.

The truck arena has been the real import battleground the past two years as importers, hemmed in by car quota restrictions, tried to expand truck sales while new compact entries by Ford (Ranger) and Chevrolet (S-10) competed against them.

Datsun has been waging as fierce a truck battle as anyone. Its new line of trucks includes a King Cab, Longbed, two-wheel-drive, four-wheel-drive, sport truck, and cab and chassis models.

The new trucks carry a Nissan name (no more Datsun) displayed boldly on the tailgate. "We'll be playing up the Nissan name very heavily" in the introductory campaign, Opre said.

Aside from communicating the name, ads will focus on the all-new nature of the trucks. Every commercial will stress three major elements: Three-person seating and large roomy cab; the most powerful standard engine in its class (the 2.4-liter is the same as Toyota's, but delivers more horsepower and torque); double-wall bed construction.

S-10 and Ranger have double-wall construction; but other importers such as Toyota do not.

One commercial for Nissan's price leader will feature mileage and price ($5,995, 31 MPG); a 4x4 commercial features the model tearing through the Baja and talks about free-wheeling-hubs (no need to stop to change the hubs); a King Cab commercial features it towing a glider plane while talking about its powerful engine.

Typically, commercials begin with a group of singers spelling out the N-I-S-S-A-N name, then going into their "one heck of . . ." theme line which, Opre noted, tested well in cutting through the clutter of truck ads.

Print kicks off with four-page units in 31 magazines — one news weekly and a series of buff books, outdoor, mechanics, motorcycle, sporting. That will be followed by additional bimonthly insertions of smaller size.

A two-page, two-color newspaper is running in 119 markets, plus spot TV in 119 markets. Network TV will include all three networks with prime time shows, movies, lots of news and some sports series (Pro Bowlers, NCAA College).

"With all the truck competition out there, it takes a really heavy hit" to get the message across, Opre noted, citing dramatic increases in spending.

Nissan will mention some of its competitors in ads, such as pointing out that Toyota doesn't have double-wall construction, or that Nissan trucks have more hip room or leg room than domestic competitors.

"But we won't dwell on the competition or put them down," Opre said.

In April Nissan will introduce a new Stanza four-door notchback sedan which completes its line of two and four-door hatchbacks. But it "won't be a major introduction," Opre said, "because the volume isn't there."

Otherwise, the company is staying with current ad lines like "You need this car" for Sentra and "Bet you're gonna want one" for the Pulsar NX sport coupe. Other efforts, such as on the 280 ZX, will continue. William Esty Co. is the agency.

• Toyota's new Camry is being introduced under the headline, "The Family Camry" to draw attention to interior roominess and fuel efficiency in a family-passenger sedan.

The Camry fills the market niche left open by Corona, which hasn't sold for about a year. It is available in five-door liftback and four-door sedan.

"All our commercials for the car broke on TV March 1," noted Warren Christell, vice president of marketing. There is also a full run of magazine.

One magazine ad shows a cutaway of the car to dramatize its roominess, particularly rear seat leg and headroom.

The Camry's base price positions it in the middle of the high-volume compact segment of the market.

Camry will get heavy emphasis from March to June, but Toyota is maintaining emphasis on other lines as well. To make room for Camry sales under its car quota, Toyota had to scale back a little on Corolla, Celica, Supra and Cressida volumes, Christell said.

Toyota strategy is to continue to "keep representation in each of the major small-car segments. It's completely opposite of what many people impute that we're doing," Christell added.

Some importers, coping with quota restrictions, have emphasized high-line models or more heavily equipped cars to retain

Continued on Page E-38, Col. 3

Toyota continues its "Oh What A Feeling!" theme in ads introducing the new family-oriented Camry compact.

It was a simple ad with a simple headline: "Help Wanted." All Doyle Dane Bernbach did was collect 16 of its better-known Volkswagen, Porsche and Audi ads, and run them once in Detroit's daily newspapers, The Detroit News and Free Press. Yet the ad, created to recruit DDB staff for its new Detroit agency, received some 2,000 responses, the majority from employed ad people. DDB, whose office opens this month, was overwhelmed by the interest in its agency.

Evolution not revolution

Imports sport modest engineering advances

By Roger Rowand
Engineering Editor

Engineering news embodied in 1983 import cars is not of the thunderclap variety.

In some past years there's been a technical boom or two.

There have been, for example, the first years of such niceties as rack and pinion steering, electronic fuel injection, rotary engines, radial tires, disc brakes and more informative instrument displays.

This is not one of those years.

Nonetheless, there are some new — and nearly new — developments in 1983 cars.

The most powerful production car available in North America today, according to Jaguar Rover Triumph Inc., is the Jaguar XJ-S V12.

Under the XJ-S hood is Jaguar's single-overhead cam aluminum V-12 engine. The cylinder heads feature Fireball combustion chambers developed by Swiss engineer Michael May. Specially shaped to rapidly swirl the air/fuel mixture so that it burns rapidly and completely, the chambers make it possible to use very lean mixtures and high compression ratios for maximum energy efficiency and fuel-saving, the company says.

The V-12 compression ratio is 11.5 to one and it develops 262 horsepower at 5,000 RPM on regular unleaded fuel.

The 5.3-liter V-12 (326 cubic inches) has Lucas digital fuel injection, twin-coil electronic ignition and is capable of turning 7,000 RPM. In addition to powering the XJ-S on the street, the V-12 is in the British firm's new XJR-5 endurance racing car.

At the other end of the power spectrum is the car that earned the coveted No. One spot on the EPA's fuel economy charts: The 1983 Honda Civic 1300 FE Hatchback.

The little Japanese car squeezed out 46 miles per gallon on the city driving course and 59 MPG on the highway route.

The FE is powered by Honda's 1,335cc advanced stratified charge engine driving through the front wheels. A 5-speed overdrive manual is the only transmission offered. Suspension is 4-wheel independent and steering is rack and pinion.

New for 1983 is an economy driving indicator, which boosts fuel economy by lighting up whenever the driver should shift to the next higher gear.

Also making claims for a first is Peugeot with its 1983 505 Turbodiesel. The French-made car is powered by the American market's first four-cylinder turbocharged diesel engine.

Says the company: "This car brings together the performance of a gasoline car and the economy and durability of a diesel." The Peugeot-built XD2S engine is a true diesel, not a converted gasoline job.

From American Motors-Renault for 1983 there are cosmetic changes in the Renault Fuego, Renault 18i and Le Car.

Mercedes-Benz '83 offerings exhibit technical and detail improvements. The three gasoline models, the two-seat 380SL coupe/roadster, long-wheelbase 380SEL sedan and limited-edition 380SEC sport coupe, are all driven by the German firm's

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Pickup outlook is bright

Imports still outsell domestic compact trucks

By Jack Walsh
Truck Editor

With the introduction of the domestic compact pickup trucks in volume in the 1982 model year, units imported from Japan suffered a drastic decline in share of market but did exceptionally well in spite of the drop in sales of the Chevrolet and Ford captive entries.

In 1981, the imports — both captive and non-captive — accounted for 88 percent of the compact-pickup market. They had 439,171 of the industry total of 498,677 sales.

Last year, the compact-pickup market almost doubled, but the imports' plunged to 53 percent. Still, they outsold the domestic entries, 407,450 units versus 359,-178.

The outlook is bright again in 1983 for continued gains in compact-pickup sales. Importers of the Japanese products expect deliveries to top the 1981 mark, but it's likely that their market share will continue to decline.

In 1983, sales of the compacts are expected to exceed 900,000 units, which would be an increase of more than 17 percent over the approximately 767,000 small pickups delivered in calendar 1982.

• Robert C. Stempel, Chevrolet general manager, said compact-truck sales in 1983 "will continue to be fiercely competitive, with a wider choice of models and equipment available to buyers."

While Stempel has said only that sales of the compacts will total "900,000 plus" this year, C. P. (Chuck) King, senior vice president-sales, Nissan Motor Corp. in U.S.A., is more explicit.

He said he expects deliveries of the small trucks in 1983 will reach 936,000 units, and that the imports' share will be about 455,000.

At the press introduction of a new 1983½ Nissan pickup last month, King said "we see Nissan sales of 135,000 trucks in 1983, compared with nearly 108,-000 in 1982.

"The new model," he added, "gives us a strong state-of-the-art vehicle to deal with the expanding competition from U. S. manufacturers."

The 1983½ truck line is being marketed under the Nissan name as part of the company's ongoing identification changeover from Datsun to Nissan, King added.

Toyota Motor Sales, U.S.A., Inc., the No. 1 imported compact-truck distributor, also is looking for 1983 industry sales to exceed 900,000 units. It anticipates an increase in deliveries this year for the eighth consecutive year, from a little more than 144,000 units in 1982 to more than 150,000.

• King said the 1983½ Nissan compact's cab, cargo bed, engine selection, interior and suspension systems also have undergone revision. The new truck "brings to the marketplace increased power and roominess and state-of-the-art engines and suspensions," he added.

The enlarged cab features nearly an inch more headroom and nearly two inches more legroom than available in the '83 Datsun pickup, plus redesigned seats with additional seatback rake to enhance driver and passenger comfort.

The cargo bed features double-wall construction on all trucks except the MPG models. Suspension changes include revised shock-absorber valving and steering linkage for improved ride and handling, ventilated front disc brakes and a front stabilizer bar.

Three new engines are offered: The NAPS-Z 2.4 liter (146 cubic inches) hemispherical-head, overhead-cam unit is the base engine. A 2-liter (120 cubic inches) gasoline MPG engine and a 2.5-liter (152 cubic inches) diesel are optional.

Available transmissions are a five-speed overdrive and a three-speed automatic with lockup torque converter.

The transfer case of the new Nissan 4x4 has been repositioned so that a longer drive shaft between it and the truck's transmission could be used, according to King.

• This allows for improved universal-joint angles and decreased noise and vibration, he added.

The '83½ Nissan trucks will be produced at the Japanese firm's new $600 million manufacturing facility in Smyrna, Tenn., starting in June instead of August, according to Marvin T. Runyon, president, Nissan Motor Mfg. Corp. U.S.A., which will operate the plant.

The first foreign-built compact 4x4 sports/utility vehicle to bow in the U. S. since the introduction of the new domestic entries is the Mitsubishi Montero, a four-passenger vehicle which is expected to have a city-driving rating of 19 MPG and 24 MPG on the highway.

Bob Morgan, marketing services vice president, Mitsubishi Motors Sales of America, Inc., called Montero a "highly refined part-time 4x4 vehicle suitable for both rugged off-pavement travel and everyday driving in city or suburb."

• The Montero, which will go on sale in April, is powered by a 2.6-liter, inline four-cylinder engine producing 105 HP and 139 foot pounds of torque. A five-speed overdrive manual transmission is standard equipment.

Other standard items include power steering and brakes, skid plates, full carpeting, two-tone paint, tinted glass, outside spare-tire mount, tachometer, trip odometer, digital clock, console.

One of the vehicle's most interesting standard features, Morgan said, is a shock-absorbing suspension seat for the driver.

"The seat's springing system," he explained, "is adjustable for the driver's weight and road conditions to increase comfort and reduce fatigue. If the suspension feature is not desired, the seat can be fixed at any one of three heights."

A Sport Option group includes automatic locking hubs, limited slip differential, headlamp washers, rear-window washer/wiper, belt-line accent stripe and a four-speaker AM/FM radio with cassette player.

• Morgan said the suggested retail price for the Montero will range from $9,500 to $11,000, depending on equipment.

Another new foreign entry in the U. S. light-truck market is the 1983½ Volkswagen Vanagon, a German-built vehicle featuring a new water-cooled engine which the company says is more powerful yet even more economical than the air-cooled engine it replaces.

At the Vanagon's recent press briefing, James R. Fuller, vice president, Volkswagen of America's Volkswagen Division, noted that the vehicle is the only one in the U. S. "to successfully bridge the gap between van and wagon."

The Vanagon's new power plant is a flat or "pancake" engine and is called the "Waterboxer" because it is liquid-cooled and the horizontally opposed pistons resemble boxers' fists sparring.

The new engine is standard on all three Vanagon models: Vanagon L, Vanagon GL and the Vanagon Camper.

Contributing to the Waterboxer's increased power output, according to Fuller, are cylinder heads with redesigned high-compression combustion chambers and larger ports and valves, and a new VW-patented "Digi-Jet" fuel injection which digitally programs the fuel/air mixture.

Fuller said the more compact engine—which is mounted over the rear drive wheels for maximum traction and interior room—has 22 percent more horsepower than its air-cooled predecessor.

He added that according to EPA estimates, the Waterboxer is 19 percent more economical in city driving and 23 percent more efficient on the highway.

Toyota Motor Sales, U.S.A., Inc., is offering a limited-volume luxury model to its compact-truck line.

The 1983½ Mojave, which the company said combines "pizzazz and power," is based on the two-wheel drive SR5 long-bed Sport model, and includes luxury standard equipment unavailable on any other Toyota truck.

Production will be limited to 3,500 units, the firm said, and the suggested retail price will be $8,308.

The Mojave features chrome front and rear bumpers, with chrome also complementing the headlamp door, tail-lamp housing, grille and outside mirrors. Other exterior highlights are bronze-tinted glass, color-keyed pinstriping, and special alloy wheels.

• Tie-down hooks and the Toyota logo on the tailgate and front fenders have been eliminated for a sleek appearance, and a locking fuel door has been added.

The Mojave is available in two custom metallic colors: Beige and gold. It also features torsion-bar front suspension.

A four-cylinder, 2.4-liter engine produces 100 HP and 130 foot pounds of torque and there is a five-speed manual transmission. The truck has an EPA mileage rating of 24 MPG in the city and 32 MPG on the highway.

Nissan plant ahead of schedule

Trucks will start rolling off line in June

SMYRNA, Tenn. — The first trucks for American consumers from Nissan Motor Manufacturing Corp. U.S.A.'s new manufacturing facility will be rolling off the assembly lines here in June instead of August, as originally scheduled.

The early startup is attributed to the progress of the construction work and equipment installation and to the "excellent results of the extensive training program for the work force which has been underway since October, 1980," says company President Marvin T. Runyon.

"Daniel Construction Company, the general contractor for the project, and the subcontractors are completing the construction of the facility ahead of schedule," says Runyon. "We also have found that our work force is mastering the skills necessary to build the Nissan trucks much sooner than we had projected through the cooperative venture in training Nissan has with the state of Tennessee."

Launched in February 1981 under an accelerated construction schedule, the $660 million plant located 15 miles southeast of Nashville will build 156,000 light trucks annually. The 3.2 million square-foot facility, one of the most technologically advanced automotive manufacturing operations in the world, will employ over 2,000 people.

According to Runyon, Nissan has already been in the first in a series of start-up phases designed to ensure that the first trucks off the line in June are equal in performance and quality to the counterparts currently being built by Nissan in Japan.

In the first phase, a coordinated equipment trial, Nissan is building test trucks. Plant technicians are being trained as they test out metal stamping apparatus and painting and assembly equipment. They check to ensure, for instance, that door moldings installed in the trim area fit the metal prepared in the body plant and that the approximately 2,500 parts necessary to construct a truck move easily and freely along the 10 miles of overhead conveyors, eight miles of floor conveyors and the multitude of assembly lines.

The second phase of the start-up process, which begins this month, will be a more detailed plant tryout. "Once we complete the equipment trial, we move to the vehicle trial in which we take the newly stamped or assembled parts and make sure they fit together properly. In this second phase, plant technicians receive further training under more stringent conditions," said Runyon. "In both of the first two phases some of the test trucks are sent to Japan for a quality check and to Texas for durability testing. The majority will remain in Smyrna to be dissected so that necessary adjustments can be made in both the assembly and training systems."

In May technicians will begin stamping and assembling vehicles which will be coming off the line in June for distribution to over 1,100 Nissan dealers throughout the U. S.

SUPPLIERS TO NISSAN IN U. S.

As of December, Nissan Motor Manufacturing Corp. U.S.A., which starts to build small trucks this year at a new plant in Smyrna, Tenn., had 24 U. S. suppliers, whose total value of annual contracts were $108,486,000.

According to Nissan, the supplier companies, their locations, products, and the value of their contracts are:

Component	Per Year Worth	Supplier	Location
Seats	$20 million	Hoover Universal Inc.	Murfreesboro, Tenn.
Glass	7.3 million	Ford Motor Co.	Nashville, Tenn.
Windshield wipers	291,000	Tridon Inc.	Smyrna, Tenn.
Air conditioners, heaters	24.8 million	Calsonic Inc.	Shelbyville, Tenn.*
Headlamps	1.5 million	GTE Products Corp., Sylvania	Seymour, Ind.
Steering wheels	1.5 million	Izumi Corp.	New York
Radios	1.8 million	Clarion Corp. of America	Irvin, Calif.
Shock absorbers	2 million	Maremont Corp.	Pulaski, Tenn.
Seatbelts	3 million	American Safety Equipment Corp.	Palmyra, Mo.
Wheels	7.5 million	Kelsey-Hayes Co.	Sedalia, Mo.
Batteries	3.7 million	Globe Battery Div.	Louisville, Ky.
Carpet	3.2 million	J. P. Stevens	Greenville, S. C.
Pressure-sensitive labels	1,500	Crown Label Inc.	Lavergne, Tenn.
Pressure-sensitive labels	35,000	York Tape and Label Corp.	York, Pa.
Certification labels	18,000	Dennison Industrial Systems	Framingham, Mass.
Sound control products	500,000	Globe Industries Inc.	Chicago
Thermoplastic components	375,000	Kusan Mfg. Co.	Nashville
Body side moldings	1.1 million	Custom Trim Products	Atlanta
Vehicle identification plates	5,500	Northern Engraving	Sparta, Wis.
Wheel weights	45,000	Perfect Equipment Co.	Philadelphia
Tire valves	115,000	Schrader Automotive Products	Dickson, Tenn.
Body side graphics	1.7 million	White Advertising	Wichita, Kan.
Tires	11 million	Goodyear Tire & Rubber Co.	Union City, Tenn.
Tires	17 million	General Tire & Rubber Co.	(site unannounced)

*Unofficial.

Import pickups holding their own

J. D. Power predicts a larger market

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Success of General Motors and Ford Motor Co. compact pickups is viewed as a sign that U. S. manufacturers can compete in an area dominated by the Japanese.

Yet a recent study by J. D. Power & Associates concludes that the new domestic small trucks are not making the inroads among traditional import truck buyers as some believe.

The Westlake Village, Calif., market research firm reports that the new Chevrolet S-10 and Ford Ranger trucks, for the most part, owe their market strength to conquest sales in the captive import and full-size pickup segments rather than from the independent Japanese makes.

"What the new compacts have done is keep domestic-oriented buyers in the fold," the Power company said in a recent newsletter. "And the study bears this out — buyers of the new models more closely resemble the lower scale demographics of the traditional full-size truck buyer."

J. D. Power & Associates is predicting an overall increase in the truck market as the economy recovers, with much of the increase attributed to the personal-use segment.

According to the data gathered in the study, import truck buyers are younger, with a higher educational level and income than buyers of full-size domestic and compact-domestic trucks.

Although more upscale, the median purchase price among import truck buyers is more than $2,000 less than the price paid by a full-size pickup buyer. The study reports mini-import median purchase price as $7,820 compared to a median of $8,075 for domestic compact trucks and $10,580 for full-size models.

That lower purchase price may be the reason why both independent and captive import mini-trucks attract more first time truck buyers. Nearly four out of every 10 independent import truck buyers are doing so for the first time. Among captive imports, 35 percent indicated it was their first truck purchase, while 28 percent of domestic compact pickups said they never owned a pickup before. Only 16 percent of full-size pickup buyers said it was their first purchase of such a vehicle.

Among these first time buyers, Toyota, Mazda and Volkswagen reported higher numbers of first-time pickup buyers.

• An interesting note among domestic compact buyers is that the S-10 logged 27 percent of its buyers as first timers, while Ranger attracted only 19 percent. The Ranger is more "truck" looking than the S-10.

Drivetrain choices among import truck buyers are limited by product availability. Consequently, all import trucks have four-cylinder engines. One out of four of those engines is a diesel, however, and 70 percent of the powerplants are mated to five-speed manual transmissions. Another 26 percent are four-speed manuals, while three percent are automatics.

DEMOGRAPHIC PROFILE OF PICKUP TRUCK OWNERS

	Full Size	Domestic Compact	Mini-Imports
Male	90%	89%	86%
Median Age/ Years	41.0	39.8	34.5
Married	78%	74%	70%
College Graduates	17%	21%	33%
Median Income	$31,500	$28,610	$31,180

Source: J. D. Power & Associates.

The new generation of domestic compact pickups offer both four- and six-cylinder engines, with buyers split almost 50-50 on their choice. Five-speed manuals are not readily available on all compact trucks and, as a result, only four percent report using that gearbox. Two-thirds of the respondents said they have four-speed manuals, while 30 percent went with the automatic.

The personal-use aspect of both imports and domestic small trucks is apparent when compared to full-size models. Fifty-six percent of full-size pickups report using their vehicles as a principal means of personal transportation. That number rises to 65 percent among domestic compacts and 68 percent among mini-imports.

Despite moderate fuel prices, 91 percent of all import truck buyers list fuel economy as an important consideration in their purchase decision. Eighty-three percent also cited quality of workmanship and 82 percent, trouble-free operation as important considerations. Purchase price is also among import buyers, with 71 percent listing it as a major consideration.

Among domestic compact truck buyers, the same three considerations — fuel economy, quality and trouble-free operation—come out on top. Fuel economy is rated extremely important by 86 percent of these buyers, while 82 percent are also looking for quality and 77 percent for trouble-free operation. Purchase price is less of a factor, although two-thirds report it as an important consideration.

Overall size of the truck is a more important factor among domestic compact buyers than mini-import purchasers. More than half of the domestic buyers call it important, while only 39 percent of the import buyers rate it as a major consideration.

The Power study reports that 1982 full-size truck sales were down slightly over '81 dropping from 989,000 to 940,000 and import trucks were also down from 444,000 in '81 to 388,000 in '82. Domestic compact pickups for '82 were listed at 348,000, where there were none the year before.

Power attributes the decline of imports and full-size models to the compact trucks, but stresses that the bulk of the decline in imports are the result of phasing out captive imports such as the Japanese-built Chevrolet LUV and Ford Courier.

Although purchasers of the compact pickups are, for the most part, customers of domestic dealerships, the study also revealed that a significant number of import buyers shopped or considered domestic models before making their purchase.

"Mazda buyers, noted for being particularly heavy shoppers, are the most likely group of mini import buyers to consider the new domestic compact models for purchase, followed by

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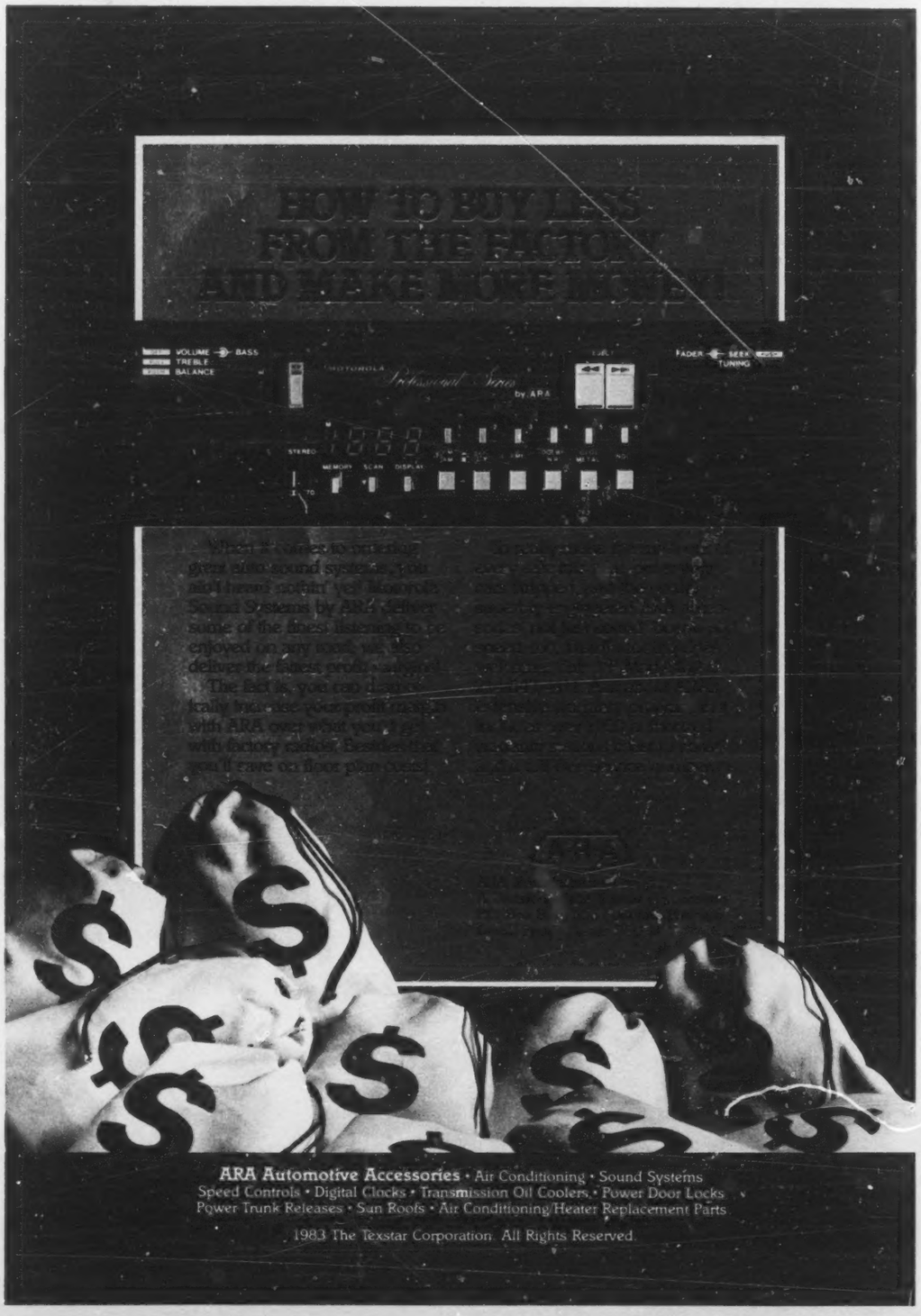

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Japanese

Continued from Page E-26

segment could be a hotbed of competition.

Reports are beginning to surface that Toyota, Honda and Nissan all have vehicles of this type under development and that they could be introduced as early as the 1985 model year and carry a price tag under $10,000.

Subaru

Subaru of America probably will sell the same number of cars in 1983 as it did last year, between 147,000 and 150,000, according to Thomas R. Gibson, senior vice president for sales and marketing.

Import restrictions have contributed strongly to this posture, although Gibson said restrictions have not had the intended purpose: Increasing domestic car sales. He views the era of restrictions as time for the company, after years of rapid expansion, to concentrate on other areas including upgrading dealers.

He said customer satisfaction is the number one priority and the company, through its independent distributors, has embarked on an extensive dealer upgrading program. He stressed SoA is not expanding but upgrading, since the strongest advertising the company has is word of mouth. He said the company depends on customer satisfaction and is stressing that to dealers.

The image the company is developing is high technology and quality. It has been stressing over the past several years the tag lines "Inexpensive and built to stay that way" and the "Subaru difference" in advertising and promotional campaigns, which have played a large role in increased sales for the company, he says.

Subaru carved out a special niche in the 4WD market, but now has competition. At one time the only "on demand" 4WD sedans were offered by Subaru. Now American Motors and Toyota are in the market. Gibson said the company met competition this year with addition of automatic transmission to its 4WD cars.

This was not so much in response to the AMC Eagle, which Gibson said "does not look like a standard sedan," as much as it was to the Toyota Tercel.

But it was also a marketing move. Research shows women have a greater interest in SoA 4WD than men. "Our automatic gives us an edge," Gibson said, adding that the Toyota entry is helping SoA. "They're doing well and we're doing well," he said, because of the added exposure Toyota provides to 4WD.

Subaru increased '83 model prices 1.9 percent but included previous options as standard equipment in some models. The company is also continuing to shift its model mix to more luxury models.

Gibson said the company expects Subaru Financial Services, its financing and insurance arm, to become stronger over the next few years, along with the wholly owned distributor operations it has acquired.

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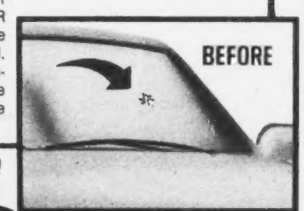

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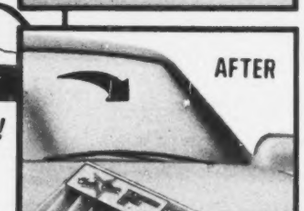

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Top market? Los Angeles

40 leading areas are listed

For importers of all makes of cars there can only be one top market: Los Angeles. Of the 40 major metro markets in the U.S., that California city garnered 131,500 sales in the first 11 months of 1982. The next closest metro market, Anaheim, Calif., totaled 50,200.

Through various industry sources AUTOMOTIVE NEWS developed the import sales figures for the top 40 markets in the U. S. Although they cover only 11 months of 1982, the pattern indicates the relative import-market strengths last year.

The top 10 import markets, according to the estimates, sold 425,700 cars; the next 30 markets accounted for 425,800.

The figures indicate the top 40 markets represented nearly 40 percent of the nation's new-car import sales last year, with the 10 top markets taking nearly 20 percent.

Most importers agree there are sections of the country where they want to increase their sales action. But unless an importer does well in the top 10 markets, it hardly stands a chance to climb far in the sales charts.

Top 40 Import New-Car Markets
11 Months 1982

Metro Area	Units
Los Angeles	131,500
Anaheim	50,200
Houston	39,500
Boston	38,500
Chicago	31,000
New York	30,000
San Diego	28,000
Dallas	26,000
Atlanta	26,000
Philadelphia	25,000
Miami	24,500
Denver	24,000
San Jose	23,500
San Francisco	23,000
Baltimore	19,500
Washington, D.C.	19,000
Seattle	18,500
Portland	18,300
Detroit	18,000
Minneapolis-St. Paul	17,000
Ft. Lauderdale	17,000
Phoenix	14,000
Tampa-St. Petersburg	13,500
St. Louis	13,500
Cleveland	13,000
Cincinnati	13,000
Pittsburgh	12,500
Columbus	12,000
New Orleans	11,500
Hartford	11,000
Sacramento	10,500
Ft. Worth	10,000
Oakland	9,500
Milwaukee	9,000
San Antonio	9,000
Providence	8,500
Kansas City	8,500
Rochester	8,500
Riverside	8,000
Indianapolis	8,000
	851,500

VAM may merge with Renault to make small car

MEXICO CITY. — After six months of inactivity, Vehiculos Automotores de Mexico (VAM), in which the government is a majority stockholder through the Somex complex, is readying a merger with Renault.

Renault is allied with Diesel Nacional (Dina), which has been struck since Feb. 7. Dina workers are seeking substantially higher wages and protesting a management decision to lay off 2,500 workers to keep afloat.

VAM has been in trouble since the beginning of 1982, and earlier projections of turning out 36,000 cars were initially reduced to 28,000 units after the first peso devaluation in February of last year. The firm finally turned out only 20,000 units, chiefly Jeep and Wagoneer models.

If the merger is completed, according to the Mexican Assn. of Car Dealers, concentration will be on production of a new four-cylinder car similar to the American Motors/Renault Alliance.

While Somex and Renault managements have refused to comment, there have been reports by industry observers that this model will probably not be launched in Mexico until the inauguration of 1984 models.

Dealers offer 188 models

Greater variety among 26 makers

Continued from Page E-2

counted as coupes in this rundown.

Chrysler Corp. has four of the six domestic choices, and Buick Riviera and Ford Mustang have the others. Chevrolet Cavalier and Pontiac 2000 will add convertibles in May.

By country of origin, the Japanese have an overwhelming advantage in model totals, just as they have in imported-car sales.

The 11 Japanese makes account for 114 of the 188 import models, more than three times as many as the 34 offered by the five West German entries. Other totals are Sweden, 13; France, 12; United Kingdom, 8, and Italy, 7.

As noted, Toyota (28) and Nissan/Datsun (22) have the most models among the imports. Next in line are Mazda, 16; Subaru, 14, and Volkswagen, 10.

Totals for other leading import makes are: Honda, 9; Volvo, 9; Mercedes-Benz, 8; Mitsubishi, 8; Audi, 6; Peugeot, 6; Renault, 6; BMW, 5; Dodge Colt, 5; Plymouth Colt, 5; Isuzu, 5; Porsche, 5; Rolls-Royce, 4; Saab, 4; Ferrari, 3; Jaguar, 3; Alfa Romeo, 2; Fiat, 2; Challenger, 1; Sapporo, 1, and DeLorean, 1.

The figures for Volkswagen and Renault include only imported cars. The U. S.-built VW Rabbit and the U. S.-built Renault Alliance are in the domestic rundown.

• In counting import models, AUTOMOTIVE NEWS uses the same criteria as in tabulating U. S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel, turbocharged gas or turbodiesel) does not necessarily constitute a separate model.

The import total of 188 models compares with 278 for the domestic makes. Here's the present breakout:

	Imports	Domestics
Four-door models	61	105
Two-door models	102	131
Convertibles	5	6
Four-door wagons	20	36
TOTALS	188	278

Both figures will grow. Still to come in the '83 model year are such imports as the Isuzu Impulse, the Honda Prelude and the Nissan Stanza notchback.

Waiting in the wings on the domestic side are Ford Tempo, Mercury Topaz, Chevrolet Corvette, the Chrysler Executive Sedan and Limousine and the aforementioned Chevrolet Cavalier and Pontiac 2000 convertibles.

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1983)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagon	Totals	Totals * Mar. 1, 1982
Alfa Romeo	0	1	1	0	2	(2)
Audi	3	3	0	0	6	(5)
BMW	3	2	0	0	5	(4)
Challenger	0	1	0	0	1	(1)
Champ	0	0	0	0	0	(5)
Colt (Dodge)	2	3	0	0	5	(5)
Colt (Plymouth)	2	3	0	0	5	(0)
Datsun (Nissan)	5	15	0	2	22	(24)
DeLorean	0	1	0	0	1	(1)
Ferrari	0	3	0	0	3	(3)
Fiat	0	1	1	0	2	(5)
Honda	2	6	0	1	9	(10)
Isuzu	2	3	0	0	5	(5)
Jaguar	2	1	0	0	3	(3)
Lancia	0	0	0	0	0	(1)
Mazda	6	9	0	1	16	(14)
Mercedes-Benz	4	3	0	1	8	(8)
Mitsubishi	3	5	0	0	8	(0)
Peugeot	5	0	0	1	6	(5)
Porsche	0	4	1	0	5	(4)
Renault**	2	3	0	1	6	(8)
Rolls-Royce	2	1	1	0	4	(4)
Saab	2	2	0	0	4	(4)
Sapporo	0	1	0	0	1	(1)
Subaru	2	8	0	4	14	(16)
Toyota	7	17	0	4	28	(24)
Volkswagen**	3	4	1	2	10	(8)
Volvo	4	2	0	3	9	(10)
TOTALS	61	102	5	20	188	
Totals (March, 1982)*	(52)	(103)	(4)	(21)		(180)

*—Revised.

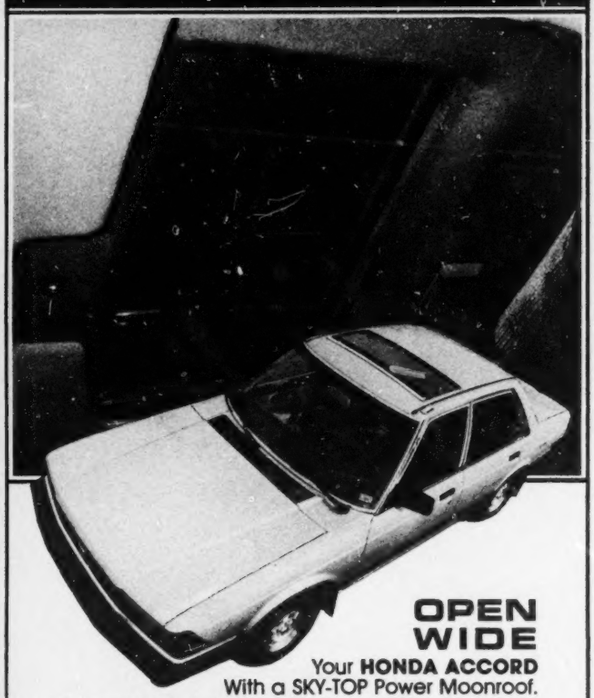
**—Renault totals do not include the U.S.-built Alliance. Volkswagen totals do not include the U.S.-built Rabbit.

IMPORT NEW-CAR SALES BY MODEL

Calendar Years 1982 - 1981

	1982	1981
Alfa Romeo	2,194	2,301
Audi	45,954	50,817
4000	13,164	18,644
4000d	3,172	297
5000	16,721	17,610
5000d	1,394	6,137
5000 Turbo	4,130	5,576
5000 TD	2,849	.....
Coupe	4,235	2,553
Quattro	289	.....
BMW	52,393	41,761
320	36,462	31,902
528	10,539	6,267
633	1,515	1,138
733	3,877	2,454
Chrysler/Mitsubishi	102,227	110,940
Colt	75,031	84,924
Sapporo	13,068	13,326
Challenger	14,128	12,690
DeLorean	2,830	3,009
Fiat	14,113	32,186
Strada	4,478	6,873
Brava	2,452	7,380
X 1/9	2,359	6,343
Spider	4,824	11,570
Miscellaneous	.....	20
Honda	365,865	370,705
Civic	132,469	154,698
Accord	195,524	172,557
Prelude	37,872	43,450
Isuzu	15,462	17,805
Jaguar Rover Triumph	10,349	18,937
XJ-6	8,904	4,444
XJ-S	1,409	232
MG	.....	3,712
Rover	.....	781
Triumph	.....	9,768
Lancia	1,174	1,068
Mazda	163,150	166,088
GLC	54,348	62,195
626	58,740	60,475
RX-7	50,062	43,418
Mercedes-Benz	65,963	63,059
240D	13,480	14,612
300D	17,263	13,688
300CD	1,726	1,432
300TD	2,896	3,330
300SD	16,686	16,292
280E	34	1,186
280CE	2	590
380SEL	3,691	2,436
380SL	8,402	7,998
380SEC	1,761	1,402
Miscellaneous	22	93
Mitsubishi	3,950	.....
Starion	1,164	.....
Cordia	1,471	.....
Tredia	1,315	.....
Nissan	470,246	464,805
210	59,664	159,939
Sentra	131,789	.....
310	43,562	77,980
Pulsar	9,251	.....
510	.....	37,558
Stanza	59,152	8,523
Maxima	54,187	35,853
200SX	48,436	77,062
280SX	57,260	62,800
Hawaii	6,552	4,990
Other	393	100
Peugeot	14,323	16,937
504D	1,547	.....
505	4,985	2,274
505D	716	4,618
505TD	5,979	9,248
604TD	820	474
Tourist	276	201
Other	.....	111
Porsche	14,407	11,241
924	1,677	3,251
924 Turbo	644	1,937
944	5,125	.....
911SC	4,784	4,034
928	2,177	2,019
930 Turbo	.....	.....
Renault	37,540	30,869
Le Car	20,101	19,336
18i	7,559	11,533
Fuego	9,880	.....
Rolls Royce	908	1,158
Saab	18,463	14,613
99	1	316
900	4,468	2,226
900S	4,055	4,640
Turbo	9,655	7,323
Tourist	284	108
Subaru	150,335	152,062
Toyota	530,246	576,491
Starlet	19,339	32,825
Corolla	175,199	241,603
Tercel	135,986	121,328
Celica	115,690	103,879
Supra	34,046	16,146
Corona	3,109	22,337
Cressida	37,448	29,583
Land Cruiser	3,088	2,027
Hawaii	6,431	6,704
Miscellaneous	.....	59
Volkswagen	67,352	82,173
Rabbit Convertible	8,985	12,114
Jetta	20,301	27,972
Vanagon	12,847	10,882
Quantum	11,362	2,325
Dasher	627	11,852
Scirocco	13,227	17,043
Volvo	72,375	84,477
DL	39,430	39,288
GL	11,525	10,228
GTL	197	3,562
GTL Turbo	10,216	3,636
GLE	2,685	4,032
DL Diesel	516	1,522
GL Diesel	6,889	432
Coupe	78	1,126
Tourist	807	374
760	32	.....
TOTAL IMPORTS	2,221,819	2,326,376

Sky-Top
power moonroof



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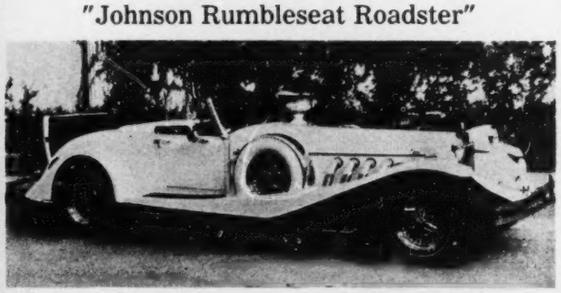

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Classic styling combined with Cadillac V-8 and running gear for a driving machine of superior power and character.

Johnson Motor Cars Limited
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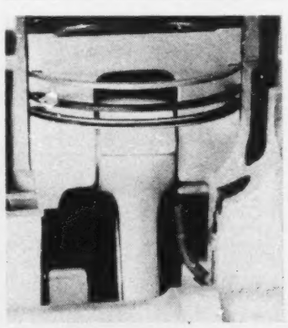
Ft. Lauderdale, Florida 33311
(305) 525-7001

Mitsubishi

Continued from Page E-2

creases the impact of our advertising."

His words are echoed by Mark Miller of Van Nuys Mitsubishi, who says, "With any other line, it's tough to relate the store you see in advertising with the real store. We have a common theme, a recognizable look throughout the country. And our decor is universal in appeal — there's nothing negative to it. In fact, it's a little bit futuristic. It says that Mitsubishi Motors is innovative, high tech, ahead of its time."



The turbo diesel engine, available as optional power for 1983 Volkswagen Quantum and Jetta models, has oil jets which spray cooling oil on the wrist-pin and underside of the piston.

JAPANESE NUMBERS

Production (1)

	Passenger Cars	Trucks	Buses	Total
Year 1982	6,886,866	3,783,218	66,950	10,737,034
Year 1981	6,974,131	4,102,996	102,835	11,179,962
% Change	—1.3%	—7.8%	—34.9%	—4.0%

Production Passenger Cars by Size (2)

	Regular	Small	Mini	Total
Year 1982	529,357	6,169,849	187,660	6,886,866
Year 1981	488,664	6,300,157	185,310	6,974,131
% Change	8.3%	—2.1%	1.3%	—1.3%

New Vehicle Registrations in Japan (3)

	Passenger Cars	Trucks	Buses	Total
Year 1982	3,038,272	2,201,366	21,793	5,261,431
Year 1981	2,866,695	2,237,404	22,897	5,126,996
% Change	6.0%	—1.6%	—4.8%	2.6%

(1) Production figures are as reported by all automobile manufacturers in Japan.

(2) Size definitions used here are according to Japanese classification by piston displacement as follows: Regular—2,001 cc and more; Small—551 cc to 2,000 cc; Mini—550 cc and less.

(3) New vehicle registrations in Japan figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA.

Export (4), (5)

	Passenger Cars	Trucks	Buses	Total
Year to date '82	3,770,036	1,773,547	46,890	5,590,473
Year to date '81	3,946,542	2,017,521	84,384	6,048,447
% Change	—4.5%	—12.1%	—44.4%	—7.6%

Export to U. S. (6)

	Passenger Cars	Trucks	Buses	Total
Year to date '82	1,691,806	413,713	—	2,105,519
Year to date '81	1,761,403	543,411	—	2,304,814
% Change	—4.0%	—23.9%	—	—8.6%

Exports by Major World Market Areas

(12 months/1982 in parentheses)

	Passenger Cars	Trucks	Buses	Total
South East Asia	222,767	291,523	6,453	520,743
Middle East Asia	341,854	353,148	15,082	710,084
Europe	903,952	218,802	221	1,122,975
North America	1,844,712	452,310	—	2,297,022
Central/South America	139,410	99,360	4,311	243,081
Africa	85,507	186,258	17,657	289,422
Oceania	222,509	169,866	3,020	395,395
Others	9,325	2,280	146	11,751
TOTALS	(3,770,036)	(1,773,547)	(46,890)	(5,590,473)

(4) All export figures are as reported by individual manufacturers on a constant basis for each month.

(5) Export figures include the number of automobiles in "knock-down" form exported to overseas countries for assembly.

(6) Export figures to the U. S. include Alaska and Hawaii. They do not include Puerto Rico and other island territories governed by the U. S. government.

Thumbnail report on Japanese

Production, registrations and exports

Japan's exports of passenger cars, trucks, and buses fell 7.6 percent in 1982 to 5,590,473 units, according to the Japan Automobile Manufacturers Assn. (JAMA). It was the first year-to-year decline since Japanese auto companies began exporting in the early 1950s.

Overall vehicle exports to the U. S. fell 8.6 percent in 1982 to 2,105,519 units. Passenger car shipments to the U. S. were down 4 percent, from 1,761,403 units in 1981 to 1,691,806 in 1982, while truck exports were down a sharp 23.9 percent from the previous year. The decline in exports results from recession in world markets and trade restrictions on Japanese automobiles.

Production of motor vehicles fell 4 percent in 1982 to 10,737,034 units. This was the first year in which production declined since the 1974 oil crisis.

Sales of motor vehicles in Japan's domestic market registered a 2.6 percent increase over 1981. Domestic passenger car sales increased by 6 percent in 1982.

Marketing

Continued from Page E-6

the dollar profit they lose through restricted volume.

Toyota is still selling lots of lower-priced vehicles, Christell claimed, adding, "A lot of our emphasis has been on Tercel, which is in the low end of the spectrum."

Toyota apparently wants to keep its different car names in the public consciousness so that when restrictions are lifted it can return to steadily increasing volumes. There will be a new Tercel commercial, but it hadn't been finalized at presstime.

On the truck side, Toyota sales have been running ahead of a year ago. It is looking for about 150,000 truck sales in calendar 1983, up from 144,000 last year. "We see the market gradually improving for trucks; we will have a lot of emphasis on them," Christell said.

Toyota will feature, among other trucks, a Mojave special limited-edition model, described by Christell as a "two-seat sports car with a seven-foot bed." It will have styled wheels, special Mojave lettering, clear-coat paint, custom seats and various dress-up sport items.

Toyota hasn't been as aggressive with low-interest financing, rebates and other special merchandising efforts as some truck competitors. Christell expressed confidence in the product selling itself. It offers a 2.4-liter standard engine in a $5,998 model which basically outpowers Nissan's competing price leader.

"Our research indicates the truck buyer wants above all else a fully acceptable level of performance in loads and applications," Christell said.

Dancer - Fitzgerald - Sample, Inc., Torrance, Calif., is its agency.

Isuzu for Barberino

WALLINGFORD, Conn.—Barberino Pontiac-Datsun has added the area Isuzu franchise.

TV AD EXPENDITURES (in millions of dollars)

Company	Network	Spot	Total 1982	Total 1981
General Motors	164,261.5	27,232.1	191,493.6	160,808.0
Ford Motor	128,885.4	22,602.4	151,487.8	136,345.0
Chrysler Corp.	68,219.5	25,654.3	93,873.8	73,855.9
Toyota Motors	21,244.0	44,762.1	66,006.1	64,166.7
Nissan Motors	23,548.1	35,289.1	58,837.2	41,611.7
Honda Motor*	26,709.7	8,864.0	35,573.7	22,793.1
Mazda (Toyo Kogyo)	26,709.7	10,736.5	37,446.2	17,323.9
Subaru (Fuji Heavy Ind.)	8,568.9	3,972.9	12,541.8	12,087.7

Note: Data is from TV Bureau of Advertising, from Broadcast Advertiser Reports data on 75 monitored markets.

* Honda includes car and motorcycle.

PLAYBOY INDUSTRY VIEW: MARVIN GRUBER

comments on advertising strategy, from the manager of porsche+audi advertising

PHOTOGRAPHY BY JOOK LEUNG

"Our Porsche target customer appreciates quality, is very well educated. Which is why our ad copy is technically oriented—it requires a smart, educated audience."

"We match psychographics—look for the person who fits the personality of Porsche. Alive, aware, able to support a lifestyle that correlates closely with our products."

"The kind of advertising we do requires an attentive, reactive audience—doers who will follow up and respond to our 800 number."

PLAYBOY: For an attentive audience, it's smart to advertise in PLAYBOY. Each month, you'll reach nearly 13 million men—including 20 percent of all the college-educated men in America. Men with learning power and earning power. Men so aware, so motivated — so keen on enriching their lifestyles—that when they see what they like, they're likely to buy it.

And buy they do. PLAYBOY reaches more men who own cars than Newsweek or Sports Illustrated. And PLAYBOY men own more sports cars than the men who read any other magazine edited primarily for men—including the newsweeklies.

Put PLAYBOY power behind your ad campaign. And drive your message home in style.

Playboy means business.

Source: MRI, Fall 1982—adjusted. © 1983 by Playboy.

Europeans

Continued from Page E-32

can be increased to 2,000 a month in '83.

The 18i is an area where Van Peursem says AMC is not going to take on European importers directly. He expects sales of 6,000 to 8,000 this year.

Volvo

Volvo, which broke the 70,000 sales mark in '82, is moving to bolster its competitive position. William Hoover, vice president of marketing, notes Volvo entered the sport sedan category in recent years with a Turbo GT and last year launched its luxury entry 760.

"We have to find ways to convince people they're not just buying a car but a total car experience," Hoover says. Fifty percent of Volvo business is taken from domestic manufacturers, Hoover says, primarily Buick, Oldsmobile and Pontiac.

Hoover says with more entries moving into this market segment, "the real battle will be in execution." Volvo has stressed dealer service and introduced an owner magazine to "retain its owner base."

With '83 sales projected at 75,000 to 78,000, customer satisfaction and the transportation package are market keys, Hoover maintains. He notes the company, reacting to signals in the market place, started to expand its image and flexibility with the turbocharged cars and wagons, and the 760.

With 400 dealers in the U. S. and 90 in Canada, Hoover notes it was easier for Volvo to make adjustments, get its dealers behind programs and react quicker to change than if there were several thousand dealers.

"We're hammering away at the total owning experience," Hoover says. This includes warranties, service, parts and communications with the owner and dealer body. He says focusing on the customer will be the key to success in the face of heated competition.

Saab

Saab Scania of America views domestic entries into the upscale-market price category as a positive sign since it focuses more attention on the entire category. Saab sales have been increasing and for '83 the company projects 22,000 units compared to 18,000 in '82.

But the company is shifting its product approach, according to Sten Helling, vice president for sales and marketing. In '82 company sales were 53 percent turbocharged units. Helling would like to drop that in '83 to 46 or 47 percent.

While turbocharged cars brought attention to Saab, the company does not want to be known exclusively as a turbo company. Advertising slant has been changed somewhat to include more generic messages stressing the overall lineup.

Peter Berla, manager for advertising and sales promotion, says it is important for consumers to be aware of the entire range Saab offers.

Helling says the company will continue to emphasize dealer development, service and parts, as well as "how the customer is treated." Consequently, more service training has been added, as well as a program called "Dedicated Delivery" which focuses on how the car is delivered to the customer.

The program has been well received by the dealers, according to Helling.

Saab's new push will come in the Sunbelt, where it hopes to develop more business, and California. These areas are virgin territory for Saab, but Helling says the company will not force the markets, but build them.

Pickups

Continued from Page E-10

Isuzu and Nissan purchasers," the study reported.

Of those buying the Mazda, 55 percent considered Chevy S-10, 29 percent looked at the Ford Ranger, 22 percent at GMC's S-15 and seven percent at Chrysler's Rampage. Nearly half the Isuzu buyers considered S-10; 18 percent, the S-15 and 14-percent, the Ranger. Forty-four percent of the Nissan buyers looked at S-10; 19 percent, the Ranger and 17 percent the S-15.

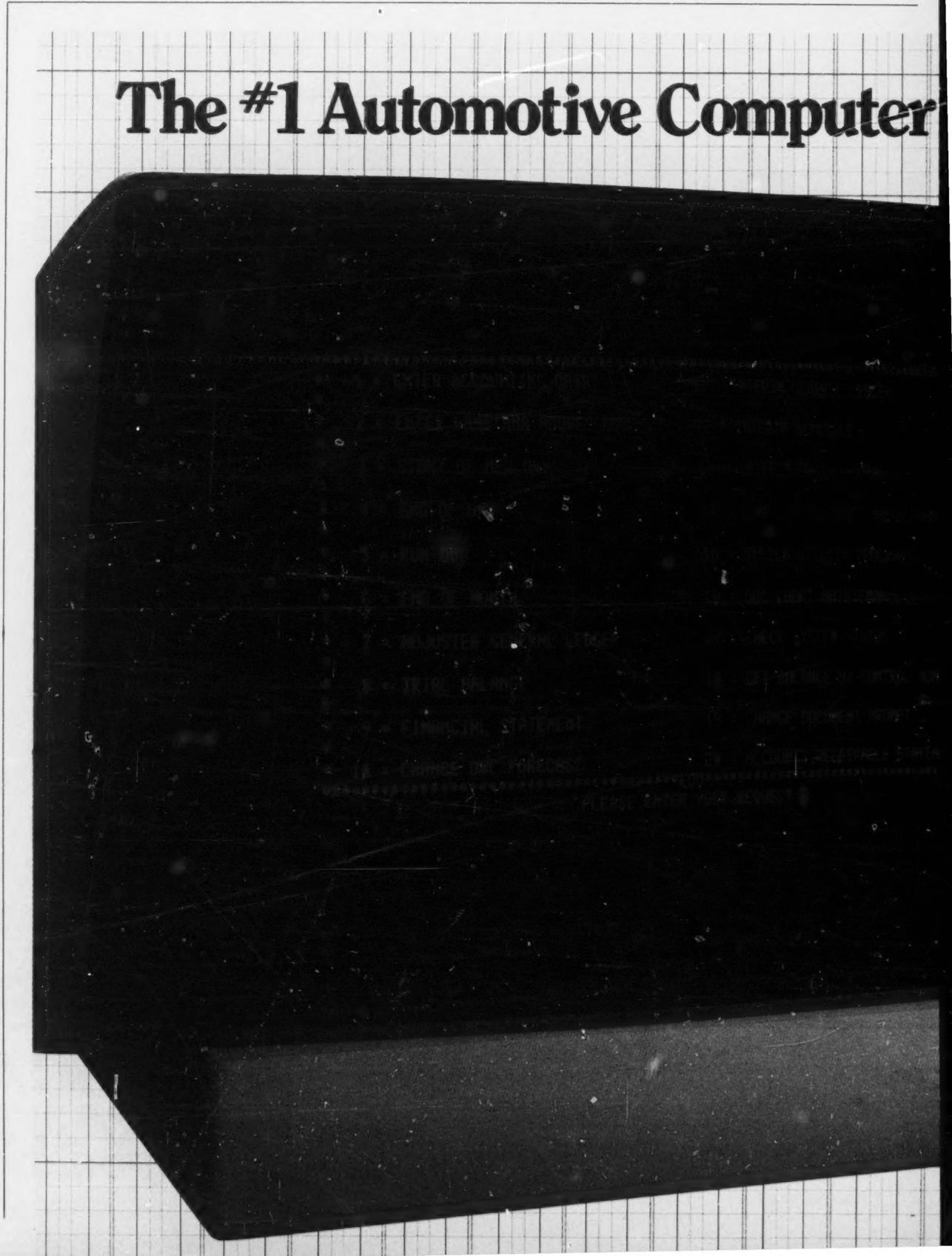
More than four out of every 10 captive import buyers looked at the S-10, while 19 percent of these consumers shopped the Ranger and 13 percent, the S-15. Toyota buyers were the least likely to look at any of the domestic makes, with only 35 percent of those buyers considering the S-10; 16 percent, the Ranger and only 12 percent, the S-15.

Domestic manufacturers also have been citing the virtues of small-truck quality. However, the Power study reports that buyers of imports experience significantly fewer problems with their new trucks than buyers of domestic compact or full-size trucks. Only 26 percent of the import buyers experienced problems with their vehicles, while 40 percent of compact and 45 percent of full-size truck buyers experienced one or more problems with their purchases.

"The opportunities, however, seem particularly ripe for the domestic compacts," the Power organization said in its newsletter. "The new offerings have garnered considerable attention, but have yet to capture significant numbers of those first-time high-demographic buyers who normally gravitate toward the imports. More competitive pricing, better quality, a strong emphasis on performance and a larger selection of options should do much to sell those who are in doubt."

Jaguar expansion

CORAL GABLES, Fla. — The Jaguar Collection, a Jaguar dealership, has opened a new expanded facility here. Joe DeMaria is owner.



Prices

Continued from Page E-2

big guys: Toyota, $112; Datsun, $147; Honda, $114; Mazda, $117, and Subaru, $102. Taking those five Japanese lines separately, the boost was $117.

The Volkswagen Rabbit is not included in this study of imports since it is a U. S.-built car. For the record, however, prices of the Rabbit L and LS models (which appear in both the '82 and '83 lineups) are down an average of $250.

• In the medium-priced field, the increase also was considerably lower than those of the two preceding years.

The current study found an average boost of $374.16, or 3.53 percent. It was $898.79 in the 1982 check and $1,067.34 in 1981.

This class consists of imports priced between $8,001 and $15,000. It accounted for 30.12 percent of the imported cars sold in the U. S. last year, up from 24.7 percent in 1981.

The study compared 49 models offered by 13 makes. In many cases, they are the higher-priced models of nameplates that also appear in the popular-priced category. In other instances, they are the lower-priced models of marques that also compete in luxury class.

All the imported Volkswagens are in the medium-priced class, and so are Dodge Challenger and Plymouth Sapporo.

The group also includes the BMW 320i; the Audi 4000, 5000 and Coupe; the Datsun 200-SX and Maxima; the Honda Accord four-door and LX; the Mazda 626 Luxury and all RX-7 models. Most Toyota Celicas are listed here along with the Cressida and one Celica Supra.

Still others are the Renault 18i and Fuego; the Peugeot 504 and most 505s; the Saab 900 and 900-S, and the Volvo DL and GL.

Fiat was omitted from the study because it does not have any 1983 models at this time. Fiat's '82 X 1/9 coupe/roadster and Spider convertible continue at their year-ago prices.

Five makers have boosted their medium-priced models more than the average of $374.16. Toyota's hike of $780 was the highest. It was fueled by raises of $1,030 and $1,320 on the Cressida wagon and sedan.

Also above the average were Audi, up $591; Volvo, $583; Peugeot, $465, and Renault, $398.

The BMW 320i is priced the same as it was last year at this time.

Posting increases below the average for the medium-price class were Honda, up $100; Mazda, $125; Datsun, $140; Volkswagen, $277; Challenger, $280; Sapporo, $280, and Saab, $350.

• In the luxury class — over $15,000 — the average increase was $959.10, or 3.57 percent. By itself, that's rather a fancy figure, but it's much less than the bumps of $1,778.25 last year and $2,235.96 two years ago.

The luxury segment accounted for 9.48 percent of imported-car sales in the U. S. last year, a big jump from 5.5 percent in 1981.

This year's analysis included 30 models offered by 11 makes. All Mercedes-Benz, Alfa Romeo, Jaguar and Porsche selections are in this class as are the highest-priced cars marketed by Audi, BMW, Datsun, Peugeot, Saab, Toyota and Volvo.

The luxury cars of five makers went up more than the $959.10 average, while six nameplates rose less than the class average.

Volvo was closest to the norm with a hike of $978. Also above the average were Mercedes-Benz, up $1,095; BMW, $1,287; Jaguar, $1,467, and Porsche, $1,867.

The Audi Quattro remains at its $35,000 introductory price of last year.

Increases below the class average were posted by Saab, up $180; Peugeot, $205; Datsun, $300; Alfa Romeo, $523, and Toyota, $800.

In each of the three classes — popular-priced, medium-priced and luxury — the AUTOMOTIVE NEWS analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were used.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographical areas, East Coast prices were used in most instances.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. There was no sales-weighting, and no adjustment was made for year-to-year equipment changes.

Little growth in tire imports

Bridgestone-Firestone deal stirs interest

Purchase early this year by Bridgestone Tire Co. of a tire plant in Tennessee from Firestone Tire & Rubber Co. focused a great deal of attention on the world of foreign tire producers and the importing of tires.

Because the name Bridgestone is becoming increasingly familiar in U.S. automotive circles, many in the auto trade seem to consider tire imports a growing threat to Akron and its rolling rubber products.

Somewhat surprisingly, however, a look at the import figures shows little indication of fast or massive growth in that segment of the world's economy.

The Rubber Manufacturers Assn. reports there are some isolated examples of important growth in imports—in particular sizes, for example — but the numbers overall are not big.

Here is a look at how tire imports have shaped up over the past few years.

Imports of Passenger Car Tires

Year	Tires	Pct. of Market
1982	16,900,000	10.4
1981	17,500,000	10.9
1980	13,700,000	8.7
1979	15,200,000	8.2

Source: Rubber Mfgs. Assn.

A similar growth pattern is reflected in the figures covering incoming shipments of tires for trucks and buses.

Imports of Truck and Bus Tires

Year	Tires	Pct. of Market
1982	3,700,000	11.7
1981	3,900,000	11.8
1980	4,300,000	13.0
1979	4,800,000	11.4

Source: Rubber Mfgs. Assn.

Another surprising element in the import tire picture is the size of Canada's contribution to the total. Historically, Canada has accounted for some 32 percent of total tire imports, the Rubber Manufacturers Assn. says.

Rubber industry people seem to agree that one thing of growing concern in their industry today is suspected dumping. They contend Korean tire makers are beginning to dump tires in the U. S. as they have been dumping inner tubes, they say.

Dumping, of course, means sale of a product in a foreign country at prices below those at which the same product is sold at home. It is considered a tactic of unfair competition.

Others agree that while the passenger car tire import situation is not critical, the status of truck and off-highway tires from foreign plants is growing increasingly so.

In that field tires are coming from Japan, Europe, Korea and Israel, they say.

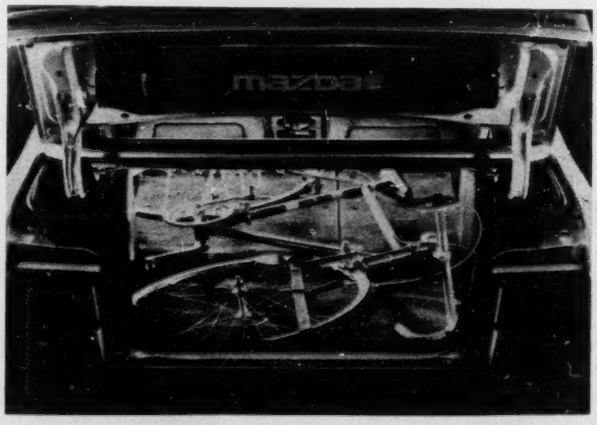
Tire men point favorably to Michelin, the French tire firm, because it manufactures in the U. S. large numbers of the tires it sells here.

Also, in January, news of Bridgestone's purchase of the Firestone facility near Nashville was similarly received.

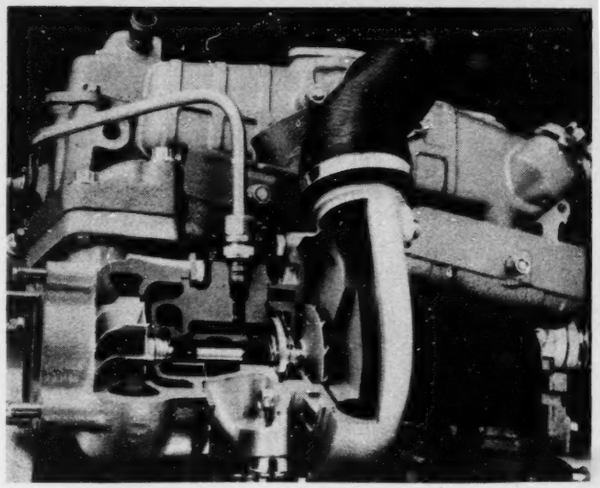
In that transaction, Bridgestone is paying Firestone $52 million for the plant and will spend an additional $30 million for inventory and layout changes.

Bridgestone will continue making steel belted radial-ply truck tires in the facility which is about 20 miles from the brand-new Nissan pickup plant in Smyrna, Tenn.

Bridgestone is not listed as a supplier to that Nissan assembly plant which will receive tires made in the U.S. by Goodyear Tire & Rubber Co. and General Tire & Rubber Co.



Slick design went into the Mazdas this model year. Not only does a 26-inch bike fit neatly into the trunk, but the trunk opening on the 626 sedan and coupe was lowered to the top of the bumper to make loading and unloading easier.



Volkswagen's 1.6-liter, four-cylinder turbo diesel is available on the 1983 Quantum sedan and wagon and Jetta.

Import prices

Continued from Page E-44

disk brakes standard on all models except base Le Car. **Power steering** and **radio** standard on 18i and Fuego. **Air conditioning** standard on Fuego Turbo. **Automatic transmission** is $420 on Alliance and Alliance L, $325 on Alliance DL and Alliance Limited, $365 on 18i and base Fuego; not available on Le Car and Fuego Turbo.) (Prices include dealer prep fee.)

ROLLS-ROYCE (1982 models)—Silver Spirit—4-door sedan, $111,000. **Silver Spur**—4-door sedan, $119,000. **Camargue**—Coupe, $158,600. Corniche—Convertible, $162,500. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.)

SAAB—900 Series (5-speed)—3-door hatchback, $10,750; 4-door sedan, $11,050. **900-S (5-speed)**—3-door hatchback, $13,550; 4-door sedan, $13,950. **900 Turbo (5-speed)**—3-door hatchback, $16,510; 4-door sedan, $16,910. **(Power disk brakes, power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $370 on all models.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $8,323. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $331.) (Price includes dealer prep fee.)

SUBARU—3-door Hatchbacks—Standard hatchback, $5,058; DL hatchback (5-speed), $6,063; GL hatchback (5-speed), $6,663; GL hatchback (automatic), $6,973; GL hatchback (4-wheel drive), $7,228. **4-Door Sedans**—DL sedan (5-speed), $6,463; GL sedan (5-speed), $7,063; GL sedan (automatic), $7,373. **2-Door Hardtops**—DL hardtop (5-speed), $6,578; GL hardtop (5-speed), $7,253; GL hardtop (automatic), $7,563. **4-Door Wagons**—DL wagon (5-speed), $6,703; GL wagon (5-speed), $7,303; GL wagon (automatic), $7,613; DL wagon (4-wheel drive), $7,288; GL wagon (4-wheel drive), $7,858; GL wagon (4-wheel drive, automatic), $8,168. **BRAT (4-wheel drive)**—DL, $6,913; GL, $7,663; GL (automatic), $7,973. **(Power disk brakes** standard on all models. **Radio** standard on all models except base hatchback.)

TOYOTA—Starlet—3-door Liftback (4-speed), $5,798; 3-door Liftback (5-speed), $5,838. **Tercel**—3-door Liftback (4-speed), $4,998; Deluxe 3-door Liftback (5-speed), $5,898; Deluxe 3-door Liftback (automatic), $6,198; SR-5 3-door Liftback (5-speed), $6,618; Deluxe 5-door Liftback (5-speed), $6,058; Deluxe 5-door Liftback (automatic), $6,358; Deluxe 4-door wagon (6-speed), $7,398; SR-5 4-door wagon (6-speed), $8,148. **Corolla**—2-door sedan (4-speed), $5,448; Deluxe 2-door sedan (5-speed), $6,018; Deluxe 2-door sedan (automatic), $6,318; Deluxe 4-door sedan (5-speed), $6,138; Deluxe 4-door sedan (automatic), $6,438; SR-5 2-door hardtop (5-speed), $7,248; SR-5 2-door hardtop (automatic), $7,688; Deluxe 2-door Liftback (automatic), $6,718; SR-5 2-door Liftback (5-speed), $7,208; SR-5 sport coupe (5-speed), $7,308; Deluxe 4-door wagon (5-speed), $6,508; Deluxe 4-door wagon (automatic), $6,808. **Celica**—ST sport coupe (5-speed), $7,299; ST sport coupe (automatic), $7,999; GT sport coupe (5-speed), $8,599; GT sport coupe (automatic), $9,039; GT-S sport coupe (5-speed), $9,969; GT 2-door Liftback (5-speed), $8,949; GT 2-door Liftback (automatic), $9,389; GT-S 2-door Liftback (5-speed), $10,319. **Celica Supra**—L-Type 2-door Liftback (5-speed), $14,148; L-Type 3-door Liftback (automatic), $14,748; 2-door Liftback (5-speed), $15,398; 2-door Liftback (automatic), $15,998. **Camry**—Deluxe 4-door sedan (5-speed), $7,798; Deluxe 5-door Liftback sedan (5-speed), $8,048; LE 4-door sedan (automatic), $9,698; LE 5-door Liftback sedan (automatic), $10,048. **Cressida**—Luxury Edition 4-door sedan (5-speed), $13,169; Luxury Edition 4-door sedan (automatic), $13,569; Luxury Edition 4-door wagon (automatic), $13,729. **Land Cruiser**—2-door with hardtop (4-speed), $10,348; Deluxe 4-door wagon (4-speed), $13,368. **(Power disk brakes** standard on all models. **Power steering** standard on Celica GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Radio** standard on Tercel SR-5 models, Corolla SR-5 models, Celica GT and GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Air conditioning** standard on Celica Supra and Cressida. (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,996; Standard long bed (4-speed), $6,198; Standard long bed (5-speed), $6,618; Deluxe long bed (5-speed), $6,788; Deluxe long bed (automatic), $7,198; SR-5 short bed (5-speed), $7,458; SR-5 long bed (5-speed), $7,608; SR-5 long bed (automatic), $8,018; Standard cab-chassis (4-speed), $6,478; Deluxe cab-chassis (4-speed), $6,998. **Diesel Pickups (2-wheel drive)**—Deluxe long bed (5-speed), $7,278; SR-5 long bed (5-speed), $8,098. **Pickup Trucks (4-wheel drive)**—Deluxe short bed (5-speed), $8,548; SR-5 short bed (5-speed), $9,248; Deluxe long bed (5-speed), $8,698; SR-5 long bed (5-speed), $9,398. **(Power disk brakes** standard on all models. **Radio** standard on SR-5 models.) (Prices include dealer prep fee.)

VOLKSWAGEN—Rabbit L—2-door hatchback, $6,290; 4-door hatchback, $6,500. **Rabbit LS**—2-door hatchback (4-speed), $6,890; 2-door hatchback (5-speed), $7,100; 4-door hatchback (4-speed), $7,100; 4-door hatchback (5-speed), $7,310. **Rabbit GL**—2-door hatchback (5-speed), $7,490; 4-door hatchback (5-speed), $7,700. **Rabbit GTI**—2-door hatchback (5-speed), $7,990. **Rabbit Convertible**—Convertible (5-speed), $10,595; convertible (automatic), $11,020. (All Rabbit models except convertible are built in the U.S.) **Jetta (5-speed)**—2-door sedan, $7,990; 4-door sedan, $8,210. **Scirocco**—Coupe (5-speed), $10,150; coupe (automatic), $10,575. **Quantum (5-speed)**—Coupe, $10,770; 4-door sedan, $11,280; 4-door wagon, $11,680; GL coupe, $11,595; GL 4-door sedan, $12,160; GL 4-door wagon, $12,890. **Vanagon**—L 7-seater (4-speed), $10,950; L 9-seater (4-speed), $11,005; GL 7-seater (4-speed), $11,450. **(Power disk brakes** standard on all models. **Power steering** standard on Rabbit GL and all Quantum models. **Radio** standard on Rabbit convertible, Scirocco and all Quantum models **Automatic transmission** is $410 on Rabbit LS and Rabbit GL, not available on Rabbit L and Rabbit GTI; it is $425 on Jetta, Quantum and Vanagon. **Diesel engine** is $750 on Rabbit L, $525 on Rabbit LS, $645 on Jetta and $735 on Vanagon. Vanagon diesel includes 5-speed transmission. **Turbo Diesel** is $1,550 on 5-speed models of Rabbit LS 2-door, Rabbit GL 2-door and 4-door, Quantum 4-door sedan and wagon and Quantum GL 4-door sedan and wagon.) (Prices do not include dealer prep fee.)

VOLKSWAGEN PICKUP TRUCKS—Base pickup (4-speed), $6,890; base pickup (5-speed), $7,100; LX pickup (5-speed), $7,475; Sportruck (5-speed), $7,630. **(Power disk brakes** standard on all models. **Diesel engine** is $645 on base pickup and LX pickup.) (Prices do not include dealer prep fee.) (Volkswagen pickup trucks are built in the U.S.)

VOLVO—DL Series—2-door sedan (overdrive), $10,650; 2-door sedan (automatic), $11,040; 4-door sedan (overdrive), $11,085; 4-door sedan (automatic), $11,475; 5-door wagon (overdrive), $11,585; 5-door wagon (automatic), $11,975. **GL Series**—4-door sedan (overdrive), $14,495; 4-door sedan (automatic), $14,885; 5-door wagon (overdrive), $14,995; 5-door wagon (automatic), $15,385. **GLT Series**—2-door sedan (overdrive), $16,050; 2-door sedan (automatic), $16,440; 4-door sedan (overdrive), $16,360; 4-door sedan (automatic), $16,750; 5-door wagon (overdrive), $16,860; 5-door wagon (automatic), $17,250. **GL Diesel**—4-door sedan (overdrive), $14,980; 4-door sedan (automatic), $15,240; 5-door wagon (overdrive), $15,480; 5-door wagon (automatic), $15,740. **760-GLE**—4-door sedan (V-6, gasoline engine, automatic), $18,785; 4-door sedan (Turbo Diesel, manual), $19,595. **(Power disk brakes, power steering** standard on all models.) (Prices include dealer prep fee.)

Engineering

Continued from Page E-42

given microcomputer controls and platinum-tipped plugs for '83. The microcomputer adds 5HP.

For the sporty Toyota Celica GT models an electronically fuel injected version of the 2.4-liter engine delivers 10 percent more horses than last year's.

For Corolla, there's a 1.6-liter single overhead cam four replacing last year's 1.8-liter engine. The new mill helps boost fuel economy by 12 percent while maintaining the 70HP of the bigger 1982 engine.

Microcomputer control has been added as well to the Toyota Starlet for improved fuel economy and performance.

Pitcairn gets Volvo

LANGHORNE, Pa. — Pitcairn Enterprises, has been appointed a Volvo dealership here. Garthowen Pitcairn is president.

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Automotive News

March 21, 1983

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Sales gains projected for 1983 and 1984

Vehicle outlook brightens

By Kathleen Hamilton
Financial Editor

The U. S. auto and light-truck sales outlook for 1983 and 1984 has improved dramatically because of the promise of declining oil prices.

New-car sales in the U. S. are now forecast to reach 9.01 million units in 1983 and 10.34 million units in 1984, according to the most recent AUTOMOTIVE NEWS World Outlook (ANWO).

These figures represent major gains over 1982's sales of 7.98 million new cars, as well as over the levels which had been forecast just three months ago. The U. S. hasn't seen a 10 - million car year since 1979.

Even better news for Detroit: It looks as though domestics will be taking a bigger share of that expanding market in both years.

ANWO expects the U. S. car makers to capture 75.36 percent of their home market in 1983 and 77.19 percent in 1984. By contrast, they had just 72.18 percent of the market in 1982.

This is the first time in five quarters that the ANWO U. S. sales forecast has been upgraded. ANWO, a joint venture of AUTOMOTIVE NEWS and Data Resources, Inc., previously had been trimming projections as the economic news worsened.

The oil price decline was the catalyst the economy was waiting for, according to John Hammond, director of automotive services for Data Resources.

"Until mid-February, there was no catalyst in sight," Hammond said. Income-tax returns and the July 1 tax decrease held a little promise, but nothing like an oil-price decline.

It promises to reduce inflation and interest rates, increase economic activity and get people back to work more quickly, Hammond said.

The same effect is not expected in Europe, where nations have reacted to declining fuel prices with plans to increase fuel taxes.

The rosy forecast for the U. S. assumes similar taxes will not be instituted here. But even if they are, the outlook still would be better than had been expected just three months ago.

The reason is that the revenue from such taxes would lower the federal deficit, and that would lower interest rates, Hammond explained.

A 9.01-million-car 1983 would represent a growth rate of 12.9 percent, or an extra 1.03 million units over 1982. It is 400,000 units more than forecast in December.

The entire 1.03 million increase is expected to be gained by the domestic makers, who are benefitting from their capacity to build large and intermediate-sized cars — just the cars that buyers want now that gasoline prices are falling.

With the Japanese locked in to 1.68 million cars a year until at least mid-1984, imports are expected to hold steady at 2.22 million sales this year. The Accords that Honda is building in Ohio are considered domestics.

Because demand is shifting to larger cars, makers will have to

Continued on Page 7, Col. 1

New from Mitsubishi

Chariot chases the Prairie

Mitsubishi is pitting its Chariot against Nissan Prairie. The Chariot is 169 inches long, 60 inches high and has a wheelbase of 103 inches. The six-seater is built on a lengthened version of the Tredia underbody and is being assembled at Okazaki. Story on Page 6.

VWs bought, imported, federalized and tagged at $6,995

Mexican Beetles find home in U. S.

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES.—The Beetle is back and Volkswagen of America is not too happy about it.

The venerable Bug, a fixture on the American automotive landscape for three decades, was discontinued in the U. S. by VW in 1977, although convertibles were sold until 1979.

In recent months, however, the Beetle has been scuttling across the border from Mexico, due to the precipitous drop in that country's currency and the desire of persons to profit both legally and illegally from the situation. The Beetle is still produced in Mexico.

"We don't encourage anyone to import the Mexican Beetle," a VW spokesman said. "The car is not designed to meet federal and state safety and emission standards."

Lenny Macchiarella thinks differently. He and his partner, Danny Najor, have established a firm ironically called The People's Car Co. in Solana Beach, Calif., to import, federalize and distribute Mexican-built VW Beetles in this country.

Macchiarella, whose operation is legitimate in the eyes of U. S. Customs, and others, who aren't, are beneficiaries of the economic turmoil in Mexico fostered by declining oil prices.

According to John Lipscomb, who works in the foreign exchange department of Bank of America, the peso was trading at 28 to the dollar a little more than a year ago. By spring, that rate had declined to 48 to the dollar and last summer, when the government stopped supporting the peso, it dropped to 115.

In September, the Mexican government suspended buying and selling the peso and the external market price fluctuated between 100 and 145 pesos to the dollar. On Dec. 20 of last year, the government resumed buying and selling the peso and its value declined even further hitting a low of 162 to the dollar.

• This sudden and dramatic drop in the peso meant that commodities in Mexico have become cheap—dirt cheap.

"Prices never adjusted as fast as the peso's decline," Lipscomb said, adding that a car which had sold for $4,500 to $4,700 when the peso was trading at 70 to 1 suddenly cost $2,500 when the peso fell to 130.

It was about that time last November that Macchiarella, an auto wholesaler and dealer in classic cars for the past 15 years, noticed that there were new VW Beetles running around Tijuana.

When he found how cheaply he could purchase the cars as a result of the peso's devaluation —he wouldn't say how cheaply —he and his partner decided they could make a buck by bringing the cars up to U. S. standards and selling them.

Working through Mexican intermediaries, since the government there takes a dim view of U. S. residents purchasing cars, Macchiarella obtained his first car and brought it across the border where he was promptly stopped by U. S. Customs.

"Customs at first said we couldn't bring it in because it didn't comply," Macchiarella said. "We posted a bond and federalized the car." The People's Car Co. was in business.

The conversion isn't cheap. Macchiarella said it costs about $2,500 per vehicle and extensive work is done.

"We resupport the bumpers, change all the windows to DOT-

Continued on Page 6, Col. 3

New-car supply falls to 41 days

Lean import stocks hamper sales

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars in the U. S. dropped sharply during February and by March 1 was so lean that it was holding a lid on sales of some makes.

While total sales of imported cars were up during February compared with January, those hot-selling nameplates with short inventories were down. The gains were notched by lines with sufficient stock to meet the increased demand during February.

The inventory of new imported cars March 1 totaled 316,745, a lean 41-day supply, compared with 355,603 new cars, a 49-day stockpile, a month earlier.

The inventory of new imported pickup trucks increased during the month, however, to 93,593 March 1, an 83-day supply, compared with 92,705 a month earlier, a 73-day stock.

The combined imported car and truck inventory March 1 totaled 410,338, a 46-day supply, compared with 448,308 a month earlier, a 52-day stockpile.

In shortest supply was Toyota, with a 19-day stock of new cars March 1. With such a lean supply, Toyota was outsold during February by Nissan, which had a much healthier 42-day stock.

Other nameplates with inventories lean enough to result in lower sales during February than in the preceding month included Honda, 21 days; Mercedes-Benz, 25 days; Jaguar, 26 days; Porsche, 26 days, and BMW, 33 days.

Most of the inventory cut was accounted for by the Japanese-built nameplates. The supply of new Japanese-built cars dipped to 216,199 units March 1, a 34-day supply, compared with 258,936 a month earlier, a 43-day stockpile.

Japanese cars and their March 1 days-supply figures were: Toyota, 19; Honda, 21; Subaru, 30; Nissan, 42; Mazda, 46; Mitsubishi, 84, and Isuzu, 108. In addition, Chrysler Corp. had a 78-day supply of Mitsubishi-built cars, including Dodge Colt, 70; Plymouth Colt, 71; Sapporo, 85, and Challenger, 100.

The stockpile of West German-built new cars March 1 totaled 51,805, a 60-day supply, compared with 52,915 a month earlier, a 75½-day stock.

The German cars and their March 1 days-supply figures were: Mercedes-Benz, 25; Porsche, 26; BMW, 33; Volkswagen (imports only), 84, and Audi, 119. VW also had a 93-day supply of U. S.-built Rabbits.

Days-supply figures for other European lines March 1 included: Jaguar, 26; Volvo, 41; Saab, 50; Alfa Romeo, 129; Peugeot, 133; Fiat/Lancia, 246, and Renault, 285. (The Renault stock figure did not include a 53-day supply of its U. S.-built Alliance.)

breaking news

Court finds jurisdiction in Toyota-IRS tax case

LOS ANGELES.—U. S. District Judge Cynthia Hall has ruled that her court has jurisdiction in the dispute between the IRS and Toyota Motor Corp., of Japan, over access to Toyota's price and cost data on cars built and sold in Japan. As a result, Toyota must appear in court April 11 to explain why it will not release the information requested by the IRS in its investigation of the 1975-78 income tax liability for TMC's U. S. subsidiary.

Subaru recalls 324,605 cars

PENNSAUKEN, N. J.—Subaru of America is voluntarily recalling 230,041 of its 1980 and 1981 cars for correction of a possibly defective fuse block that could lead to headlight failure. It also is recalling 94,564 of its 1981s and 1982s with manual transmissions and maintenance-free batteries. Chafing may cause a short, it said. A total of 45 complaints on both matters have been received by the company. No injuries or fatalities have been reported, Subaru said.

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New products generate interest

Optimistic mood prevails at Geneva

By Richard Feast
European Editor

GENEVA. — It would take a couple of months to talk to all the leading executives from the European auto industry. They are scattered around the continent, they are away from the office, they are busy, they are shielded by secretaries' secretaries.

In Geneva for the international auto show it would take a couple of days. The concentration of decision-makers is daunting, but it is fertile ground for information gatherers.

Of course, auto shows in Europe are all like that. Some are just more equal than others.

The Geneva show is an annual event. Others are held every other year. The Geneva show is held in the early spring, before the hordes of holiday-makers in coaches arrive.

Geneva is a cosmopolitan and sophisticated city, elegant and expensive. It is clean, it is multi-lingual, everything seems to work. It is just a very pleasant place to be.

Some of which may explain a result from a survey carried out at last year's exhibition. There was a big increase in the number of visitors—due entirely to industry professionals, who accounted for a fifth of the total.

• This year's show was essentially serious in tone. But there was definitely not as much gloom as in recent years over continuing low sales.

The belief is widespread that the U. S. economy is about to pick up steam and drag Europe along in its train.

Industry generally welcomed the results from the West German elections a few days before. In the words of Dr. Wolfgang Habbel, chairman of Audi, it had two positive effects.

One was that the election was over. A clear-cut result would remove much of the doubt and uncertainty over the direction of the German economy — still the powerhouse of Europe.

The second was that the result was how it was. Most executives believe that the result of the election will stimulate demand.

Already, in the past few months demand for passenger cars in the Federal Republic—the largest market in Europe—had begun to pick up. The trend is upwards, accelerating as the year progresses.

• The Geneva show was a good example of the way in which new products are being used to attract buyers. The newcomers were the Austin/MG Maestro (which will not be exported until September), Peugeot 205, Fiat Uno, Renault 11 hatchback, the angular Land Rover One-Ten and the elegant Audi 100 Avant.

One note of amusement for visitors concerned the Peugeot 205. Automobiles Peugeot insists it is a product of PSA's central styling department. But Pininfarina, who has styled so many Peugeots in the past, says it is his handiwork and had a model on the stand to underline it.

BMW showed the anticipated Cabriolet version of the new 3-series (to be made by Baur), while Citroen followed the trend with a similar format for its small Visa. The trend is becoming catching, what with convertible versions of the Talbot Samba, VW Golf and Fiat Ritmo

Continued on Page 52, Col. 4

Europeans to unveil host of new models

GENEVA.—There might have been a lot of new product on display at the international auto show here, but there are a lot more new cars to come from European auto makers before the year is out.

The major event of the year must be the introduction of the replacement for the best-selling Volkswagen Golf (Rabbit). That will debut at the Frankfurt show in September, production having begun after the summer break in new and flexible facilities at the Wolfsburg headquarters.

With production of Golf running down, and VW being pressed hard for market lead by usurper Opel, VW will be indulging in a good deal of promotional work to stay ahead in the meantime.

Another debutante at the Frankfurt show is expected to be by VW's sister company, Audi. A four-wheel-drive and turbocharged version of its dazzling 100 is scheduled.

Two other German auto makers will introduce new power units at the same time—Daimler-Benz the Cosworth-headed 220 for its recently introduced small sedan and Porsche a 911 with more power and economy.

Before then, in the spring, BMW will try to win European customers over to the Eta engine concept, fitted to the 5-series sedan.

Ford's program embraces the Orion (an Escort with a full trunk) in the summer and a face lifted Fiesta toward the end of the year.

In the UK, Jaguar will unveil its convertible XJ-S this summer, but of perhaps more significance will be its engine. It is an all-new slant-six known as AJ6. Eventually the unit will be available with standard and high performance May Fireball cylinder heads. The power version is expected to feature four valves per cylinder.

The system may not be new—competition engines have used it for years—but it is noticeable for the number of companies now adopting it: Saab, Mercedes-Benz and Volvo.

There will be plenty of activity from Italian makers, too. For Fiat the major launch will be the replacement for the dated-looking Mirafiori sedan and wagon.

This will debut in the fall, a derivative from the Ritmo (Strada) hatchback but with a trunk. The rumored name for the vehicle is Elba.

Another Fiat newcomer is be-

Continued on Page 52, Col. 1

VW is ousted by Opel as Swiss sales leader

GENEVA.—Opel executives at the international auto show here were proudly wearing "No. 1" badges. Nothing vulgar, of course, just a discreet enamel lapel badge.

It was in celebration of the fact that last year Opel became the biggest selling nameplate in this, the most international of European auto markets.

Swiss buyers bought 37,600 Opels last year, an increase of nearly 19 percent on the previous year. It was by far the most significant advance of any manufacturer, and was typical of the progress made right across Europe in 1982 by the passenger-car arm of General Motors here.

Volkswagen was relegated to the runner-up position. It added a handful of sales to reach 31,900—though if the group's Audi results are taken into account the picture did not change.

The VW group sold 40,900 units in Switzerland last year, a rise of 0.7 percent—much in line with the overall pattern.

Fiat Auto dropped a few hundred sales but remained in third spot with 25,000. Ford (23,500) and Renault (20,100) made fractional gains, but Toyota — the leading Japanese retailer—added more than 2,000 to claim 19,900 sales.

Overall, though, Japan's share of the Swiss car market dropped from 27.2 percent in 1981 to 26.6 percent last year. Only Mitsubishi and Suzuki of the others made any progress. France, Italy and the UK saw reduced business as well.

West Germany's slice rose from 39 to 42 percent, almost entirely on account of the Opel performance.

Ferdinand P. Beickler, chairman and managing director of Opel, called Switzerland a "well informed and sensitive international test market." A further test is now taking place — the arrival in Northern Europe of the Spanish-built Corsa baby car.

With widespread availability of the Corsa, Opel Marketing Director John Grettenberger

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58th year — No. 4959

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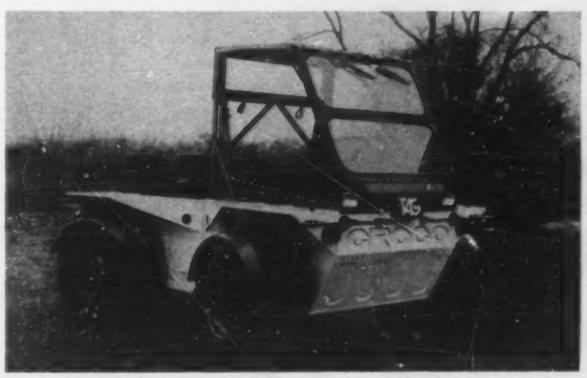
Italian entry at Geneva

This Ital Design Muette, shown at Geneva, is a prototype with no production plans so far. Based on the Renault 11, it features long gullwing doors and a hatchback.

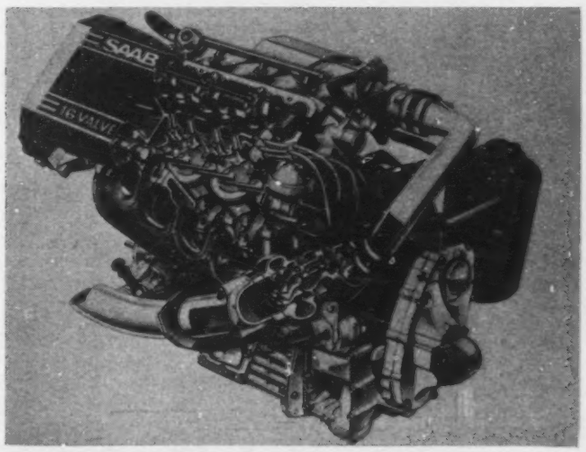
A stranger to Stuttgart

This Sbarro Gullwing, based on the Mercedes-Benz 500-SEC, was displayed at the Geneva Motor Show. The high-luxury coupe has a polyester body, gullwing doors, longer nose with covered headlamps and a shorter rear. It is available with the original 5-liter engine or the 6.8-liter OHC V-8.



Cross-country cutie

Developed in Switzerland and produced in Germany, the CROCO was exhibited at the Geneva Motor Show. The four-wheel-drive vehicle is powered by a single-rotor NSU-Wankel engine. The two-piece body twists at the center. It can be outfitted with a propeller for amphibious use. Wheelbase is 63.4 inches. The CROCO name comes from CROss COuntry and the vehicle has a CROCOdile as a symbol.



Sophistication from Saab

This Saab turbocharged 2-liter engine with four valves per cylinder and an intercooler was displayed at the Geneva Motor Show. The cross-flow cylinder head features twin overhead cams and hydraulic valve lifters.

Warns of possible deception in Washington area

FTC eyes dealers' financing ads

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Some dealer advertising of low-rate car financing may be either deceptive, not in compliance with the Truth-in-Lending regulation, or both, according to the FTC's Bureau of Consumer Protection.

After a six-week investigation, that is what FTC told Better Business Bureaus in the Washington area in response to a BBB alert sounded on Jan. 28.

FTC is distributing a consumer information pamphlet listing questions buyers should ask dealers about low-rate loans and other incentives.

FTC sent letters to more than 70 dealers warning them that their ads may be illegal and asking them to start complying with both the credit disclosure law and the FTC law banning deceptive practices and warning that if they do not, FTC will start enforcing the law. Frank McCarthy, NADA executive vice president, said the dealer group already had a leg up on the FTC, having sent an information bulletin to its members spelling out just what is and what is not permissible under the Truth in Lending laws and Regulation Z.

"With the advent of interest buydowns and other creative financing possibilities, we saw the need for guidance," McCarthy said. "We want the dealers to do it the proper way."

McCarthy said that in a few cases, consumers may have been misled through advertising that does not explain add-on charges or limits that may exist on models where the low rate is available.

"NADA strongly opposes any such misleading or illegal practices," he said.

• FTC plans to get in touch officially with NADA and the National Independent Automobile Dealers Assn. (NIADA) — ordinarily the fastest way, other than tough and widely publicized dealer cases, to inform the auto dealer body.

This "bringing about compliance with these statutes through voluntary, corrective measures undertaken by dealers at our request"—in the language of the FTC's memo to the BBBs—is the new wave of the Reagan Administration's belief in the free market system now followed by the FTC.

While it does not preclude "formal action in this area . . . if our investigation indicates that this is appropriate"—again the FTC's words—it does give law enforcement second place after voluntary efforts.

To consumer advocates, this means there is a longer period when buyers can be deceived and honest dealers complying with the laws are at a competitive disadvantage.

Asked why FTC delays in starting legal action against violators, a public affairs spokesperson explained that the law, especially Truth-in-Lending and Regulation Z, is complicated

Continued on Page 50, Col. 3

Howard named ATAM president

New president of the Automotive Trade Assn. Managers is Keith W. Howard, center, executive vice president of the Automotive Dealers Assn. of North Dakota. Secretary-treasurer is Richard K. Welte, left, vice president, Niagara Frontier Automobile Dealers Assn. Richard D. Meek, right, is immediate past president. Vice president is William F. Morie, not pictured, executive vice president, Georgia Automobile Dealers Assn.

Production post goes to Adams

Robert C. Adams has been named advertising production manager of AUTOMOTIVE NEWS, succeeding Carol LeVeque.

LeVeque, a 32-year veteran of AUTOMOTIVE NEWS, will retire March 31. At that time, she will have served as advertising production manager for 1,584 consecutive issues.

Adams comes to AUTOMOTIVE NEWS from the Royal Oak (Mich.) Tribune, where he was production director for 14 years. Prior to that, he was associated with the Detroit Free Press, the Detroit News and the Birmingham (Mich.) Eccentric.

AMC, Chrysler and Ford lead way upward

Car sales notch 2nd gain in row

By Jenny L. King
Staff Writer

Domestic new-car sales were back on a winning streak, with early-March totals up from year-ago levels and a prognosis for more of the same as lower interest-rate levels continue, at least through the end of the month.

It was the second consecutive period of improved sales and the 12th in the last 14 periods.

March 1-10 sales numbered 161,117, up 2.93 percent from 156,532 a year earlier. They were down 7.27 percent from 173,757 recorded the final period in February. The daily selling rate for early March was 17,902, compared with 17,392 the preceding year. There were nine selling days both years.

Based on the early-March performance, domestic new-car sales were moving at a rate of 6,008,000 units for 1983.

General Motors and Volkswagen of America were out of the winners' circle for the period, while the competition enjoyed increases of 8.79 percent to 87.50 percent. GM sales totaled 92,816, down 2.05 percent from 94,758 last year. Volkswagen of America reported sales of 1,495 new Rabbits, down 41.67 percent from 2,563.

American Motors released an estimated sales figure of 4,500 this year, up 87.50 percent from 2,400 in 1982. Alliance accounted for the gain since AMC's other lines were down. Chrysler Corp. was up 8.80 percent, to 21,150 from 19,440, and Ford Motor Co. was up 8.79 percent, to 40,656 from 37,371. It was Ford's best 10-day total this calendar year. Sales of U.S.-built Honda Accords were estimated at 500.

GM sales accounted for 57.61 percent of the market, down from 60.54 percent last year. Ford earned 25.23 percent, up from 23.87 percent. Chrysler cornered 13.13 percent, up from 12.42 percent. AMC had 2.79 percent, up from 1.53 percent. VWoA dropped to 0.93 percent from 1.64 percent, and Honda claimed the remaining 0.31 percent of the 1983 market, with no showing a year ago.

Oldsmobile not only reported a 28.20-percent sales increase for the period, its total of 20,805 was greater than any other U.S. make, including Chevrolet which finished with 24,315. Incentive programs within dealerships are reported to be a source of this dramatic tilt among GM Divisions.

Oldsmobile also lays claim to topping second-place Ford for the first two months of 1983.

U. S. makes reporting sales increases for the period included: Chrysler, up 56.12 percent; Dodge, up 8.16 percent; Ford, up 6.60 percent; Mercury, up 15.71 percent; Lincoln, up 4.83 percent; Buick, up 25.83 percent; Cadillac, up 27.29 percent, and Oldsmobile, up 28.20 percent.

Missing their '82 marks were: Plymouth, down 14.27 percent; Imperial, down 25.45 percent; Chevrolet, down 35.85 percent; Pontiac, down 1.01 percent, and VW, down 41.67 percent.

DOMESTIC SALES

	March 1-10, 1983	March 1-10, 1982
AMERICAN MOTORS	4,500†	2,400†
Chrysler	6,407	4,104
Imperial	82	110
Plymouth	6,910	8,050
Dodge	7,751	7,166
CHRYSLER CORP.	21,150	19,440
Ford	27,182	25,500
Mercury	10,955	9,468
Lincoln	2,519	2,403
FORD MOTOR	40,656	37,371
Buick	18,910	15,028
Cadillac	7,295	5,731
Chevrolet	24,315	37,902
Oldsmobile	28,805	22,468
Pontiac	13,491	13,629
GENERAL MOTORS	92,816	94,758
Volkswagen	1,495	2,563
Honda	500†	.....
U.S. INDUSTRY TOTAL	161,117	156,532

† Estimate.

GM, Fanuc nearing decision on site of U.S. Robotics plant

By Marjorie Sorge

DETROIT. — General Motors and Fanuc, Ltd., of Japan, will decide on the location of their joint-venture robotics plant within the next two or three months, according to GM Chairman Roger B. Smith.

Smith said the jury is still out on the site but he hopes it will be located in Southeastern Michigan. The new company, GMF Robotics Corp., will build programmable industrial robots.

Speaking before the New Detroit City-Suburban Forum last week, Smith also criticized Michigan's poor showing in recent business-climate surveys because of its high cost for welfare, unemployment compensation and workers' compensation. He advocated working together with business, labor, government and academia to turn Michigan's status around.

"The really sad part of all this is that the poor business climate in Michigan is not only discouraging new business from moving to the state, it's hurting the businesses that are already here," he said.

According to Smith, some of GM's business costs in Michigan are double what they would be in another state. But he emphasized that the company has no intention of moving.

• Smith also told the forum that GM plans to be back at 1978-79 sales levels by mid-1985, with the proper economic climate. In 1978, GM sold about 5.39 million cars in the U.S., and in 1979 it sold about 4.91 million cars.

By mid-1985, he said, given a better economy, GM believes it can get "everybody who wants to work back to work" and that

Continued on Page 54, Col. 1

Datsun ranks third in Charleston, S. C.

CHARLESTON, S. C.—The February registration report for Charleston County showed Datsun running a strong third.

Totals were: Ford, 99; Chevrolet, 96, and Datsun, 95.

March sweetener added to Toyota truck incentive

Toyota is conducting a March supplement to an earlier "Running Start" incentive program on trucks.

The March 7-31 program is called "Anchor Lap" to signify the last lap of "Running Start."

It runs in six of Toyota's 12 sales regions. In one phase, dealers receive a separate March objective on trucks. If they hit 100 percent, they receive an extra $200 per truck, retroactive to the first truck sold in March. That brings possible earnings (including Running Start) to $500 per truck in March.

There's also a dealer cash bonus of $200 on all diesel trucks sold during March with no qualifiers.

In the other program phase, salesmen get a pull on a pullboard, good toward winning a range of cash awards, with each truck they sell.

Strawberries and fish; carpets and ladies' slippers

'Countertrader' Hill circles the globe for GM

By Jim Plegue
Staff Writer

For David Hill, "every day is an education in geopolitics, goods, commodities, services and economics."

Hill, 45, is president of Motors Trading Corp., the wholly owned subsidiary of General Motors which, since its formation in September, 1979, has inked trading contracts in as many as 30 countries of the world.

More specifically, Hill logged 200,000 miles last year in pursuit of "countertrade," today's buzzword for what is both a crude and complex method of doing business in countries without convertible currency.

Countertrade, Hill said, can be broken into three distinct groups: Buy Back or Offset deals (where a company may, for example, be paid to build a plant in a country and, in return, agrees to purchase the product manufactured there), Counterpurchase deals and Barter arrangements.

"We do relatively little barter on an international scale," said Hill, who was born in London and first worked for GM at its AC-Sphinx Sparking Plug operation plant in Dunstable, England.

"Nearly all our activity is confined to counterpurchase. We buy from a country with the understanding they will buy from us."

Both transactions are conducted in cash with commercial terms applied, Hill said, "but the two transactions are linked and

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Thanks to the promise of declining oil prices

Outlook improves for vehicle sales

Continued from Page 1

take some drastic steps soon to improve CAFE 2.5 MPG by 1984 in order to avoid stiff monetary penalties.

Hammond said he expects the very next round of price increases to begin the strategy that will see small-car prices holding the line as the prices of the bigger cars skyrocket.

Compacts and subcompacts took 50 percent of the market in 1982. ANWO projects they will get 46.95 percent of the market in 1983 and 45.94 percent of the market in 1984, despite significant decreases in the fuel-price index.

• The car sales forecast for 1984 calls for 14.8-percent growth, or an increase of 1.33 million cars to a total of 10.34 million units. This is 590,000 more than forecasted in the last ANWO.

Again, the domestics are expected to get the lions' share of that increase, selling 7.98 million units versus 2.36 million imports. That would represent a growth of 17.5 percent for the domestics and 6.3 percent for imports.

The projected import share for 1984 of 22.81 percent would be the lowest since 1979, when imports took 21.85 percent of the market.

Light-truck sales are expected to climb 13.4 percent in 1983 and another 18.5 percent in 1984, and both projections are increases over December's forecast.

Medium and heavy-truck sales are expected to increase less than previously forecast. ANWO projections now call for 1983 market growth of 16.7 percent and 1984 growth of 23.8 percent.

The 1984 truck sales projection of 3.46 million units would be the highest since 1979, when 3.47 million trucks were sold in the U. S.

• In auto production, the U. S. and Canada are expected to see an increase of 34.5 percent in 1983 and 14.6 percent in 1984. The growth rate is expected to drop rapidly in 1985 (2.2 percent), then turn negative in 1986 (−0.6 percent).

Similar production growth forecasts for the EEC: −2.2 percent in 1983, 2.6 percent in 1984, 2.3 percent in 1985 and 0.1 percent in 1986.

For Western Europe: 8.3 percent growth in 1983, 6.5 percent in 1984, 4.6 percent in 1985 and 3.2 percent in 1986.

For Japan: 11.6 percent in 1983, 2.2 percent in 1984, 5.9 percent in 1985 and 4.7 percent in 1986.

For the first time, ANWO is forecasting production and registration figures for 1987 and 1988. They show a flat growth rate throughout most of the world during those years.

North American car production is expected to increase 1.3 percent in 1987 and 6.7 percent in 1988. The increases in EEC countries are expected to be 0.3 percent and 0.9 percent.

In Western Europe, the increases are forecast at 7.6 in 1987 and 2.1 percent in 1988. In Japan, they are 2.5 and 1.9 percent.

(The Western European category includes Spain, Portugal and Sweden, which are not EEC members.)

• Although the European nations are expected to continue to use taxation to encourage fuel efficiency, consumers there are expected to benefit from some softening of oil prices in 1983 and especially in 1984, according to John Lawson, London-based economist for DRI Europe.

Not only will oil prices decline, but the dollar is expected to soften, too, during this period. Since oil is priced in dollars, a lower-valued dollar will be an added bonus for Europeans.

But all the rest of the economic outlook for Europe is rather gloomy. Business recovery and a consumer-spending upturn are expected to be slow in coming.

Another negative factor promises to be the pre-buying that was done in two major markets, France and Italy, during 1982. In the largest European car market, West Germany, real personal income in 1983 will fall for the third consecutive year, Lawson said.

On the brighter side, the vehicle population has continued to grow in Europe despite the recession. Even in Germany, the number of vehicles in use has increased at a rate of 1.5 percent a year, indicating strong—if latent—demand for motor vehicles.

Through 1988, Europe's number of cars and trucks on the road is expected to grow . to 2 percent a year, Lawson said.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES INC.

		1983					1984				
	Year 1982	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1983	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1984
U. S. Macroeconomic Outlook											
% change gross national product—1972 dollars	-1.77	3.77	3.13	4.36	4.71	2.21	4.71	5.08	5.15	4.61	4.69
Index of production workers wages	2.92	3.02	3.05	3.09	3.13	3.07	3.17	3.22	3.26	3.30	3.24
Consumer price index (all urban)—all items	2.89	2.94	2.96	3.00	3.03	2.98	3.07	3.11	3.14	3.18	3.12
Unemployment rate—all civilian workers	9.71	10.38	10.30	10.14	9.99	10.20	9.68	9.43	9.06	8.81	9.24
Index of consumer sentiment	0.68	0.72	0.75	0.77	0.79	0.76	0.77	0.78	0.79	0.80	0.78
Housing starts, private including farm—total	1.06	1.50	1.46	1.51	1.56	1.51	1.60	1.65	1.71	1.76	1.68
Index of real gasoline prices (1981:4=1)	0.93	3.26	3.16	3.20	3.22	3.21	3.24	3.27	3.30	3.34	3.28
U. S. Financial Outlook											
Prime rate on short-term business loans	14.86	10.89	10.26	10.13	10.45	10.43	11.25	11.05	10.72	10.38	10.85
Finance rate on consumer auto loans	16.82	15.31	14.70	14.10	13.67	14.45	13.48	13.40	13.38	13.38	13.41
Real new-issue rate	5.56	3.61	3.32	3.42	3.61	3.45	3.77	3.88	4.08	4.33	4.02
Real short-term interest rate	6.34	4.08	3.68	4.08	4.49	4.08	4.25	3.77	3.44	3.18	3.66
Personal savings as % disposable income	13.53	13.36	13.39	14.34	14.92	14.00	15.61	16.18	16.31	16.82	16.23
Ratio of corporate profits to GNP	5.71	5.74	5.91	6.09	6.36	6.02	6.46	6.70	6.90	7.09	6.79
Ratio of fixed investment to GNP	11.37	10.47	10.23	10.16	10.10	10.24	10.17	10.25	10.33	10.40	10.29
U. S. Automotive Outlook											
Total new passenger car retail sales rate—units	7.98	8.38	8.73	9.20	9.72	9.01	9.90	10.19	10.54	10.72	10.34
Domestic share %	72.18	73.69	75.57	75.77	76.39	75.36	76.57	77.02	77.51	77.65	11.19
Fuel efficient units	3.99	—	—	—	—	4.23	—	—	—	—	4.75
Full size & intermediate units	3.99	—	—	—	—	4.77	—	—	—	—	5.58
Import share %	27.82	26.31	24.43	24.23	23.61	24.64	23.43	22.98	22.49	22.35	22.81
Dealer deliveries—light trucks—units	2.38	2.49	2.58	2.78	2.94	2.70	3.04	3.15	3.27	3.36	3.20
Dealer deliveries—Class 6-8 trucks—units	0.18	0.18	0.21	0.22	0.23	0.21	0.25	0.26	0.27	0.28	0.26

WORLD AUTOMOTIVE OUTLOOK—CAR PRODUCTION

	1980	1981	1982	1983	1984	1985	1986	1987	1988
European Economic Community	9.167	8.700	9.033	8.835	9.061	9.273	9.286	9.310	9.397
Western Europe	1.318	1.179	1.314	1.423	1.515	1.584	1.635	1.760	1.797
North America	7.209	7.035	5.580	7.505	8.601	8.790	8.739	8.852	9.443
Japan	7.038	6.974	6.887	7.689	7.858	8.325	8.715	8.931	9.103

EUROPEAN NEW-CAR REGISTRATION AND PRODUCTION OUTLOOK

	1980	1981	1982	1983	1984	1985	1986	1987	1988
BELGIUM									
Total New Car Registrations	0.383	0.342	0.326	0.312	0.331	0.347	0.372	0.401	0.409
Total New Car Production	0.220	0.200	0.228	0.245	0.225	0.213	0.213	0.213	0.213
FRANCE									
Total New Car Registrations	1.873	1.834	2.056	1.993	2.031	2.045	2.026	2.050	2.063
Total New Car Production	2.939	2.612	2.777	2.535	2.582	2.624	2.621	2.632	2.646
ITALY									
Total New Car Registrations	1.718	1.733	1.688	1.612	1.668	1.709	1.743	1.714	1.720
Total New Car Production	1.445	1.254	1.267	1.406	1.499	1.553	1.590	1.533	1.539
WEST GERMANY									
Total New Car Registrations	2.426	2.330	2.156	2.203	2.240	2.297	2.325	2.348	2.385
Total New Car Production	3.521	3.578	3.761	3.598	3.673	3.811	3.847	3.895	3.948
NETHERLANDS									
Total New Car Registrations	0.450	0.389	0.407	0.400	0.423	0.454	0.448	0.464	0.480
Total New Car Production	0.081	0.076	0.088	0.090	0.084	0.087	0.088	0.091	0.093
SPAIN									
Total New Car Registrations	0.540	0.516	0.517	0.540	0.569	0.602	0.628	0.667	0.702
Total New Car Production	1.028	0.855	0.935	1.015	1.077	1.121	1.152	1.271	1.307
SWEDEN									
Total New Car Registrations	0.193	0.189	0.218	0.236	0.227	0.240	0.248	0.255	0.262
Total New Car Production	0.235	0.258	0.295	0.310	0.320	0.333	0.340	0.346	0.348
UNITED KINGDOM									
Total New Car Registrations	1.514	1.485	1.555	1.630	1.657	1.644	1.657	1.692	1.718
Total New Car Production	0.924	0.943	0.888	0.940	0.981	0.973	0.915	0.934	0.947

EUROPEAN NEW-TRUCK REGISTRATION AND PRODUCTION OUTLOOK

	1980	1981	1982	1983	1984	1985	1986	1987	1988
BELGIUM									
Total New Truck Registrations	0.030	0.026	0.026	0.028	0.029	0.031	0.030	0.030	—
Total New Truck Production	—	—	—	—	—	—	—	—	—
FRANCE									
Total New Truck Registrations	0.315	0.325	0.344	0.304	0.318	0.322	0.318	0.311	0.332
Total New Truck Production	0.437	0.405	0.369	0.366	0.393	0.404	0.408	0.405	0.428
WEST GERMANY									
Total New Truck Registrations	0.222	0.197	0.165	0.173	0.185	0.201	0.207	0.201	0.205
Total New Truck Production	0.447	0.393	0.365	0.343	0.372	0.410	0.421	0.417	0.429
ITALY									
Total New Truck Registrations	0.147	0.149	0.145	0.136	0.141	0.154	0.155	0.148	0.150
Total New Truck Production	0.158	0.168	0.148	0.162	0.166	0.172	0.174	0.171	0.175
NETHERLANDS									
Total New Truck Registrations	0.046	0.041	0.041	0.041	0.044	0.045	0.044	0.045	0.045
Total New Truck Production	0.018	0.012	0.010	0.012	0.014	0.015	0.015	0.015	0.015
SPAIN									
Total New Truck Registrations	0.086	0.080	0.084	0.089	0.092	0.091	0.096	0.103	—
Total New Truck Production	0.130	0.113	0.126	0.125	0.127	0.125	0.125	0.132	—
SWEDEN									
Total New Truck Registrations	0.019	0.017	0.017	0.017	0.018	0.019	0.020	0.019	0.021
Total New Truck Production	0.055	0.050	0.050	0.048	0.051	0.057	0.061	0.059	0.060
UNITED KINGDOM									
Total New Truck Registrations	0.256	0.209	0.217	0.225	0.233	0.246	0.253	0.259	0.262
Total New Truck Production	0.367	0.214	0.225	0.224	0.229	0.245	0.253	0.254	0.258

Note: Units stated in millions. Totals may not add due to rounding.

St. Louis dealer spends $1 million on expansion

ST. LOUIS. — After less than two years in operation, Plaza Motor Co., a Mercedes-Benz, Porsche-Audi dealership in suburban Creve Coeur, is in the midst of a nearly $1 million expansion.

Tony Pandjiris, general manager, said the company is also doubling its parking lot and parts department as well as adding a 14-stall body and paint shop. The firm is the largest Porsche-Audi dealership in the state, according to Pandjiris.

"Because we have taken in many tradeins, we have quadrupled our used-car department," Pandjiris said.

Construction work is expected to be completed at the end of March.

Checking wheel alignment

A technician uses Firestone's newly developed Simplified Truck Alignment Reporting system to check wheel alignment. The firm said the system is simple and portable and can be used almost anywhere, including yards and parking lots.

Firestone introduces portable alignment kit

Crain News Service

AKRON. — Firestone Tire & Rubber Co. has introduced a lightweight, portable alignment system that could make alignment checkups part of a truck operator's routine maintenance schedule.

"Misaligned tractor and trailer suspensions are a common problem which can wear out tires in a short period of time," said Bill Hanlon, Firestone's heavy-duty truck-tire marketing manager.

"It's a problem we wanted to help our customers overcome, so we developed an inspection system we could administer quickly and easily to help protect their tires, thereby minimizing their tire costs," he added.

Hanlon said the simple makeup and portability of the system, called Simplified Truck Alignment Reporting (STAR), make it one of the most versatile systems existing today to check alignment on tractors and trailers.

"Unlike most other systems that are sophisticated and can only be used at a stationary location," he explained, "STAR can be transported and used just about anywhere, including yards and parking lots."

The system weighs about 66 pounds and consists of two three-point wheel-mounted brackets and a double-level camber gauge that compensates for the slope of the ground when checking front-wheel camber.

• Hanlon said misalignment problems have become more apparent in recent years with the increase in use of radial truck tires.

"Radials deliver longer wear and improved fuel economy so long as they are properly maintained," he said. "At the same time, they are much more sensitive to chassis misalignment than bias-ply tires, and tires on an out-of-alignment truck almost always wear prematurely."

The STAR system is particularly valuable in checking rear-wheel alignment, according to Lloyd Cooper, heavy-duty radial technical manager.

"Rear-wheel alignment," he

Continued on Page 44, Col. 4

IH honors 30-year dealer

Bernard Uhl, left, owner of Uhl Truck Sales, Palmyra, Ind., and Louisville, was presented a 30-year IH Dealer Service Award by Donald D. Lennox, president, International Harvester. Uhl purchased the Palmyra dealership on March 1, 1953, and acquired the Louisville franchise in 1981.

truck industry news

Decline is the first monthly dip since last August

February truck sales off 7 percent

Retail sales of new trucks of all types in the U. S. declined almost 7 percent in February, the first monthly drop on a year-to-year basis since last August.

During the month, according to preliminary reports, franchised dealers and factory outlets retailed 193,782 vehicles, off 6.7 percent from last year's 207,743 units.

Surprisingly, the usually slow-moving medium market showed gains for the second consecutive month in February. It also was the only one of the three market segments with higher sales than those in the same month a year ago.

The two-month industry total, however, was down only slightly from last year, 387,374 units versus 387,537.

Sales of light trucks, which have been showing increasing strength since the fourth quarter of 1981, softened in February. But the compact vehicles, pickups and the new sports/utility units, were up over 1982.

In February, 182,013 lights were sold, off 6 percent from the year-earlier 193,717. The two-month total, however, was 1.2 percent higher than a year ago, 362,090 versus 357,539.

• Compact-truck sales during the month totaled 62,942, an increase of 7.2 percent over the 58,737 units retailed in the same month in 1982. Through February, the count was up 26 percent, from 103,868 in 1982 to 130,854.

Because of dwindling deliveries of the captive imports, sales of the Japanese products were down for both February and the first two months.

During the month, dealers sold 26,974 of the compacts, a decline of 16.9 percent from last year's 32,468. Through February, the total was down 4.3 percent to 58,818 units, compared with 61,490 a year ago.

On the other hand, however, sales of the non-captive imports — Toyota, Datsun, Mazda, Isuzu and Mitsubishi — were higher than last year in both February and the year to date.

February sales of these vehicles totaled 23,568, a gain off 9.8 percent over the year-ago 21,458. Through February, the count was 48,081, up 22.1 percent over last year's 39,368.

Only 3,406 non-captive imports — Chevrolet LUV, Ford Courier, Dodge Ram 50 and Plymouth Arrow—were retailed during the month, a decline of 69.1 percent from last year's 11,010. The two-month total was

Continued on Page 44, Col. 3

Truck calendar

March 23-25 — International Trucking Show, Anaheim Convention Center, Anaheim, Calif.

April 9-12 — NADA American Truck Dealers, 20th annual convention and exposition, Sheraton Hotel, Boston.

April 17-20—Council of Fleet Specialists, Loew's Anatole, Dallas.

April 21-31—American Truck Historical Society, annual convention and antique-truck show, Sacramento Inn, Sacramento, Calif.

April 22-26 — Truck Trailer Manufacturers Assn., annual convention, Arizona Biltmore, Phoenix.

Aug. 9-14—29th Annual Midwest Manufactured Housing and Recreational Vehicle Show, Notre Dame University, South Bend, Ind.

Oct. 16-20—American Trucking Assns. annual convention, New Orleans Hilton, New Orleans.

Nov. 7-10—SAE annual truck and bus meeting, Stouffer's On The Square, Cleveland.

Nov. 29-Dec. 3—21st annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Ford seeks '83 boost in farm-tractor share

DEARBORN. — With new products and new marketing programs, Ford Motor Co. expects to make 1983 sales gains in North America's highly competitive farm and industrial tractor markets, according to Mervyn H. Manning, Ford vice president and general manager of Ford Tractor Operations.

Speaking at a news conference at which two new tractor lines were introduced, Manning said Ford has revamped its entire tractor lineup in less than 16 months, "an unprecedented move in an industry where new model changes are few and far between."

He said major changes in Ford's 1983 North American tractor lineup include a new, expanded line of over-100-HP farm tractors; six new under-30-HP utility tractors; five new compact loaders for farm and industrial use; and four new models in the recently introduced mid-range line of Series 10 farm tractors.

"From our new top-of-the-line TW-35 — the largest farm tractor ever built by Ford Motor— to the smallest new utility model, our customers will see improvements in every major operating system," Manning said.

"Many of our new tractors are more fuel-efficient, more comfortable, and most importantly, more productive."

• He said Ford tractor dealers also will offer an industry-first "Tractor Care" program for the new over-100-HP tractors, in addition to a variety of leasing, rental and financing options to help farm and industrial equipment customers overcome current cash flow problems.

The new service plan provides purchasers of TW models with three years or 2,500 hours of tractor care with virtually no expense to the owner other than fuel.

'Our dealers are convinced that they have the products and the marketing support to maintain their sales momentum in 1983," he said.

According to Manning, a recent survey of Ford's North American tractor dealers showed that more than 62 percent expected to increase their sales and market share in 1983, even though 62 percent expected tractor-industry sales to drop or remain even with last year's performance.

"Our new models are designed to give Ford tractor dealers a competitive edge in what has to be one of the most competitive tractor markets we have ever faced," he said.

• "Our attention is focused, as it's never been focused before, on producing the finest quality tractors in the industry," he concluded. "We're especially proud of our record to date — our reputation for product quality has been one of our strongest selling points over the years, and we're not resting on our reputation."

Ford offers bigger tractors for '83

The four-model line of TW Series agricultural tractors—the most powerful two-wheel-drive tractors in Ford history—will be available this spring. This is the TW-15, an intermediate model rated at 140 HP. The top-of-the-line TW-35 is rated at 170 HP.

NIASE recognizes topflight schools

Training programs to be certified

Continued from Page 20

years, will be to evaluate the curriculum, faculty, equipment, and facilities of institutions offering automotive training, using the criteria developed by the Automobile Mechanic Training Evaluation Project (AMTEP), to determine if the schools' automotive programs are worthy of NIASE certification.

The AMTEP evaluation system was developed under the sponsorship of the Industry Planning Council of the American Vocational Assn.

The project was funded by the Motor Vehicle Manufacturers Assn., and the AMTEP studies have now been turned over to NIASE.

Schools would be required to have an advisory committee made up of local automotive business and professional experts, preferably those who hire mechanics and know what skills mechanics need to "make it" in the marketplace.

Dr. Byrl R. Shoemaker, former Ohio director of vocational education, has been retained by NATEF as educational consultant.

Shoemaker will train state evaluation team leaders who will be recruited from the ranks of qualified vocational educators who are NIASE certified. Together with other local automotive experts, the team evaluation leader will conduct investigations upon the request of institutions.

In addition to Pohanka, the NATEF board is made up of William F. Ferguson III, Ferguson Auto Service, Richmond, Va., treasurer; Mel H. Chesney, Ford Motor Co. (retired); Jerry B. McFarland, Orville Smith Auto Service, Tucson, and Joe D. Mills, Florida Vocational Education, Tallahassee.

Also, Mort Schwartz, Chanslor & Lyon Co., Inc., Walnut Creek, Calif.; Vodrey H. Shokes, East-West Lincoln Mercury, Inc., Landover, Md., and Gregory L. Sutliff, Sutliff Chevrolet Co., Harrisburg, Pa. Ron Weiner, NIASE President, will be chief administrator and secretary for the foundation.

Initial funding for NATEF was contributed by MVMA and was matched by NIASE. Additional contributions have been received from Toyota Motor Sales, U.S.A., Inc., and the National Tire Dealers and Retreaders Assn.

• "NIASE has done a fine job in fulfilling its original purpose to recognize excellence where it exists in mechanics' ranks and to encourage other mechanics to strive to become certified," Pohanka said.

"As a next logical step the institute, through the new foundation, will recognize excellence in automotive education programs through its new certification, and hopefully encourage institutions to seek this standard."

Pohanka said everyone is keenly aware of the need for skilled mechanics and "those of us in the industry must accept some of the responsibility for this problem and recognize that we have not done enough to make it easier for entry level candidates to become 'job ready.' "

"We all must do what we can to encourage gifted young people to make auto mechanics their career," Pohanka said. "But we can't stop there. We must make certain that they have a vehicle through which they can make that goal a reality.

"By certifying superior automotive programs, NIASE will be able to direct recruits to the institutions where they can most readily receive the training they need to accept career responsibilities," Pohanka said. "In doing so the institute will have created a stepping stone to automotive service excellence."

factories list auction dates

American Motors

March 22—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

March 23—Metro Milwaukee Auto Auction, Caledonia, Wis.; Sand Mountain Auto Auction, Boaz, Ala.

March 24 — Todd Auto Auction, Telford, Pa.; Minneapolis North Star Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind.; Gene Radcliffe's Mid-America Auto Auction, Wichita, Kans.

March 30—Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 31—Minneapolis North Star Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 22—Harrisonburg Auto Auction, Harrisonburg, Va.

March 23—Golden Gate Auto Auction, Fremont, Calif.; Central States Auto Auction, Mason City, Ia.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northway Exchange, Clifton Park, N. Y.

March 29—South Seattle Auto Auction, Kent, Wash.

Chrysler Corp.

March 22—Aptco Auto Auction, Taylor, Mich.; Baltimore-Washington Auto Exchange, Baltimore.

March 29 — NuCarPrep System, Santa Fe Springs, Calif.

March 30—St. Pete Auto Auction, Clearwater, Fla.

Used Car Sales

Auction Averages

March to date	$4,985
Month ago	$4,693
Year ago	$4,823

Model breakdown

Auction Averages

	March To Date	February	January
1983	$11,050	$12,350	$10,679
1982	8,004	7,711	7,253
1981	5,983	5,989	5,844
1980	5,091	5,013	4,814
1979	4,577	4,398	4,235
1978	3,496	3,293	3,175
1977	2,572	2,378	2,573
1976	2,102	1,773	1,679
Overall Average	$ 4,985	$ 4,733	$ 4,646

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Saab program designed to recognize technicians

Continued from Page 20

els in the system. The first is Associate Technician, which requires the technician to have worked at the dealership for 12 months and take the five-day introductory course as well as the evaluation test.

The next step is Certified Technician which requires 24 months of employment at the dealership, four additional technical courses plus certification in two NIASE categories.

Requirements for the third category, Quality Technician, are 36 months at the dealership, four more Saab courses and certification in four NIASE categories.

The highest level is Master Technician which requires 60 months work on Saabs—36 months must be consecutive—as well as having completed all required Saab technical courses and being fully NIASE certified.

Lieuwma said the time factor has another benefit in that the company believes that a technician can become a master at his trade only with experience.

Lieuwma stressed that Saab is also striving to reduce the turnover in the service departments, and this is a method of promoting loyalty to both Saab and the dealership, promoting NIASE and developing corporate service training programs.

There will be various awards to the technicians as they complete each level, and there will be no cost to the dealer, Lieuwma said.

Another goal of the program is to improve the overall performance of the technicians in a way that the dealers can see positive results.

This program, as most Saab programs, has been "run by" a cross-section of dealers and they were "positive about it," Lieuwma said.

Lieuwma further noted that Saab is attempting to create links with various technical schools and colleges in an effort to bring training closer to the dealership.

The company has formed some links with schools where it can teach the school instructors about Saabs and in exchange for use of school facilities for its own training sessions with dealership personnel. This is becoming a "tie for the future" Lieuwma said.

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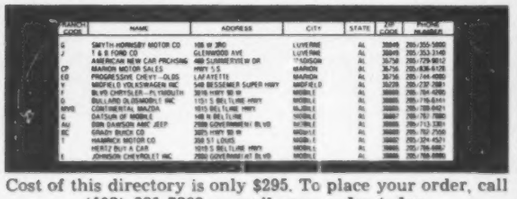

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Automotive News

Decline is the first monthly dip since last August

February truck sales off 7 percent

Continued from Page 18

off 51.5 percent, from 22,122 in 1982 to 10,737.

Sales of the domestic compacts in February were up 36.9 percent to 35,968 units, compared with 26,269 a year ago. The two-month total was 72,036, an increase of 70 percent over last year's 42,378.

The domestic compacts accounted for 57.1 percent of total sales in February, and 55.1 percent of the two-month count. A year ago, the domestics' February share was 44.7 percent and the two-month penetration was 40.8 percent.

In February, 3,058 medium trucks were retailed, a gain of 3.4 percent over last year's 2,957. The two-month total was 6,482 units, up 8.3 percent over the 5,987 sold in the first two months of 1982.

Heavy-truck sales in February totaled 8,711 units, a decline of 21.3 percent from the year-earlier 11,069. Through February, the count was 18,802 units, off 21.4 percent from the 23,911 vehicles sold in the like period in 1982.

The Motor Vehicle Manufacturers Assn. estimated that retail outlets of domestic manufacturers sold 170,214 units, including imports, in February, a decline of 8.6 percent from last year's 186,285.

Through February, the total was 339,293 units, down 2.5 percent from last year's 348,169.

• At the end of February, the number of unsold new trucks in dealer hands totaled 541,284 units, according to MVMA, an increase of 4.2 percent over last year's 519,705.

Light-truck stocks were 8.3 percent higher than a year ago, 501,359 versus 462,752. There were 10,148 mediums on hand, a decline of 14.3 percent from the year-earlier 11,846. Heavies were down 34 percent, from 45,107 units in 1982 to 29,777 this year.

Big Three truck manufacturers reported their dealers sold 158,666 new vehicles in February, down 8.4 percent from last year's 173,293. The two-month total was 315,013, a drop of 2 percent from the previous year's 321,565.

During the month, Chevrolet dealers retailed 62,166 trucks, down 15.3 percent from the year earlier 73,415. Through February, the total of 127,366 sales was off 6.5 percent from last year's 136,186.

No. 2 Ford said its dealers sold 59,211 vehicles in February, a gain of 1.2 percent over the year-ago 58,517. The two-month total of 121,703 units was 10.8 percent higher than last year's 109,846.

Dodge and Plymouth dealers retailed 19,631 units during the month, down 12.6 percent from the year-earlier 22,470. The January-February count was 31,707, off 23.7 percent from last year's 41,554 units.

• GMC new-truck sales in February were down 6.5 percent, from 18,891 units in the same month a year ago to 17,658. Through February, the total was 34,237, up 0.8 percent from the previous year's 33,979.

Sales of Jeep four-wheel-drive vehicles in February totaled 4,823 units, an increase of 0.5 percent over last year's 4,797. The two-month count was 9,695, up 5.8 percent over the year-earlier 9,160.

Volkswagen sales for both the month and the January-February period were down drastically from 1982. In February, dealers sold only 533 units, down 50.5 percent from last year's 1,077. The two-month total was off 46.1 percent, from 2,421 units a year ago to 1,306.

Toyota pickup sales in the second month were off 5.1 percent, from 10,440 a year ago to 9,912. Through February, the total was 19,576 units, down 2.9 percent from last year's 20,160.

Datsun dealers retailed 7,046 trucks during the month, up 1.3 percent from the year-ago 6,995. The two-month count was 31 percent higher than the previous year, 15,980 versus 12,200.

Mazda's February sales were up 56.4 percent to 4,626 units, compared with 2,958 in the same month a year ago. Through February, the count was 8,496 units, an increase of 80.6 percent over the year-earlier 4,705.

In February, Isuzu dealers retailed 1,304 compact pickups, a gain of 18 percent over the year-ago 1,105. Through February, the total was 22.5 percent higher than last year, 2,822 versus 2,303.

Newcomer Mitsubishi said its dealers retailed 680 vehicles in February, bringing the two-month count to 1,207. Mitsubishi compacts made their U. S. debut last fall at the start of the 1983 model year.

Firestone offers portable kit for alignment

Continued from Page 18

said, "is becoming a critical part of preventive maintenance because if the rear end is out of line, the front wheels have to compensate and you'll get premature wear."

Cooper recommended a STAR check every 25,000 to 30,000 miles.

With STAR's wheel-mounted brackets, a tape measure and a chassis-mounted bracket, he explained, a tire dealer, truck operator or fleet maintenance personnel can check to see whether the drive wheels are not parallel to each other or whether the axles are not perpendicular to the chassis.

While STAR currently is available only through Firestone's trained field radial-tire specialists, Hanlon said he believes that once the system's simplicity and value become well-known, use of the system could expand greatly.

Big Three February, year-to-date truck sales

	February 1983	February 1982	Year to date 1983	Year to date 1982
Ford				
Vans	9,882	8,334	20,310	14,470
Club Wagon	2,210	1,760	4,099	3,512
Courier	619	3,599	5,471	7,827
Ranger	11,816	1,440	23,515	1,440
Bronco	3,244	3,420	6,051	5,991
Bronco II	184	.....	199	.....
Conventional Pickups	28,842	36,966	56,544	70,189
Mediums	N.A.	N.A.	N.A.	N.A.
Heavies	N.A.	N.A.	N.A.	N.A.
Chevrolet				
Vans	10,186	7,331	20,428	14,086
Sportvan	1,517	967	2,970	1,959
S-10	12,388	17,741	25,722	29,413
S-10 Blazer	5,972	.....	11,779	.....
LUV	517	2,930	1,364	5,680
El Camino	1,316	1,743	2,771	3,487
Blazer	1,962	3,195	3,787	6,021
Suburban	2,118	2,289	4,536	4,097
Conventional Pickups	25,200	36,177	51,941	69,310
Mediums	990	1,042	2,068	2,133
Chrysler				
Vans	5,231	5,186	8,627	9,615
Voyager	363	491	646	954
Ram Wagon	2,486	2,450	4,062	4,329
Scamp	250	.....	412	.....
Rampage	831	1,312	1,369	2,285
Arrow	161	863	260	1,516
Ram D-50	2,109	3,618	3,642	7,099
Trail Duster	.....	69	.....	115
Ramcharger	1,479	826	2,389	1,339
Conventional Pickups	6,721	7,655	10,300	14,302
GMC				
Vans	2,941	1,763	5,282	3,353
Caballero	151	239	274	440
S-15 Jimmy	991	.....	1,829	.....
S-15	2,649	3,244	5,397	5,016
Jimmy	436	647	805	1,155
Suburban	731	576	1,430	994
Conventional Pickups	7,334	9,083	14,637	16,101
P models	252	220	389	544
Mediums	1,680	2,002	3,194	4,223
Heavies	493	1,117	1,000	2,153

200th member joins collision association

KANSAS CITY. — Jim Gilbert, owner of Gilbert's Auto Body, Inc., Indio, Calif., has become the 200th member of the Society of Collision Repair Specialists (SCRS).

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Domestic makers schedule 128,076 cars

Gain by Ford boosts week's output

By Patricia Hoffman
Staff Writer

Six days of assembly at three Ford Motor facilities and the return of the company's Dearborn and San Jose plants boosted last week's domestic car production 7.41 percent above the previous week's total.

The auto makers targeted last week's output at 128,076 units, up from the prior week's 119,236 and up 6.74 percent from 119,988 cars built in the comparable 1982 period.

Breakdown for the week by company was: General Motors, 56.77 percent; Ford, 24.39 percent; Chrysler Corp., 14.17 percent; American Motors, 2.47 percent; Volkswagen of America, 1.65 percent and Honda, 0.55 percent.

So far this year, the manufacturers have assembled 1,269,562 cars, a 38.36 percent gain from last year's 917,570.

Ford's Kansas City plant was down last week (March 14) due to overstocked inventory.

AMC discontinued production of Eagle models at its Kenosha facility last week, leaving the company's Brampton (Canada) point as the sole source for Eagle. Kenosha will continue to produce the AMC/Renault Alliance.

GM's Framingham plant, idle since Oct. 1, returned last week with assembly of the Chevrolet Celebrity and Oldsmobile Cutlass Ciera. Output was set at 45 units an hour on one shift. About 1,800 workers returned from indefinite layoff.

Ford's Dearborn and San Jose plants returned last week following one week of downtime for inventory control.

Saturday overtime was scheduled at Ford's Atlanta, St. Louis and Wixom points. The GM Detroit plant operated 1.6 hours of daily overtime on both shifts.

GM, Fanuc near decision on site of Robotics plant

Continued from Page 4

GM will lead the auto industry and other industries in recalling workers.

Current signs in the industry point to the 1985 improvement, Smith said. GM's order bank is at its highest level in three years and the company has added 22,000 jobs in the past two months.

In addition, GM sales should be higher than 1982 in both March and April, he said.

While dealer orders are high, the dealers' main concern is a shortage of cars, Smith said, but they are also concerned about what will happen when the 11.9 percent interest subsidy program ends March 31. While he would not comment on similar programs in the future, Smith did say current rumors about a 9 percent program had no credence and that that rate had "not been discussed at GM."

Meanwhile, Smith told forum attendees that the GM/UAW "Care and Share" food donation program raised $4,650,000 nationally and provided more than 13 million cans of food.

Canadian auto output rises as Ford, AMC plants return

The return of Ford Motor's St. Thomas facility and American Motor's Brampton plant helped boost last week's Canadian auto production 38.42 percent from the previous week's total. Output was about the same as in the comparable 1982 period.

The auto makers slated 22,326 units last week, up from the previous week's 16,129 and about equal to last year's 22,345.

Year-to-date, there have been 202,247 cars assembled, a 22.15 percent gain from 165,567 finished in the same 1982 period.

Truck output last week was estimated at 10,685 units, up 3.45 percent from the previous week's 10,329, but down 9.95 percent from the 11,866 built in the year-ago week.

So far this year the truck manufacturers have completed 102,284 units, a 3.52 percent gain from 98,804 built in the comparable 1982 period.

Ford's Oakville car assembly point remained idle last week (March 14) for conversion to the new Tempo and Topaz models. The plant, which went down Feb. 21, is slated to resume full production April 11. Oakville previously assembled the Crown Victoria.

Back at work last week was Ford's St. Thomas facility. Operations there were halted Feb. 28 for inventory control.

The AMC Brampton plant, source of Eagle, Concord and Spirit models, returned last week following a week of downtime to control overstocked inventory. Brampton now is the sole source of Eagle assembly, which has ended at AMC's Kenosha plant in Wisconsin.

According to an AMC spokesman, Spirit production will be phased out of Brampton this month, followed by Concord assembly which is to be discontinued in April. Beginning in June, Eagle output will be cut from two shifts to one shift at 120 units a day.

Chrysler Corp.'s Windsor car plant, source of the Gran Fury, Diplomat, Caravelle Salon, Imperial, Cordoba, Mirada and New Yorker Fifth Ave. models, increased output last week from 47 units an hour to 50 units an hour.

Operations resumed last week at International Harvester's Chatham plant following a five-week strike.

Chrysler expects operating profit

DETROIT. — Chrysler Corp. anticipates a pre-tax operating profit of at least $100 million in the first quarter of 1983, compared with a pre-tax operating loss of $89 million in the first quarter of 1982.

The forecast was made in a filing with the Securities and Exchange Commission for an offering of 8.7 million shares of common stock as part of Chrysler's recapitalization plan.

Chrysler said financial institutions holding 1981-series preferred stock have almost unanimously approved the plan to swap those shares for common stock as another part of the recapitalization plan.

Truck production steady for week; 47,291 assembled

The return of the CJ line at American Motors Toledo Jeep facility was offset by downtime at Ford Motor's Kentucky point, with the result that last week's domestic truck production was up just a fraction from the previous week's total.

Last week's truck output was estimated at 47,291 units, about even with the 47,012 units built the previous week, but up 8.10 percent from last year's 43,747.

So far this year, the makers have finished 435,746 trucks, a 10.89 percent gain over the 392,968 built in the comparable 1982 period.

Ford closed its Kentucky plant last week (March 14) due to overstocked inventory.

AMC's Toledo point, idled for inventory control March 7, returned last week with production of CJ models. Wagoneer and Cherokee assembly will resume today (March 21).

General Motors' Lordstown facility increased van output last week from 24 an hour on two shifts, to 29 an hour. About 300 workers returned from indefinite layoff.

The S-truck line at GM's Pontiac point operated six days last week.

Volkswagen of America has announced plans to halt production of pickups at its Westmoreland plant indefinitely, starting in April. The Westmoreland truck line, which was down from last June until Feb. 21, has assembled only 652 trucks since its return.

TRUCK PRODUCTION IN U. S.†

	Week Ended March 19, 1983	Week Ended March 20, 1982	Week Ended March 12, 1983	March to Date	Jan. 1 to March 20, 1982	Jan. 1 to March 19, 1983
CHEVROLET	16,017	11,797	16,545	35,854	135,705	153,107
DODGE	3,200	3,121	2,783	6,630	25,909	25,581
FORD	18,947	18,838	20,311	43,314	132,265	173,162
GMC	5,497	4,963	5,184	11,598	40,078	49,400
INTERNATIONAL	1,040	1,171	1,030	2,276	10,780	9,806
VOLKSWAGEN	235	707	129	407	7,595	652
JEEP	1,305	1,700*	.....	1,757	15,786*	12,488
AM GENERAL	50*	50*	50*	110*	450*	550*
MISCELLANEOUS	1,000*	1,400*	1,000*	2,200*	15,400*	11,000*
Total Trucks, U. S.	47,291	43,747	47,012	104,147	392,968	435,746

CANADIAN TRUCK PRODUCTION

	Week Ended March 19, 1983	Week Ended March 20, 1982	Week Ended March 12, 1983	March to Date	Jan. 1 to March 20, 1982	Jan. 1 to March 19, 1983
CHRYSLER CORP.	2,652	2,402	2,726	5,832	19,519	26,910
FORD MOTOR	3,413	3,217	3,128	7,178	23,631	25,455
GENERAL MOTORS	4,360	5,979	4,475	9,724	53,017	46,831
INTERNATIONAL	260	268	.....	260	2,637	1,088
Total Trucks, Canada	10,685	11,866	10,329	22,994	98,804	102,284
N. American Trucks	57,976	55,613	57,341	127,141	491,772	538,030

†—Raw includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended March 19, 1983	Week Ended March 20, 1982	Week Ended March 12, 1983	March to Date	Jan. 1 to March 20, 1982	Jan. 1 to March 19, 1983
AMERICAN MOTORS	3,160	1,900*	3,982	7,790	11,334*	38,147
AMC Total	.....	.....	745	745	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	745	745	.....	4,068
Renault Total	3,160	.....	3,237	7,045	.....	34,076
Alliance	3,160	.....	3,237	7,045	.....	34,076
CHRYSLER CORP.	18,150	15,184	16,072	37,807	115,207	156,778
Plymouth Total	6,950	6,530	6,528	14,864	48,844	58,813
Horizon	2,100	2,058	2,325	4,833	14,890	18,189
Reliant	4,800	4,472	4,120	9,886	33,954	39,984
Caravelle ('83)	50	.....	80	145	.....	640
Chrysler Total	3,800	2,619	3,245	7,758	21,028	25,022
LeBaron	1,900	2,619	1,555	3,778	21,028	17,391
Chrysler E-Class	1,900	.....	1,690	3,980	.....	17,631
Dodge Total	7,400	6,035	6,299	15,185	45,335	62,943
Omni	2,300	2,416	2,113	4,886	13,841	19,479
Aries	3,200	2,946	2,700	6,577	25,435	28,615
Dodge 400	700	673	524	1,339	6,059	5,905
Dodge 600	1,200	.....	962	2,383	.....	8,944
FORD MOTOR	31,235	29,308	24,540	60,947	180,340	293,119
Ford Division	21,398	18,463	16,296	41,232	108,106	191,098
Escort	7,558	7,126	5,948	14,385	48,604	53,110
Fairmont	.....	3,587	.....	.....	16,520	23,728
Mustang	3,578	4,151	.....	4,258	21,050	25,717
LTD/Granada	3,270	2,188	3,457	7,401	14,904	37,740
Thunderbird	4,605	1,223	4,673	10,137	6,043	32,711
Crown Victoria/Ford	2,179	.....	2,218	4,837	.....	17,169
EXP	213	216	.....	213	985	923
L-M Division	9,836	10,845	8,244	19,715	72,234	102,021
Mercury Total	7,451	8,759	6,185	14,834	51,015	78,253
Lynx	1,578	2,260	1,430	3,183	14,130	13,111
Capri	485	1,379	.....	587	6,076	4,890
Zephyr	.....	1,854	.....	.....	5,779	8,601
Marquis/Cougar	1,348	1,135	1,092	2,663	8,175	12,909
Cougar/XR7	2,014	488	1,611	3,919	2,101	12,808
Gr. Marquis/Marquis	2,020	1,902	2,032	4,456	14,547	25,666
LN7	26	26	.....	26	207	268
Lincoln Total	2,385	2,086	2,079	4,881	21,219	23,768
Continental ('82)	480	417	410	973	4,773	4,745
Lincoln	1,121	835	983	2,283	8,494	10,541
Mark VI	784	834	686	1,625	7,952	8,482
GENERAL MOTORS	72,716	69,940	72,024	158,136	586,463	756,291
Buick Division	16,039	17,616	16,593	36,182	144,011	181,713
Skylark	1,525	3,486	1,490	3,608	24,575	21,480
Skyhawk J	1,208	2,727	1,419	2,897	16,941	15,486
Century	3,224	2,570	4,093	8,020	27,018	33,594
Regal	4,280	4,834	4,272	9,411	35,191	53,602
Buick	5,015	3,221	4,514	10,491	34,641	49,672
Riviera	795	798	805	1,755	5,645	7,879
Cadillac Division	6,834	2,584	7,569	15,759	48,224	75,453
Cimarron	635	480	588	1,321	1,271	5,830
Seville	686	602	691	1,523	4,878	8,016
Eldorado	1,553	1,502	1,571	3,436	13,083	17,271
Cadillac	3,960	.....	4,719	9,479	28,992	44,336
Chevrolet Division	23,679	26,339	22,051	49,307	157,763	219,405
Chevette	4,285	6,891	4,499	9,699	26,651	44,485
Cavalier	5,381	3,512	4,399	10,467	22,317	40,509
Celebrity	1,517	2,186	852	2,533	10,621	12,221
Camaro	3,445	4,511	3,341	7,195	42,222	37,802
Citation	2,476	3,456	2,820	5,531	20,731	25,006
Malibu	3,113	3,381	2,852	6,532	15,382	28,943
Monte Carlo	1,907	1,421	1,759	4,001	9,133	18,095
Chevrolet	955	397	981	2,109	4,258	9,803
Corvette	600	685	588	1,241	6,448	2,541
Oldsmobile Division	19,079	14,773	17,793	39,625	186,599	203,249
Omega	1,005	1,082	1,087	2,524	15,427	15,978
Firenza	970	2,186	772	1,901	22,542	8,507
Cutlass	4,820	2,404	4,826	10,662	38,097	59,183
Cutlass/Ciera	2,883	2,267	3,370	6,858	22,614	34,554
Oldsmobile	7,540	5,400	6,860	15,780	58,793	76,077
Toronado	861	734	868	1,900	8,126	8,950
Pontiac Division	8,085	8,628	8,018	17,263	71,866	76,471
Acadian†	.....	272	530	612	1,237	3,613
2000	2,025	582	1,579	3,895	3,180	17,954
1000	1,315	229	1,168	2,891	1,578	9,465
Firebird	2,085	2,674	2,189	4,495	23,168	18,212
Phoenix	580	438	866	1,386	5,478	6,584
G. Prix/B'Ville ('83)	2,080	2,302	1,754	4,184	34,863	20,643
A6000	.....	1,131	.....	.....	2,262	.....
HONDA	700	.....	557	1,375	.....	4,798
VOLKSWAGEN	2,115	3,556	2,061	4,582	21,426	20,429
CHECKER	.....	100*	.....	.....	800*	.....
Total Cars, U. S.	126,076	119,988	119,236	270,617	917,570	1,269,562

CANADIAN CAR PRODUCTION

	Week Ended March 19, 1983	Week Ended March 20, 1982	Week Ended March 12, 1983	March to Date	Jan. 1 to March 20, 1982	Jan. 1 to March 19, 1983
AMERICAN MOTORS	648	610	.....	844	5,579	6,480
CHRYSLER CORP.	4,600	3,482	4,609	9,973	36,572	46,410
FORD MOTOR	5,953	8,655	48	5,111	45,013	39,214
GENERAL MOTORS	11,600	9,373	11,248	25,339	75,929	107,713
VOLVO	225	225	225	485	2,474	2,430
Total Cars, Canada	22,326	22,345	16,129	41,782	165,567	202,247
N. American Cars	150,402	142,333	135,365	312,379	1,083,137	1,471,809
N. American Trucks	57,976	55,613	57,341	127,141	491,772	538,030
North American Cars and Trucks	208,378	197,946	192,706	439,520	1,574,909	2,009,849

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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Upcoming Dodge

Chrysler unveils minivan

This Dodge Caravan version of the Chrysler T-115, a 1984 model, was displayed last week to VIPs in Southern California. The Caravan holds seven people, has a carrying capacity within 100 pounds of a standard van and is eight inches lower for easier garageability. Story, more pictures on Page 6.

Japanese top U.S. makes in 1982 sales per dealer

By Jenny L. King
Staff Writer

Toyota, Honda and Nissan retained the first three spots in new-car sales per dealer in the U. S. market for 1982, an AUTOMOTIVE NEWS analysis discloses.

Oldsmobile topped the domestic makes but was in fourth place in the overall standings.

Six of the top ten spots were taken by imports. In addition to the three leaders, Mazda was seventh, Subaru was ninth and Volvo was 10th.

Other domestic makes in the top ten were Buick, fifth; Chevrolet, sixth, and Ford, eighth. The biggest surprise among the domestics in 1982 was provided by Buick, which moved ahead of Chevrolet.

Average sales of domestic units per new-car dealer climbed to 277 in 1982 from 275 in 1981. Import dealers averaged 191 new cars per outlet in 1982, up from 166 the preceding year.

The combined import-domestic figure was 316 per outlet last year and 328 in 1981.

The AUTOMOTIVE NEWS sales-per-outlet analysis defines all Volkswagen and all Renault passenger cars as domestics in 1982. Renault is a newcomer in this classification, following introduction and high sales volume of its U. S.-built Alliance. VW was reclassified for 1981 as a domestic.

• General Motors dealers sold an average of 338 units per outlet in 1982, down from 349 in 1981 and 367 in 1980. GM's record is 464, set back in the more-prosperous year of 1978.

Ford Motor Co. dealers came up with 243 sales per outlet last year, up from 236 in 1981. In 1980 their average was 237.

Chrysler Corp. outlets averaged 189 retail sales apiece in 1982, down from 193 in 1981. Two years ago, its dealer population averaged 163 sales each.

Volkswagen of America finished 1982 with 164 sales per franchised outlet, down substantially from 241 a year earlier. In 1981, VW was second best among the domestics; in '82, it dropped to fourth.

American Motors dealers, buoyed by Renault, rose to 96 sales per outlet in 1982 from 85 in 1981 and 88 in 1980.

Considering the U. S. makes separately, Oldsmobile again captured first place with its 254 sales per dealer. It was down

Continued on Page 54, Col. 4

SALES PER OUTLET

1982 Position			1981 Position
1—484	Toyota		528— 1
2—455	Honda		470— 2
3—428	Nissan		421— 3
4—254	Oldsmobile		263— 4
5—247	Buick		244— 6
6—238	Chevrolet		259— 5
7—213	Mazda		218— 8
8—197	Ford		197—10
9—195	Subaru		201— 9
10—185	Volvo		159—12
11—164	Volkswagen		241— 7
12—162	Pontiac		179—11
13—161	Mercedes		154—13
14—157	Cadillac		144—14
15—132	BMW		112—19
16—125	Mercury		127—16
17—108	Audi		118—18
18—105	Dodge		126—17
19— 98	Plymouth		129—15
20— 77	Isuzu		98—20
21— 66	Chrysler		35—26
22— 64	Lincoln		43—25
23— 60	Saab		47—24
24— 59	Mitsubishi		....
25— 53	AMC		85—21
26— 51	Renault		22—28
27— 49	Jaguar		20—29
28— 44	Porsche		35—26
29— 43	Peugeot		51—23
30— 30	Fiat		59—22
31— 17	Alfa Romeo		16—32
32— 16	Dodge Colt		19—30
33— 15	Plymouth Colt		19—30
34— 8	DeLorean		....
35— 6	Imperial		11—33
36— 6	Challenger		6—34
37— 5	Sapporo		6—34

breaking news

GM/Toyota begin labor talks

DETROIT.—General Motors and Toyota Motor Co. have begun preliminary talks on labor issues at GM's Fremont (Calif.) plant which is scheduled to build the joint venture's small cars. According to a UAW spokesperson, the union has been talking with GM, but "to my knowledge has not spoken to Toyota." GM Chairman Roger B. Smith said formal talks among all parties are expected to begin soon. But that cannot occur until the new joint venture company is formed, and that hinges on FTC approval. The two companies announced their joint venture on Feb. 14.

Ruckelshaus, auto nemesis, returns as EPA chief

WASHINGTON. — With William Ruckelshaus returning to head the EPA, auto makers will be dealing with the bureaucrat who held their feet to the fire on emission control when he headed the agency 10 years ago. Last week, EPA employes, mindful of those days, cheered wildly as he returned while Anne (Gorsuch) Burford holdovers like Kathleen Bennett, assistant administrator for air, noise and radiation, pondered their fate in the face of resignations they have been asked to submit.

Isuzu, GM join in Egyptian venture

CAIRO.—General Motors and its Japanese affiliate, Isuzu, will join with local interests to form a joint venture in Egypt to assemble Isuzu trucks and buses. Output is scheduled to begin in 1984, assembling knockdown kits at a rate of 1,400 a year, increasing to 18,000 units annually within five years, with 40 percent local content.

Diminutive

Microcar's 'no-door' ragtop for France

The Microcar, built by Jeanneau of France, will soon be available in that country in this no-door convertible model. A two-door hardtop has been built since 1981. The two-seat commuter rides on a 67-inch wheelbase, is available with 49-cc or 125-cc engines. It is not sold in the U. S. Jeanneau is a subsidiary of Bangor Punta, Greenwich, Conn. Story and another photo on Page 9.

The race to trace Swiss deposit may be near an end

The puzzle of DeLorean's missing $17.65 million

By Edward Lapham
Senior Editor
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Investigators from a number of camps are close to solving the greatest puzzle of the DeLorean sports car enterprise: What happened to the $17.65 million sent to Switzerland for R&D work but which never made it into the car project?

Potential puzzle-solvers, include the Creditors Committee of bankrupt DeLorean Motor Co.; the court-appointed examiner, Price Waterhouse & Co.; the Royal Ulster Constabulary, which has been investigating the DeLorean matter since December, and the joint receivers of the defunct Northern Ireland car-building subsidiary.

Also interested is the U. S. Internal Revenue Service, which has been investigating John DeLorean and his empire for possible tax fraud for several months. The center of that investigation involves his 1979 acquisition of a Utah company, which some investigators now believe was made with European funds originally paid to a Swiss bank account for R&D work on the sports car.

AUTOMOTIVE NEWS has uncovered new evidence which suggests the company which received the money, GPD Services, Inc., was created strictly for the purpose of being a conduit for those funds. In addition, one of the directors of GPD said there may be a link between John DeLorean and GPD.

DeLorean was unavailable for comment by press time.

The impending breakthrough in the solution of the GPD puzzle is in Geneva, where officials from the U. S. and the UK now believe a Swiss lawyer, Jacques Wittmer, has a complete record of the transactions of Swiss bank accounts into which the $17.65 million was paid.

The Creditors Committee of bankrupt DMC last week filed

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By end of 1985 instead of 1990

Chrysler due to repay guaranteed loans early

By Kathleen Hamilton
Financial Editor

Chrysler Corp. is planning on repaying its government-guaranteed loans by the end of 1985 instead of 1990, when they are due, according to the company's stock prospectus.

Chrysler was clearly aiming at an early repayment schedule for the $1.2 billion worth of government-backed loans when it announced in January a major recapitalization effort.

But the prospectus for the stock involved in the recapitalization provided the first indication of just how early Chrysler plans to get out from under the restrictive demands of the loan guarantees.

The prospectus notes the payment schedule is subject to change. It also discloses some interesting insights into Chrysler's short-term plans.

For example: New-product, product improvement and plant modernization expenditures for the 1982 through 1986 period are expected to total $6.6 billion. The year-by-year breakdown is $823 million in 1982, $1.5 billion in 1983, $1.4 billion in 1984, $1.7 billion in 1985 and $1.2 billion in 1986. By 1986, Chrysler says it plans to produce only front-drive cars.

Chrysler says about $3.8 billion of the $6.6 billion will be for capital expenditures and the rest ($2.8 billion) for R&D, launch and preproduction expenses.

• Most of the money will have to come from internal sources, since virtually all of Chrysler's assets have been pledged as collateral for government-backed or state-issued loans for the company's bailout. The loan guarantees will also prohibit Chrysler from incurring new debts after Dec. 31, 1983, unless certain tests are met.

Chrysler said it anticipates it will need a waiver of the loan-guarantee demand that it maintain $300 million in working capital during 1984. That is the year in which the company has to pay $228 million worth of deferred pension obligations.

Chrysler forecasted that its share of the U. S. car market will average 10.3 percent in the 1983-1986 period, compared with a 10.0-percent share last year. It predicted its U. S. truck share at 10.1 percent in 1983 and 13.6 percent by 1986. Its share last year was 9.5 percent.

Chrysler is to introduce the first minivan/wagon to this market in 1984, and is known to be developing a compact pickup, codenamed N-truck, similar to the Ford Ranger and Chevrolet S-10 but with a bigger bed.

It forecasted U. S. car sales of 8.3 million in 1983 and 10.2 million in 1986, compared with 1982's total of 7.9 million. Truck sales were forecast at 2.6 million in 1983 (about the same as last year) and 3.3 million in 1986.

Chrysler said it intends to buy about 150,000 engines in 1983 from Mitsubishi Motors Corp.—the Japanese firm in which it has a 15-percent stake.

Chrysler's purchases for resale from Mitsubishi totaled $644.8 million in 1982, compared with $809.5 million in 1981.

Chrysler is allocated 82,500 of the 112,584 Mitsubishi cars imported each year under quotas. The rest are sold through Mitsubishi's own dealer network. Beginning in the 1985 model year, Chrysler will be allowed to distribute all Mitsubishi models sold in the U. S.

Chrysler also reported it is talking with its other partner, Peugeot, on cooperative commercial and industrial projects, even though they no longer plan to jointly produce a small car for the U. S.

Chrysler also will purchase constant velocity joints, 1.6-liter gasoline engines and 1.9-liter diesels from Peugeot.

• Chrysler paid $6.6 billion to suppliers in 1982, compared with $7.7 billion in 1981. It has more than 14,000 unaffiliated suppliers in the U. S. and Canada.

About 46 percent of Chrysler's manufacturing and assembly space in the U. S. is in the Detroit area — something that becomes more important as the Japanese just-in-time inventory system is implemented.

Chrysler reported its inventory level at the end of 1982 was $1.13 billion, compared with $1.60 billion at the end of 1981 and $1.87 billion at the end of 1979.

Meanwhile, its accounts receivable were reduced from $610 million at the end of 1979 to $248 million at the end of last year. Its breakeven point for profitability in the U. S. and Canada has been about halved since 1980, when it was 2.3 million vehicles. In 1982, the breakeven point was 1.1 million, where it is expected to stay.

Dealer profitability has also been increased substantially. Chrysler estimates 77 percent of its dealers were profitable in 1982, compared with 65 percent in 1981 and 52 percent in 1980.

Chrysler Realty Corp. owns more than 330 dealerships and has leases on 110 more. These dealerships accounted for 30 percent of Chrysler's car and truck sales in the U. S. in 1982. They had 46 percent of the sales in the top 200 U. S. markets.

They also turned in substantial losses (almost $11 million) during 1982. Still, those stores cut their losses by $13.9 million during 1982.

The prospectus also noted Prudential Insurance Co. of America would own 4.94 million shares of common stock, or 4.3 percent of Chrysler total, if the recapitalization plan is approved by all parties.

Annual fee for serving as a Chrysler outside director was increased last year from $5,000 to $15,000. Additional fees are paid per meeting and for serving on committees, but these have not changed.

• Cash remuneration in 1982 for Chairman Lee A. Iacocca was $365,676, up less than one percent from 1981. As of March 14, he owned 65,200 shares of Chrysler common stock and had an option to buy 500,000 more at prices ranging from $9.88 to $11.07 per share.

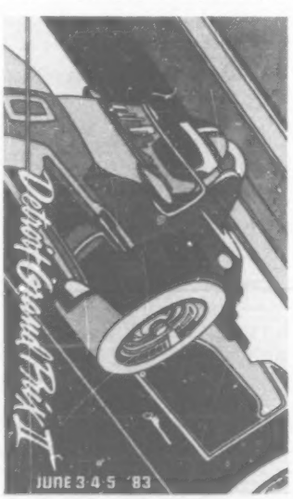
Vice Chairman Gerald Greenwald received $252,352 in salary and payments from Chrysler in 1982, an increase of 7.6 percent. He held 10,900 shares of common stock on March 14 and had an option to acquire 121,000 more at prices ranging from $6.25 to $9.88 per share.

Remuneration for H. K. Sperlich, president of North American Automotive Operations, rose 7.0 percent to $255,470. His common-stock holdings were 24,400 shares, and he had an option to buy 50,000 more at prices ranging from $9.07 to $18.63 per share.

Remuneration for Stephan Sharf, executive vice president-manufacturing, rose 19.4 percent to $229,180. He owned 28,150 shares of common stock and had an option on 5,000 more priced between $15.07 and $18.63.

Remuneration for John B. Naughton, executive vice president - sales and marketing, rose 2.8 percent to $200,725. He owned 6,207 common shares and had an option to purchase 47,000 more at prices ranging from $6.25 to $8.82 per share.

Taken together, the payments and salaries for all Chrysler directors fell fractionally to $5.14 million. UAW President Douglas Fraser was the only Chrysler director without any stock holdings in the company.



Grand Prix poster

The 1983 Detroit Grand Prix poster was designed by Joseph Grey II, senior art director at Campbell - Ewald, who used an 18 - color silk screen. The event will be held June 3-5.

General Dynamics appoints Truxell

DETROIT.—Robert W. Truxell has been appointed vice president and general manager of the Land Systems Division of General Dynamics Corp.

Land Systems, formerly Chrysler Defense, Inc., builds tanks for the U. S. Army.

Truxell recently resigned as vice president and general manager of the General Motors Truck & Bus Group's Manufacturing Division.

Straman's Silver Spirit

Richard Straman, a designer from Costa Mesa, Calif., unveils his latest creation—a Rolls-Royce Silver Spirit convertible. Straman offers this Silver Spirit for $220,000.

Car sales down 5 pct. from year-ago period

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-March missed their year-ago mark by some 9,000 units but were up almost 8 percent from the first 10 days of the month. General Motors reported its best 10-day total so far this calendar year.

March 11-20 sales numbered 173,525, down 4.99 percent from 182,639 in 1982. The 1983 mid-month figure was up 7.70 percent from the early-March total of 161,117.

On a daily-rate basis, however, sales were up 6.89 percent to 21,691 this year compared with 20.293 per selling day in 1982. There were eight days in the period this year, nine a year ago.

This was the softest total for March 11-20 since 1961, when 134,605 new cars were retailed.

Year-to-date sales reached 1,191,261, up 2.32 percent from 1,164,253 last year.

General Motors had its best 10 days of 1983. Its sales numbered 108,442, down 3.78 percent from 112,700 last year (but up 8.25 percent daily rate). Ford Motor Co. sales dropped 16.31 percent, to 36,000 from 43,015 (down 5.84 percent daily rate).

Chrysler Corp. reported a 5.97-percent sales increase, climbing to 22,329 from 21,252 (up 18.22 percent daily rate).

American Motors, which now reports estimated 10-day sales, said its dealers sold about 4,750 new passenger cars, up 69.64 percent from the year-ago AUTOMOTIVE NEWS estimate of 2,800 (up 91.00 percent daily rate).

Volkswagen of America's Rabbit sales totaled 1,604, down 44.15 percent from 2,872 (down 37.30 percent daily rate), and estimated sales of U. S.-built Honda Accords reached 400.

• GM cornered 62.49 percent of the mid-month market, up from 61.71 percent a year earlier. Ford slipped to 20.75 percent from 23.55 percent. Chrysler earned 12.87 percent, up from 11.64 percent. AMC had 2.74 percent, compared with 1.53 percent; VWoA claimed just 0.92 percent, down from 1.57 percent, and Honda picked up the remaining 0.23 percent of this year's market.

Ford Escort was the number-one nameplate in mid-March, with sales of 8,041. It was followed by full-size Chevrolet at 7,401, Oldsmobile 88 at 6,024, Chevrolet Cavalier at 5,929 and Chevrolet Chevette at 5,675.

Annualized domestic sales for 1983 based on the March 11-20 performance moved at a rate to total 5,761,000.

Currency changes in Europe leave U.S. prices stable

DETROIT. — Last week's revaluation of European currencies is expected to have no effect on import-auto prices in the U. S. and little impact on importers' costs.

A survey of major German and French auto importers revealed unanimous agreement on the topic.

Even with the upward valuation of the German mark and the devaluation of the French franc, importers said the exchange rates with the dollar are expected to remain within the range previously forecast.

Jean-Marc Lepeu, American Motors finance vice president, noted that gains his company could have made because of the weakening franc have been offset by the higher French inflation rate.

As part of the currency realignment, the French government promised to institute policies expected to reduce that inflation rate.

DOMESTIC SALES

	March 11-20, 1983	March 11-20, 1982
AMERICAN MOTORS	4,750†	2,800†
Chrysler	6,667	4,280
Imperial	72	73
Plymouth	7,752	8,393
Dodge	7,838	8,506
CHRYSLER CORP.	22,329	21,252
Ford	23,821	29,824
Mercury	9,283	10,838
Lincoln	2,896	2,353
FORD MOTOR	36,000	43,015
Buick	26,116	25,878
Cadillac	8,476	6,493
Chevrolet	37,887	38,104
Oldsmobile	23,742	26,701
Pontiac	12,221	15,524
GENERAL MOTORS	108,442	112,700
VOLKSWAGEN	1,604	2,872
HONDA	400†	
U.S. INDUSTRY TOTAL	173,525	182,639

† Estimate.

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58th year — No. 4960

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Smaller Jeeps for '84 carry familiar names

SOUTHFIELD, Mich — After more than a year of deliberation, American Motors has decided to stick with Wagoneer and Cherokee as the names for its all-new downsized Jeep wagons to be introduced in the fall.

"Extensive research indicated we should continue these two nameplates because they have become synonymous with Jeep," said Joseph E. Cappy, marketing group vice president.

From an initial list of 1,000 possible names, 50 were selected for presentation at public clinics, he said.

"It became evident very quickly that we would have to have two names instead of one," Cappy explained. "People who lean toward the sporty models favored the name Cherokee, and those who liked the more formal four-door wagons favored the Wagoneer name.

"So we will offer Wagoneer as a four-door only and Cherokee in both two-door and four-door sport versions," he said.

Cappy said the new Jeep lines are 21 inches shorter, six inches narrower and four inches lower than the current wagons, yet interior roominess almost matches the 1983 models.

• "The larger 1983 Jeep Wagoneer will continue to be offered in its present configuration and will be renamed the Grand Wagoneer for 1984," Cappy said. "It offers unsurpassed four-wheel-drive comfort, cargo capacity and towing capability.

"The current 1983 Cherokee line, which debuted a decade ago, will be replaced in 1984 by the new Cherokee, which is about 1,000 pounds lighter and much more fuel efficient.

"The Jeep lineup for 1984 will include the Jeep CJ and Scrambler, the new Cherokee and Wagoneer, the Grand Wagoneer and J-series pickup trucks."

In addition to the larger Cherokee, AMC also will discontinue the CJ-5, CJ-7 Limited, and the J-10 Sportside pickup truck in order to reduce production complexity at Toledo, Cappy said.

"With the V-8 and optional Class 3 towing package, the 1984 Grand Wagoneer will be capable of towing boats, trailers

Continued on Page 48, Col. 3

AMC puts XJ Jeep on ice

American Motors said it was offering a unique opportunity to photograph its new downsized XJ four-wheel-drive vehicle last week, but the company actually kept it on ice—literally. Joseph Cappy, AMC marketing group vice president, shows off the massive sculpture. Inside, and protruding at the roofline, is the 101-inch-wheelbase XJ, which will be available in two-door and four-door Cherokee and Wagoneer versions. Nobody stayed to watch the ice melt.

Surface Act confusion stalls equipment buys

By Ken MacDonald
Staff Correspondent

SAN FRANCISCO.—All Consolidated Freightways purchases of new equipment, as well as future route and service expansion, have been "placed on hold" pending definitive Transportation Department interpretation and implementation of the Surface Transportation Assistance Act adopted Jan. 6 by the Congress.

"Our planning for the future is definitely in a state of paralysis," Robert C. Stetson told a public hearing held here by the National Motor Carrier Advisory Committee.

Stetson is vice president and general counsel for Consolidated, based at Menlo Park, Calif. It is one of the nation's largest trucking firms.

Some 50 state and local highway and regulatory officials and top truck-company executives testified at the San Francisco session.

Stetson and the others directed their testimony to the initial Federal Highway Administration interpretation and policy stand on weight, length and width of trucks using the Interstate System and other qualifying federal-aid highways.

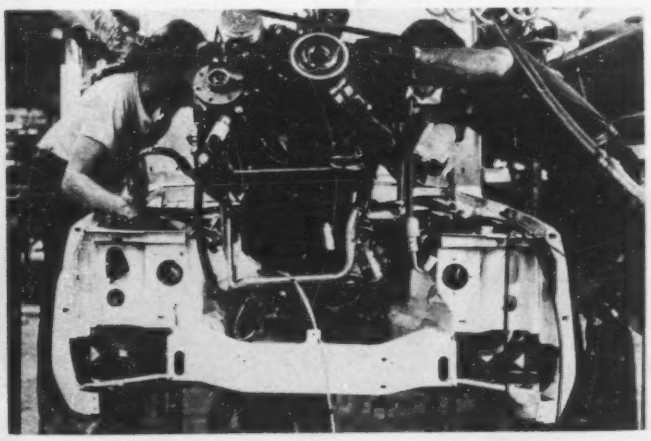
Changes mandated by the legislation include such uniform weight requirements as 20,000 pounds axle weight, 34,000 pounds tandem weight, 80,000 pounds gross weight, requirements that the various states allow semi-trailers of no less than 48-foot length in tractor-semi-trailer combination, trailing units of a minimum 28-foot length and tractors and trailers no later than April 6.

The new act also prohibits states from establishing overall length limitations on tractor-trailers or combinations.

• Uniform truck-width requirements are set at 102 inches. The new law also mandates identification of "qualifying highways" and definitions of "reasonable access" to and off such qualifying highways, as well as substantial fuel-tax increases and user charges imposed on the trucking industry.

Stetson told the Advisory Committee that Consolidated

Continued on Page 44, Col. 3



Cherokee pilot model gets new engine

Employes at the Jeep plant in Toledo guide a new 2.5-liter, four-cylinder engine into mounting position in an all-new Jeep Cherokee pilot model. The engine will be standard in the compact 1984 Cherokee and Wagoneer sport wagons to be introduced in the fall.

Firm in India, Bendix to build brake systems

SOUTHFIELD, Mich. — Bendix Corp. has entered into a joint venture with Kalyani Steels, Ltd., of India, to manufacture air-brake-systems for medium and heavy trucks for the growing Indian market.

J. Mason Reynolds, president, Bendix Automotive Group, said the joint venture, called Kalyani Brakes Ltd. (KBL), will expand to a $10 million investment project over the next few years.

Ownership initially will be 40 percent Bendix, 40 percent Kalyani Steels and 20 percent public. The company will construct a 60,000-square-foot plant in Jalgaon, Maharashtra, a city in Western India, to manufacture and assemble compressors, valves, actuators, master cylinders and slack adjusters.

KBL also will market the parts in neighboring Bangladesh, Pakistan and Sri Lanka.

"This is Phase One for the joint venture in this very promising market," said Reynolds. Further production capacity will

Continued on Page 48, Col. 3

truck industry news

January total tops Chevy by nearly 5,000 units

Lead in registrations is recaptured by Ford

Ford registrations of new trucks of all types in the U. S. in January topped Chevrolet's total by almost 5,000 units, marking the first time since December, 1981, that Ford has been the industry leader.

During the month, according to R. L. Polk & Co. statistics, there were 60,735 Ford registrations, an increase of 48 percent over the year-ago 41,016. Ford's share of the industry total was up 5.81 percentage points, 32.16 percent versus 26.36.

Chevrolet's tallies for the month totaled 55,975 units, a gain of 11.3 percent over last year's 50,295. But its share of the industry total dropped 2.67 points, from 32.32 percent in 1982 to 29.65 percent this year.

In January, Ford's light-truck tallies were up 51.2 percent to 57,610 units, compared with 38,099 in the first month of 1982.

Registrations by GVW—Page 49

The big-truck count this year was 3,125 units, 7.1 percent higher than the year-earlier 2,917.

Chevrolet also had gains in registrations of both light and big trucks during the month, but its strength this year was in big trucks.

Light-truck tallies for Chevrolet in January totaled 55,161 units, an increase of 10.1 percent over the year-earlier 50,123 vehicles. Its big-truck count, however, was up 373.6 percent, from only 172 units in 1982 to 814 this year.

Industrywide, January registrations totaled 188,796 units, a gain of 21.3 percent over the year-earlier 155,599. Tallies of light and medium trucks were significantly higher than a year ago, but the heavy trucks—Groups 7 and 8—continued to weaken.

During the month, there were 176,707 light-truck tallies, an increase of 23.8 percent over the year-earlier 142,779 units. The totals were higher in two of this market segment's three weight classifications.

The Group 1 count in Janu-

Continued on Page 48, Col. 4

HD registrations in January sink to seven-year low

Registrations of new heavy trucks in the first month of 1983 were the lowest in almost seven years and they were down significantly from a year ago.

During the month, according to R. L. Polk & Co., 8,816 new Groups 7 and 8 trucks were registered in the U. S., off 13.8 percent from last year's 10,227 units.

The last time that the monthly count was that low was March, 1976, when the total hit 7,503. The January tally that year was only 6,739 units.

Ford and International, Nos. 1 and 2 in heavy-truck registra-

Continued on Page 44, Col. 5

U. S. TRUCK REGISTRATIONS

JANUARY, 1983 VS. 1982★

	Jan., 1983	Percent Share of '83 market	Jan., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	60,735	32.17	41,016	26.36	+ 5.81
Chevrolet	55,975	29.65	50,295	32.32	− 2.67
GMC	15,570	8.25	13,070	8.37	− 0.12
Dodge	14,306	7.58	15,391	9.89	− 2.31
Jeep	4,948	2.62	4,770	3.07	− 0.45
International	3,668	1.94	3,238	2.08	− 0.14
Mack	1,088	0.58	1,496	0.96	− 0.38
Plymouth	598	0.32	933	0.60	− 0.28
Freightliner	554	0.29	622	0.40	− 0.11
Peterbilt	499	0.26	621	0.40	− 0.14
Kenworth	444	0.23	672	0.43	− 0.20
White	181	0.10	146	0.09	+ 0.01
Mercedes-Benz	131	0.07	268	0.17	− 0.10
Volvo	108	0.06	36	0.02	+ 0.04
Autocar	29	0.01	58	0.04	− 0.03
Western Star	21	0.01	55	0.04	− 0.03
Misc.**	29,941	15.86	22,962	14.76	+ 1.10
TOTALS	188,796	100.00	155,599	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

JANUARY, 1983 VS. 1982★

	Jan., 1983	Percent Share of '83 market	Jan., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	2,356	26.72	2,158	21.10	+ 5.62
International	2,190	24.84	2,287	22.36	− 2.48
GMC	973	11.04	1,978	19.34	− 8.30
Mack	931	10.56	1,316	12.87	− 2.31
Freightliner	554	6.28	622	6.08	+ 0.20
Peterbilt	499	5.66	621	6.07	− 0.41
Kenworth	444	5.04	672	6.57	− 1.53
Chevrolet	442	5.01	56	0.55	+ 4.46
White	181	2.05	146	1.43	+ 0.62
Volvo	108	1.23	36	0.35	+ 0.88
Mercedes-Benz	35	0.40	76	0.74	− 0.34
Autocar	29	0.33	58	0.57	− 0.24
Western Star	21	0.24	55	0.54	− 0.30
Miscellaneous	53	0.60	146	1.43	− 0.83
TOTALS	8,816	100.00	10,227	100.00	.....

★Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982.

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Hertz puts 20-city average at 47.2 cents a mile

Cost of operating compact rises

NEW YORK. — Average cost to own and run typical new compact-sized cars in 20 key cities in 1982 was 47.21 cents a mile, up 1.09 cents or 2.36 percent from 46.12 cents in 1981, Hertz Corp.'s annual major-city operating expense study showed.

Los Angeles led the nation in high-cost driving for the fourth year at 57.08 cents a mile; while, for the third consecutive year, Detroit was least expensive. Detroit's cost was 41.68 cents — a 15.4-cent variation.

The 1981 figure for driving compact cars five years at 10,000 miles a year was 46.12 cents a mile in the 20 cities studied, according to the Hertz analysis, while 1980 expenses were 38.56 cents for all normal driving costs, except garaging and tolls.

The firm's new geographic expense variation estimate again ranks New York City the second-most-expensive area in the nation to own and operate an auto at 56.05 cents a mile. San Francisco, at 54.33 cents, was third, and Miami, 50.04 cents, fourth.

Hertz said the study confirms a sharp slowdown in new-car ownership and operating cost increases from the yearly double-digit jumps which have prevailed for the past decade.

"If automobile purchase prices hold steady and if car loan interest rates and gasoline prices continue to fall, 1983 could bring American motorists their first decline in auto operating costs since 1971," the study said.

In 1971, the study said, federal price controls helped force driving outlays down to 11.9 cents a mile from 12.1 cents in 1970. Since 1972, though, auto expenses have increased far more than the nation's overall inflation rate for the same period, Hertz said.

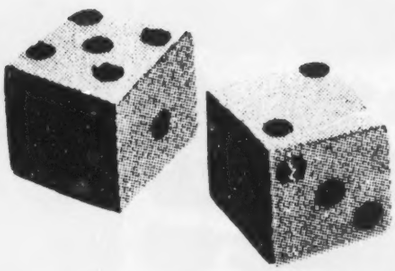
The 1982 advance of 1.09 cents a mile contrasts with a 1980-81 rise of 7.56 cents a mile, or 19.6 percent, from 38.56 cents to 46.12 cents, and with a 1979-80 jump of 9.01 cents a mile, or 30.4 percent, from 29.55 cents a mile.

Average major-city compact-model purchase prices rose to $8,111 in 1982 from $7,694 in 1981 and $6,542 in 1980. Purchase prices ranged from an $8,374 average in New York to $7,714 in Detroit.

City rankings of Hertz estimated compact car ownership and operating costs

For vehicles purchased new and driven 10,000 miles-per-year for five years

1982 Rank	CITY	Cents Per Mile	1981 Rank	1981 Cents Per Mile	1980 Rank	1980 Cents Per Mile	1979 Rank	1979 Cents Per Mile
1.	Los Angeles	57.08	1.	56.36	1.	49.28	1.	39.50
2.	New York City	56.05	2.	55.16	2.	46.42	2.	39.24
3.	San Francisco	54.33	3.	53.17	3.	44.88	4.	33.00
4.	Miami	50.04	4.	48.40	4.	40.14	8.	29.73
5.	Chicago	49.81	5.	47.29	5.	38.95	9.	29.54
6.	Seattle	47.91	6.	46.37	7.	38.40	6.	30.36
7.	St. Louis	47.61	9.	45.29	10.	37.64	16.	27.67
8.	Denver	46.98	7.	45.36	6.	38.88	3.	33.08
9.	San Diego	46.39	10.	45.17	9.	38.30	17.	27.55
10.	Boston	46.33	11.	45.14	17.	36.20	13.	28.58
11.	Houston	45.62	8.	45.33	8.	38.36	7.	30.09
12.	Milwaukee	45.60	13.	44.67	12.	36.88	10.	29.47
13.	Minneapolis	45.58	12.	44.73	11.	37.06	5.	30.77
14.	Cleveland	45.36	15.	43.81	16.	36.33	18.	26.32
15.	Pittsburgh	44.75	14.	44.53	15.	36.64	12.	28.64
16.	Washington	43.73	16.	43.48	13.	36.86	11.	29.10
17.	Cincinnati	43.63	18.	41.75	19.	34.28	20.	24.35
18.	Dallas	43.11	17.	42.46	14.	36.78	14.	28.01
19.	Atlanta	42.15	19.	41.48	18.	34.90	15.	27.96
20.	Detroit	41.68	20.	40.87	20.	34.06	19.	26.10
	CITY AVERAGE	47.21		46.12		38.56		29.95
	NATIONAL AVERAGE	44.67		43.42		36.42		28.55



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Automotive News

965 E. Jefferson Ave. Detroit, Michigan 48207

GM asks EPA for waiver on emission part adjustment

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—Having the answer to a question and not being able to give it can be a frustrating experience, as every grade school student learns when the teacher does not call on him or her.

Consider the case of General Motors. Most of its late-model cars are equipped with the company's electronic emission control system that instantly measures and adjusts given engine operations to maximize emission control, engine performance and fuel economy.

GM sells many of these cars in high-altitude areas like Denver, but emission requirements in those areas are different than in low-altitude areas and adjustments must be made in GM's electronic control system so the cars comply with the requirements.

This fairly simple process involves only the substitution of one Programmable Read Only Memory (PROM) chip with another suitable for high-altitude operation.

But alas, the Clean Air Act prohibits such a substitution if it involves a name-brand part. And GM's substitute PROM is surely that, since no one else makes it.

The purpose behind this prohibition is to help prevent manufacturers from monopolizing emission control system repair work and freezing independent repair facilities out of the emission control system warranty work triggered when a vehicle fails an inspection and maintenance test.

Fortunately for GM, however, there is a provision for a waiver, and the company has asked the EPA to grant it one.

In an application filed earlier, GM said it is not aware of any other practical way to adjust or modify the cars to ensure emission control performance at high and low altitudes other than by the use of a different PROM.

Since GM knows of no other manufacturer of the specified PROM or any other programmed PROM for use in its electronic emission control system, it feels it has met the Clean Air Act criteria for granting it a waiver.

EPA said it will hold the record open until April 13 for comments on GM's waiver request.

Mazda parts facility opens in Kansas City

KANSAS CITY. — Mazda Motors of America (Central), has opened a 100,000-square foot parts depot here.

The Mazda Kansas City Parts Depot, the fifth such Mazda Central parts facility, will supply 90 Midwest Mazda dealers.

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European parts industry faces shakeout

Aluminum, plastic will benefit from weight cutting

The automobile components industry in Europe faces a major shakeout over the next few years as it continues to be battered by a variety of forces.

A research study by Frost & Sullivan Inc. indicates sales of components in Western Europe, which fell in constant-dollar terms from $28.3 billion in 1976 to $25.7 billion in 1981, will barely exceed $28 billion in 1986 despite an anticipated 10 percent increase in demand for autos.

The only companies with strong chances of surviving will be larger, more diversified component manufacturers. "A dramatic reduction in the number of independent companies must and will occur, with most casualties among small and medium-sized companies," the study says.

The market upheaval will be caused by the recession and such far-reaching factors as the search for economies of scale, the drive for more fuel-efficient cars, more in-house manufacture of components by auto producers and the increasing use of simplified subassemblies rather than individual components, Frost & Sullivan says.

Ironically, the much feared Japanese auto industry is unlikely to play a major role in the process, the research study says, due to "overwhelming (European) nationalistic reasons and to the desire of domestic car manufacturers to maintain security of home supply."

The major factor in the near-term future of the components industry is overall cost, the study explains. Productivity must increase and will do so, often through computer and robot technology, it says.

Components also are being redesigned to reduce automobile fuel consumption—a trend that affects tires, aerodynamic styling, weight and the efficiency of engines and transmissions — and that requires major investment in research and retooling, the study says. "Clearly, only a few large component companies with sufficient liquidity will survive this new technological revolution," it adds.

At the same time manufacturers are leaning toward increasingly simple subassemblies which lower demand for individual component units, and also are cutting back on the number of types of passenger cars.

Independent companies' real hopes for profit, the study says, lie in the areas of proprietary technology like constant-velocity joints and fuel-injection equipment. The markets for individual components will closely reflect automobile production levels in each nation in Western Europe, adjusted slightly for average car size and weight.

The only sectors projected as showing dramatic sales increases overall are those needed in sophisticated automotive electronic engine and transmission management systems and in fuel-injection systems.

The study predicts above-average growth for plastic moldings and automatic gearboxes. Clutches, on the other hand, are expected to post sales declines as automatic transmissions gain in popularity.

In the automobile materials markets an overriding factor will be the campaign to reduce auto weight.

Steel, rubber, glass, textiles and wood will be relatively unaffected. But the amount of cast iron in an average auto is expected to fall from as much as 20 percent of a car's weight in 1981 to as little as 10 percent in 1986, the study says. Plastics and, at a slower pace, aluminum, will increasingly replace iron castings.

Consumption of major raw materials by the West European Automobile Industry, 1976-1986

Material	Usage (000 Tons) 1976	1981	1986
Steel	6,400	5,600	6,000
Cast Iron	2,190	1,550	1,060
Aluminum	550	560	660
Plastics	520	570	800
Rubber	520	460	480
Glass	370	325	340
Textiles and Wood	370	325	340
TOTAL	10,920	9,390	9,680

Source: Frost & Sullivan.

Past and future met at the recent Amsterdam Auto Show in The Netherlands. Timeless classics of bygone years are shown above, while concept cars of the "future-thinkers" are shown below. Companies showing concept vehicles included Mazda, Opel, Renault, Mitsubishi, Citroen, Audi, Ford U.S., Toyota, Volkswagen and Peugeot.

Dutch Volvo a 'generation' away from U.S.

Company sets sights on overseas markets

By Richard Feast
European Editor

Entering the U. S. market is an aim of Dutch auto maker Volvo Car BV. But company officials say the invasion will not be made with the current 300-series sedan. It will be launched with the next generation model, a front-wheel-drive scheduled for arrival within three years.

Volvo Car's present priority is Europe, where it has set a one percent target. Recent events suggest it is well on its way to meeting the objective.

The second target over the next few years will be what Volvo calls "overseas markets" —New Zealand, the Far East, Iceland and some African countries. Last year it sent only 1,300 units to those destinations, or less than 1.5 percent of company output.

The third priority is the U. S., a longer term aim because little groundwork has been done. It is expected that these exports would be handled by Volvo Car Corp. of Sweden, which has a quarter-share financial stake in the Dutch operation, with 75 percent held by various Dutch state interests.

Volvo Car makes one model, the 300-series, with origins at the old Daf auto company. Daf was acquired by Volvo, which broadened the narrow appeal of the inelegant original car.

The 300-series subsequently became available as a five-door as well as a three. The CVT automatic transmission was supplemented with an optional manual, and the 1.4-liter Renault engine with a 2-liter Volvo unit.

Luxurious, sporty and economy derivatives were introduced, but the lukewarm public response to the car was inevitable.

Gradually Volvo Car increased production and sales. Its original 1982 production target was 85,000, but that proved low as the actual year-end production totaled 90,830.

The original production target for 1983 (90,000) was increased last November to 97,500. And company officials now are confident 100,000 is within reach.

Peak production was in 1973 when 98,756 cars were made; they were the cheaper, less complex Daf 66, 46 and 33 models. Today's 300-series is more sophisticated and profitable.

Volvo is proud that its productivity has increased considerably the past couple years. A reorganization cut unit-production time from 43 to 32 hours, and the labor force was reduced more than 10 percent to 5,600.

Volvo's 1982 retail sales of 90,255 represented a 15 percent improvement over 1981's 78,491.

The main advance last year came in the domestic market, with a 70 percent improvement to 15,000 units. The 2-liter version is popular in Holland, accounting for a quarter of sales.

Recently the company introduced a low-cost model called Winner. At the equivalent of $6,400, it costs only 1.6 percent more than the original 343 at its introduction in 1976. It's the result of greater efficiencies, Volvo says.

The company's key market is the UK where sales rose 28 percent last year to 30,400. Sales in Sweden climbed 13 percent to 10,200.

Dutch dealings

The financial structure of van Doorne's Transmissie (VDT) company, based at Tilburg, Holland, is likely to be restructured following an approach by Volvo Car BV.

Volvo Car, owned 75 percent by Dutch state interests and 25 percent by Volvo Car Corp. of Sweden, wants to buy into van Doorne's Transmissie.

VDT is well along on a second generation of its stepless continuously variable automatic transmission (CVT) in which several European auto makers are interested.

Volvo Car made the approach in December and discussions are expected to take "several months" to complete. At present VDT is owned 39.5 percent by VADO (the van Doorne trust company), 24 percent each by Borg-Warner Corp. and Fiat Auto, and 12.5 percent by the Dutch state.

It's rumored in Holland that if Volvo Car takes a major share of the company it would allow VADO to redirect its resources to Daf Trucks.

Daf's structure is split by a 37.5 percent shareholding each by VADO and International Harvester and 25 percent by a Dutch state holding company.

But with Harvester's declared intention of clearing out of Europe in the wake of its domestic troubles, a gap will appear in Daf's structure. Both VADO and DSM (the Dutch agency) have declared they do not want to increase their commitment to Daf.

However, the effect of a Volvo Car (Dutch government) stake in VDT would allow VADO to increase its Daf Trucks equity.

Fedde Talsma, 29-year-old freelance designer, poses with the model he designed in a competition for a short-term replacement for the Volvo 340 series. The contest was organized by Dutch magazine *Autoselekt* in conjunction with Volvo Car of Holland. Talsma's model appeared at the Amsterdam auto show, and he will get an opportunity to work in Volvo's design studios at Helmond.

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Where Japan's exports went

Area	1982 Shipments	Share	1981 Shipments	% Change
North America	2,297,022	41.1	2,551,283	−10.0
Europe	1,122,975	20.1	1,188,696	− 5.5
Middle East	710,084	12.7	490,784	+44.7
South-East Asia	520,743	9.3	593,814	−12.4
Oceania	395,395	7.1	389,823	+ 1.4
Africa	289,422	5.2	472,595	−38.8
Central America	134,745	2.4	130,848	+ 3.0
South America	108,336	1.9	220,930	−51.0
Others	11,751	0.2	9,674	+21.5
TOTAL	5,590,473	100.0	6,048,447	− 7.6

Japan's exports to U.S. decline in January '83

Japan's overall vehicle exports to the U. S. declined by 1.4 percent in January 1983 from a year earlier. Passenger car exports increased 1.6 percent, but truck exports dropped 11 percent.

Japan's worldwide motor vehicle exports increased 4.1 percent in January 1983 from the previous year. Commercial vehicle shipments to the world were down. (See table below.)

Japan's motor vehicle output in January remained approximately the same in 1983 as in 1982, showing a gain of less than 1 percent. Commercial vehicle production continued to drop; trucks were down 4.1 percent and buses 23.5 percent.

Sales in Japan's domestic automobile market improved for the third month, up 7.98 percent. Sales of passenger cars were up 10 percent.

Japanese shipments down

But exports to Middle East spurt

Japan's vehicle exports in 1982 dropped to their lowest level since 1979. At 5.59 million units they were 7.6 percent below record year 1981.

Shipments to the two most important areas—North America and Europe—fell 8.6 percent to 3.42 million. Because the two areas account for three out of every five Japanese exports, they greatly influence the overall trend.

The Middle East helped Japan's exporters last year. Shipments rose nearly 45 percent to 710,000, moving the region above Southeast Asia.

A major drop in exports to Africa and a small increase to Oceania — essentially Australia and New Zealand—resulted in the two areas change of place in ranking in 1982.

The U. S. remained by far the largest single export destination with more than 2.1 million units. Next came Saudi Arabia (second), Australia (third), West Germany (fourth), Canada (fifth), UK (sixth), Indonesia (seventh). Malaysia in eighth place was the only other country to receive more than 100,000 Japanese vehicles last year. (See table right.)

The 1982 setback in Japanese production—down by 7.2 percent to 10.37 million—was the first since 1975, and was the lowest since 1979 when the country's output had not yet reached 10 million annually.

On the positive side for Japan's auto makers was the fact that domestic demand last year reached a record 5.26 million vehicles of all types, an increase of 2.6 percent over 1981. Main impetus came from car demand. Although it improved 6 percent to 3.038 million, it fell short of record 1979 (3.067 million).

Commercial vehicle sales fell 1.6 percent to 2.223 million following the record year (2.26 million) 1981.

Pos. 1982	Nation	Shipments 1981	pos. 1981
1	U. S.	2,105,519	1
2	Saudi Arabia	387,518	4
3	Australia	280,284	3
4	West Germany	199,507	2
5	Canada	191,503	5
6	UK	184,552	7
7	Indonesia	154,966	6
8	Malaysia	101,985	13
9	Belgium	97,892	11
10	New Zealand	90,776	15
11	Holland	85,953	10
12	South Africa	85,189	9
13	Switzerland	79,324	14
14	Greece	78,963	22
15	Thailand	78,177	16
16	France	72,892	21
17	Iraq	72,291	18
18	Nigeria	62,972	8
19	Kuwait	61,457	28
20	Finland	58,291	25

Source: JAMA

JAPANESE NUMBERS

Production (1)

	Passenger Cars	Trucks	Buses	Total
Jan. '83	521,138	274,392	4,914	800,444
Jan. '82	501,554	286,177	6,421	794,152
% Change	3.9%	−4.1%	−23.5%	0.8%

Production, Passenger Cars by Size (2)

	Passenger Cars	Trucks	Buses	Total
Jan.'83	39,645	468,951	12,542	521,138
Jan. '82	46,838	441,963	12,753	501,554
% Change	−15.4%	6.1%	−1.7%	3.9%

New Vehicle Registrations (in Japan) (3)

	Regular	Small	Mini	Total
Jan. '83	155,672	129,987	890	286,549
Jan. '82	141,494	123,229	888	265,611
% Change	10.0%	5.5%	0.2%	7.9%

All figures are on unit bases. (1) Production figures are as reported by all automobile manufacturers in Japan. (2) Size definitions are according to Japanese classification by piston displacement as follows—Regular—2,001 cc and more; Small—551 cc to 2,000 cc; Mini—550 cc and less. (3) New vehicle registration figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA.

Export (4) (5)

	Passenger Cars	Trucks	Buses	Total
Jan.' 83	333,279	135,189	3,422	471,890
Jan. '82	310,799	138,886	3,446	453,131
% Change	7.2%	−2.7%	−0.7%	4.1%

Export to the United States (6)

	Passenger Cars	Trucks	Buses	Total
Jan. '83	133,575	35,864	.....	169,439
Jan. '82	131,498	40,282	.....	171,780
% Change	1.6%	−11.0%	.....	−1.4%

Exports by Major World Market Areas (January 1983)

	Passenger Cars	Trucks	Buses	Total
South East Asia	18,643	23,511	689	42,843
Middle East Asia	30,615	28,406	781	59,802
Europe	104,194	20,555	28	124,777
North America	151,460	39,601	.....	191,061
Central/South America	11,953	6,408	360	18,721
Africa	6,057	7,941	961	14,949
Oceania	9,635	8,577	588	18,800
Others	732	190	15	937
TOTAL	333,279	135,189	3,422	471,890

(4) All export figures as reported by individual manufacturers. (5) Export figures include automobiles in "knock-down" form exported to overseas countries for assembly. (6) Export figures to U.S. include Alaska and Hawaii, but not Puerto Rico and other island territories governed by the U.S.

PRODUCTION OVERSEAS

JAPAN — Cars

	12 mos., 1982	12 mos., 1981
Daihatsu	127,619	147,219
Fuji	201,388	190,451
Honda	859,743	852,177
Isuzu	113,299	129,564
Mitsubishi	572,644	606,883
Nissan	1,815,792	1,864,251
Suzuki	113,811	94,785
Toyo Kogyo	824,247	840,630
Toyota	2,258,253	2,248 171
Total	6,886,866	6,974,131

WEST GERMANY — Cars

	12 mos., 1982	12 mos., 1981
BMW	362,607	337,757
Daimler-Benz	465,503	449,010
Ford	518,440	486,917
Opel	951,456	810,158
Porsche	36,329	31,734
Volkswagen	1,427,101	1,462,231
Audi	305,024	331,671
Volkswagen	1,122,077	1,150,560
Total	3,761,436	3,577,807
Trucks, buses		
Auwarter	867	944
Daimler-Benz	175,076	183,270
Faun	794	578
Kassbohrer	1,849	1,941
Magirus-Deutz	18,082	18,246
MAN	20,013	25,473
Opel	9,638	6,490
Volkswagen	74,910	82,258
Total	301,229	319,200
Total vehicles	4,062,665	3,897,007

REGISTRATIONS OVERSEAS

BELGIUM — Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	4,169	3,348
BL	5,629	4,570
BMW	11,372	10,460
Chrysler	108	79
Daihatsu	1,644	1,495
Datsun	12,908	15,316
Fiat Auto	19,762	21,521
Ford	29,580	29,939
General Motors	35,392	29,837
Honda	11,435	14,933
Hyundai	885	1,464
Innocenti	134	480
Lada	16,425	12,825
Mazda	12,564	13,774
Mercedes-Benz	8,492	8,776
Mitsubishi	11,548	13,963
Peugeot SA	47,510	51,023
Citroen	22,651	22,305
Peugeot-Talbot	24,859	28,718
Porsche	521	478
Renault	32,370	31,084
Saab	1,020	754
Skoda	2,349	1,363
Subaru	1,080	1,236
Suzuki	1,793	980
Toyota	21,102	26,100
VAG	46,280	45,100
Volvo	7,079	7,842
Wartburg	858	527
Zastava	119	155
Others	562	1,308
Total	344,690	350,730

HOLLAND — Trucks, buses

	12 mos., 1982	12 mos., 1981
BL	276	567
Bova	41	78
Daf	3,577	3,593
Daihatsu	250	198
Datsun	720	613
den Oudsten	14	16
Dodge	25	65
Fiat	1,505	1,774
Ford	2,650	3,090
FTF	10	18
General Motors	1,280	1,524
Ginaf	23	57
Hyundai	21	32
Jeep	31	41
Magirus-Deutz	339	323
MAN	382	389
MAN-VW	122	98
Mazda	577	681
Mercedes-Benz	6,255	7,382
Mitsubishi	1,171	1,278
Neoplan	16	24
PSA	4,088	4,289
Renault	2,400	2,483
Scania	1,139	1,045
Spijkstaal	92	132
Steyr	12	.....
Suzuki	2,184	2,019
Terberg	103	74
Toyota	2,077	2,827
van Hool	45	27
Volkswagen	5,345	5,057
Volvo	1,631	1,544
Others	97	62
Total	40,898	42,000

ITALY — Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	107,115	112,544
BL	31,623	25,821
BMW	26,186	34,482
Fiat Auto	869,787	894,080
Fiat	750,873	779,984
Autobianchi/ Lancia	118,914	114,096
Ford	84,916	92,810
General Motors	62,445	60,358
Mercedes-Benz	13,158	15,405
Nuovo Innocenti	19,767	20,258
Peugeot SA	142,776	168,836
Citroen	74,529	78,340
Peugeot	28,738	33,230
Talbot	39,509	57,266
Renault	185,418	176,721
VAG	116,292	115,245
Audi/Porsche	26,381	23,173
Volkswagen	89,911	92,072
Volvo	14,774	15,348
Others	11,239	3,060
Total	1,685,496	1,734,968

Minis with turbo

TOKYO. — The world's first turbocharged minicompacts were put on sale this month in Japan by Mitsubishi.

The new models are called Minica Ami L Turbo and Minica Econo Turbo. They are powered by 550-cc Mitsubishi Silent Shaft engines fitted with the Mitsubishi-manufactured TD02 turbine.

The turbine, which weighs less than 4½ pounds, is said to be capable of speeds up to 270,000 RPM.

Probe III, Ford of Europe's Sierra-based concept car, has found a home in the UK's National Motor Museum. Uwe Bahnsen, left, design vice president, Ford of Europe, presents the car for its long-term loan to Michael Ware, museum curator.

Growing popularity of four-wheel-drive Subaru and Toyota Tercel cars prompted Renault to introduce a 4x4 version of its 18 wagon. The car, sold initially in Switzerland and Austria, soon goes on sale across Europe. The drive system is Renault's, developed from components of its Sinpar subsidiary. The 4x4, built alongside regular models, comes with gasoline or diesel power.

classified want ads

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Employe ideas aid production of T-bird, Cougar

LORAIN, O. — There are 135 employe-contributed quality improvement ideas in the 1983 Thunderbirds, Cougars and Thunderbird Turbo Coupes built at Ford Motor Co.'s assembly plant here.

The ideas came from workers participating in Ford's Employe Involvement program, which encourages workers to solve problems in their own work areas.

As part of that program, hourly workers at Lorain were encouraged to review early prototypes of the new models and contribute ideas to make them easier to build and more reliable. Employes offered 280 ideas, 135 of which have been implemented to date.

For example, electrical repairmen in the trim department assembled a fully functional electrical "breadboard" or mockup of the Thunderbird's wiring system to check such things as routing and ease of assembly. They contributed a dozen major design or manufacturing process improvements.

GWC appoints Waldrop regional sales director

MARINA DEL REY, Calif. — Ed Waldrop has been named Western regional sales director for General Warranty Corp.

For the last three years, Waldrop has been general agent for American Warranty Corp. in in Northern California.

factories list auction dates

American Motors

March 30—Southern Auto Auction, East Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Kansas City Auto Auction, Kansas City, Mo.

March 31—Minneapolis North Star Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 29—South Seattle Auto Auction, Kent, Wash.

Chrysler Corp.

March 29 — NuCarPrep System, Santa Fe Springs, Calif.

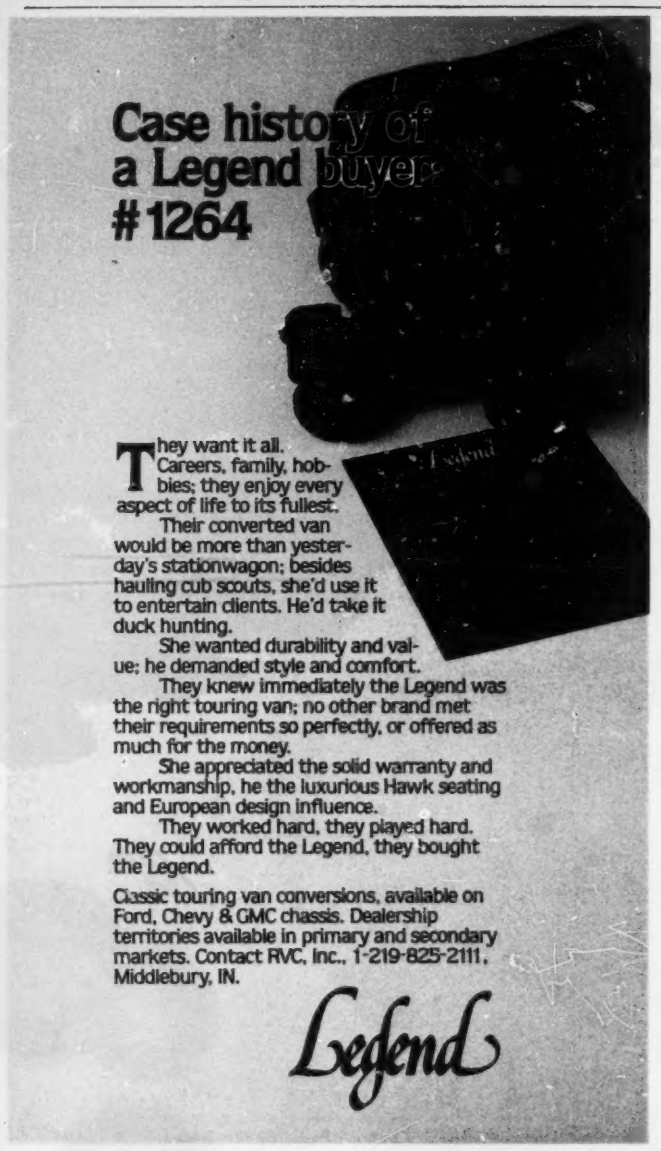
March 30—St. Pete Auto Auction, Clearwater, Fla.

Used Car Sales
Auction Averages

March to date	$5,010
Month ago	$4,733
Year ago	$4,787

Model breakdown
Auction Averages

	MARCH	FEBRUARY	JANUARY
1983	$10,292	$12,350	$10,679
1982	8,112	7,711	7,253
1981	6,046	5,989	5,844
1980	5,195	5,013	4,814
1979	4,589	4,398	4,235
1978	3,496	3,293	3,175
1977	2,637	2,378	2,573
1976	2,232	1,773	1,679
Overall Average	$ 5,010	$ 4,733	$ 4,646



Downsized models to bow next fall

'84 Jeeps carry familiar names

Continued from Page 20

and campers as heavy as 5,000 pounds," Cappy said.

"Wagoneer sales increased 24 percent in 1982 over 1981, and we expect them to continue strong for a long time to come," he added.

The new Wagoneer and Cherokee will have two new engines.

AMC's new I-4 engine will be the standard powerplant. Fuel-economy estimates, although not firm at this time, are projected at about 25 MPG in the city and 30 MPG on the highway, Cappy said.

An optional 2.8 liter V-6 engine, produced by Chevrolet, will be available on the 1984 Cherokee and Wagoneer sport wagons. Fuel-economy estimates are not available at this time, but should be 20 or more MPG in the city, Cappy said.

"The most advanced technology has been built into the manufacturing process, including 25 Cybotech robots which perform all of the major welding on the bodyside and bodyframing lines," he said.

"This modern assembly equipment is so precise that it will reject a body component which has even the slightest dimensional inconsistency."

Cappy said one-side galvanized sheet metal will be used on most exterior panels for maximum protection against rust and corrosion. Rocker panels will be made of two-side galvanized sheet metal.

Clear-coat paint will be offered with metallic finishes on Cherokee and Wagoneer, the first time it has been available on Jeep vehicles.

"Market studies indicate that more than half of the sales of four-wheel-drive vehicles by 1985 will be in the compact segment, compared with only 2 percent in 1978," Cappy noted.

Lead in truck registrations is recaptured by Ford

Continued from Page 20

ary showed a gain of 29.9 percent, rising from 77,818 units a year ago to 101,124. Group 2 was up 18.6 percent to 75,496 units, compared with 63,662 in the first month of 1982.

There was a sharp decline during the month in Group 3 registrations. Only 87 vehicles were tallied, off 93.3 percent from the year-ago 1,299 units.

Registrations of the medium trucks were 26.2 percent higher in January than a year ago, with increases in all three weight groups.

In Group 4, traditionally the weakest of the eight, there were seven tallies in the first month, compared with two a year ago. The Group 5 count was 19.2 percent higher than last year, 62 units versus 52.

Registrations of Group 5 trucks, which have been losing ground steadily to Group 7 since the early 1970s, totaled 3,204 in January, an increase of 26.2 percent over the 2,539 tallied in the first month of 1982.

January registrations of heavy trucks were the lowest in seven years, with declines in both weight classifications.

Only 8,816 units were tallied in the first month, a decline of 13.8 percent from last year's 10,227. The Group 7 total of 3,826 vehicles was off 1.5 percent from the year-ago 3,884.

The Group 6 count dropped 21.3 percent from last year to 4,990 units, compared with 6,343 registered in the first month of 1982.

Ford, White, Volvo and the miscellaneous group scored the only increases in market penetration in January. All also had higher unit counts this year.

GMC, Jeep and International also had increases in tallies in January, but the gains were not great enough to prevent small declines in market share.

Plastics outlook brightens; steady growth forecast

Continued from Page 18

ing introduced by Citroen in Europe introduces the concept of mass production of large reinforced plastic parts by injection molding, another big plus.

Jack R. Misner, of the Fiber Glass Division of PPG, is considerably more optimistic than Cumo. He predicts a 15 percent improvement this year in business for the reinforced plastics trade.

But, he said, the projected recovery still brings the forecast for 1983 only to 1981 levels. It is some 10 percent shy of the peak years of 1978 and 1979, he said.

PPG predicts U. S. car production will rebound from 5.1 million in 1982 to 6.1 million and land transportation's use of the light, tough plastics will increase about 16 percent to over 400 million pounds. That figure jibes with that of Cumo and the trade association.

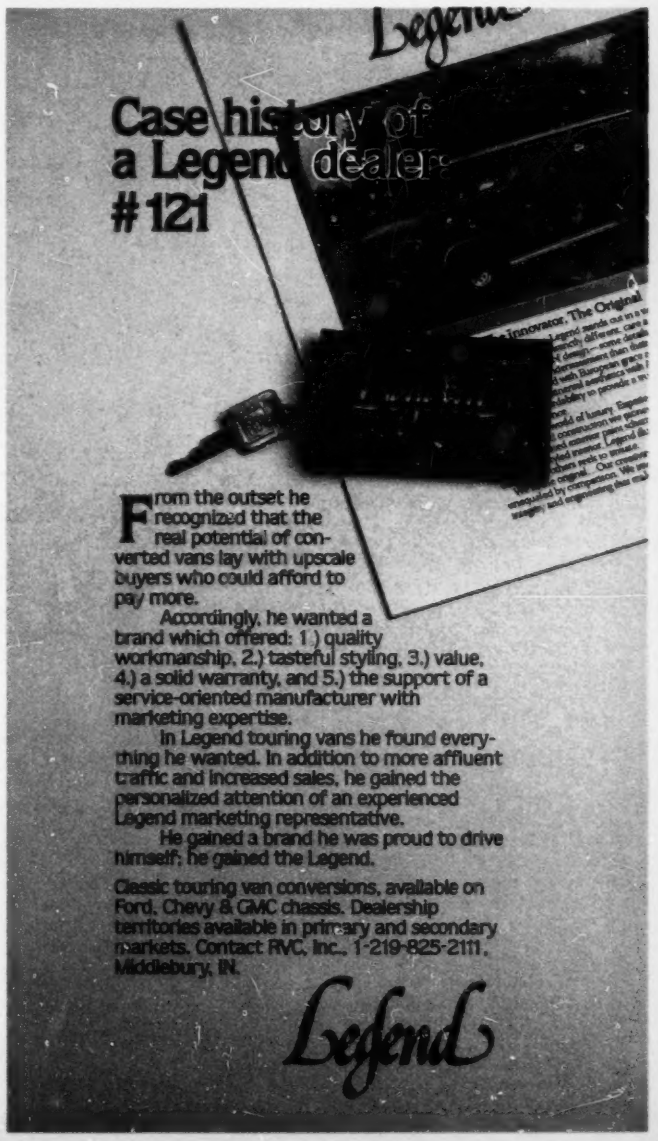
Firm in India, Bendix to build brake systems

Continued from Page 20

be added later for other brake components, and plans are already underway for Phase Two, which will broaden the company's product lines and markets, he added.

India's commercial-vehicle industry is expected to produce 150,000 units annually by 1990. The country supports five truck manufacturers and a sixth company is expected to begin bus production this year, said Reynolds. The joint venture expects to capture a substantial portion of that market, he added.

Plans call for the Jalgaon plant to be in production early in 1984. The plant will use a combination of locally sourced components and those produced internally, with few imported parts, Reynolds said.



A race to trace Swiss deposit

Where is DeLorean's missing $17.65 million?

Continued from Page 1

documents in U. S. Bankruptcy Court in Detroit which said one Swiss bank account had nearly $400,000 on deposit late last year. The documents, letters from Wittmer, indicated that former DMC general counsel and board member Thomas W. Kimmerly had authority to disburse funds from this joint DeLorean Motor Cars Ltd./GPD escrow account.

Wittmer, a Geneva lawyer, was involved in the contract negotiations between DeLorean Motor Co., GPD Services, Inc., and Lotus cars in 1978. He represented DMC; its UK subsidiary, DeLorean Motor Cars, Ltd., and the DeLorean Research Limited Partnership during the negotiations.

Wittmer is willing to disclose the information about disbursements if he can get permission rrom his clients. The receivers of DMCL have consented, but bankruptcy attorneys for DMC, which was the general partner in DRLP, have balked.

Wittmer was contacted in early March at his Geneva office by an AUTOMOTIVE NEWS reporter. He refused to discuss anything relating to the DeLorean matter.

The Swiss bank account records should provide what seems to be the major missing piece in the missing money puzzle.

Clearly, the $17.65 million did not go to Lotus. Court testimony last week by Christopher Hughes, of the London CPA accounting firm Cork-Gulley, which has been receiver for DMCL for more than a year, said Lotus received the equivalent of about $22 million for the entire project, all of which was paid by the British government through DMCL, the Belfast carbuilding unit of DMC. None of it came from GPD, Hughes said.

If the Creditors Committee and the examiner are unable to get DMC's authorization to talk to Wittmer, more litigation could result, either in Bankruptcy Court in Detroit or in Switzerland where investigators might attempt to pierce the veil of secrecy at the appropriate banks.

Virtually all of the parties investigating GPD now believe there is reason to suspect that the $17.65 million was diverted into the personal bank accounts of a few individuals.

Suspicions about what really happened to the money sent to Switzerland escalated late in 1981 when a DMC secretary, Marian Gibson, turned over certain files to British Member of Parliament Nicholas Winterton. Winterton tried to get the British government to launch an investigation.

Included in the files were certain internal memos written by a former DMC vice president, William Haddad, which raised questions about the mysterious Swiss company GPD and other financial matters.

Winterton's allegations were leaked to the press.

John DeLorean publicly dismissed them and then filed a host of UK libel suits after a 10-day investigation by Scotland Yard failed to show any wrongdoing.

DeLorean's suit against Winterton was recently dismissed although the MP still has a suit pending against DeLorean for some of the charges made publicly by DeLorean.

During an interview in London earlier this month, Winterton told AUTOMOTIVE NEWS the British Government instituted a "massive coverup" of the entire DeLorean affair "because the government knew its representatives and representatives of the previous government were guilty of abuse of public funds," referring to the $180 million in British funds put into the project.

Winterton called the short Scotland Yard investigation "a whitewash."

Like so many other aspects of the DeLorean sports car enterprise, the GPD puzzle has become more complex with the passing of time.

In 1978, DMC entered into the DeLorean Research Limited Partnership as the sole general partner. The limited partners, assembled by Wall Street investment bankers Oppenheimer & Co., were to have contributed about $20 million in funds earmarked for R&D as part of the plan whereby the DeLorean car plant would go to Puerto Rico.

Ultimately, the British Government, through its Northern Ireland economic development agencies, offered a better deal to John DeLorean and lured him to Belfast. DeLorean still needed to have pre-production work done on the DeLorean sports car, codenamed DMC-12 at that time.

Although the British representatives told DeLorean he no longer needed to do the Oppenheimer partnership because the government was to be the project's "lead banker," DMC officials proceeded with the partnership offering circular in 1978. Oppenheimer eventually raised nearly $19 million, of which nearly $7 million would be paid back to Oppenheimer in sales fees and a subsequent extended investment banking and asset management contract.

• In November, 1978, it was announced DMC had retained Lotus Cars to do R&D and preproduction engineering work on the sports car. No mention of GPD Services, Inc., was made at that time—the deal was presented as a straight DMC-Lotus transaction.

The first public mention of GPD was made in the DMC form S-2 filed with the U. S. Securities & Exchange Commission on Nov. 29, 1978. The filing said the DeLorean Research Limited Partnership had retained GPD, which in turn had retained Lotus. No copy of the contract was included.

Subsequent mention of GPD intrigued auto officials in the U. S. and Europe; they said at the time they had never heard of a product development company by that name. John DeLorean and Lotus Cars head A. C. B. (Colin) Chapman gave various explanations when asked about GPD and its credentials.

In 1981 interest by British reporters led to disclosure that a Geneva woman, Marie-Denise Juhan, who had signed the contract on behalf of GPD, was in fact the only trace of this company.

GPD Services, Inc., does in

Continued on Page 50, Col. 1

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

ONE MONTH, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**29**	**29**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	58	58
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**29**	**29**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	58	58
BROCKWAY	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Jan. '83**	**30,996**	**24,078**	**87**	.....	**25**	**347**	**421**	**21**	**55,975**
	Jan. '82	26,549	22,408	1,166	.....	5	111	2	54	50,295
	Year to Date '83	**30,996**	**24,078**	**87**	.....	**25**	**347**	**421**	**21**	**55,975**
	Year to Date '82	26,549	22,408	1,166	.....	5	111	2	54	50,295
(Memo Units) #	**Jan. '83**	**21,184**	**8,485**	.....	.....	.....	.....	.....	.....	**29,669**
	Jan. '82	14,923	6,646	.....	.....	.....	.....	.....	.....	21,569
	Year to Date '83	**21,184**	**8,485**	.....	.....	.....	.....	.....	.....	**29,669**
	Year to Date '82	14,923	6,646	.....	.....	.....	.....	.....	.....	21,569
DODGE	**Jan. '83**	**9,194**	**5,112**	.....	.....	.....	.....	.....	.....	**14,306**
	Jan. '82	10,061	5,323	7	.....	.....	.....	.....	.....	15,391
	Year to Date '83	**9,194**	**5,112**	.....	.....	.....	.....	.....	.....	**14,306**
	Year to Date '82	10,061	5,323	7	.....	.....	.....	.....	.....	15,391
(Memo Units) #	**Jan. '83**	**5,846**	**3,645**	.....	.....	.....	.....	.....	.....	**9,491**
	Jan. '82	6,311	3,476	.....	.....	.....	.....	.....	.....	9,787
	Year to Date '83	**5,846**	**3,645**	.....	.....	.....	.....	.....	.....	**9,491**
	Year to Date '82	6,311	3,476	.....	.....	.....	.....	.....	.....	9,787
FORD	**Jan. '83**	**21,843**	**35,767**	.....	.....	.....	**769**	**1,801**	**555**	**60,735**
	Jan. '82	11,094	27,005	.....	.....	.....	759	1,443	715	41,016
	Year to Date '83	**21,843**	**35,767**	.....	.....	.....	**769**	**1,801**	**555**	**60,735**
	Year to Date '82	11,094	27,005	.....	.....	.....	759	1,443	715	41,016
(Memo Units) #	**Jan. '83**	**16,258**	**14,196**	.....	.....	.....	.....	.....	.....	**30,454**
	Jan. '82	4,678	9,569	.....	.....	.....	.....	.....	.....	14,247
	Year to Date '83	**16,258**	**14,196**	.....	.....	.....	.....	.....	.....	**30,454**
	Year to Date '82	4,678	9,569	.....	.....	.....	.....	.....	.....	14,247
FREIGHTLINER	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**554**	**554**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	622	622
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**554**	**554**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	622	622
GMC	**Jan. '83**	**6,972**	**7,234**	.....	.....	**34**	**357**	**619**	**354**	**15,570**
	Jan. '82	4,748	5,775	126	.....	47	346	1,282	696	13,020
	Year to Date '83	**6,972**	**7,234**	.....	.....	**34**	**357**	**619**	**354**	**15,570**
	Year to Date '82	4,748	5,775	126	.....	47	346	1,282	696	13,020
(Memo Units) #	**Jan. '83**	**3,996**	**1,966**	.....	.....	.....	.....	.....	.....	**5,962**
	Jan. '82	2,081	1,543	.....	.....	.....	.....	.....	.....	3,624
	Year to Date '83	**3,996**	**1,966**	.....	.....	.....	.....	.....	.....	**5,962**
	Year to Date '82	2,081	1,543	.....	.....	.....	.....	.....	.....	3,624
INTERNATIONAL	**Jan. '83**	.....	.....	.....	.....	.....	**1,478**	**812**	**1,378**	**3,668**
	Jan. '82	.....	.....	.....	.....	.....	951	1,006	1,281	3,238
	Year to Date '83	.....	.....	.....	.....	.....	**1,478**	**812**	**1,378**	**3,668**
	Year to Date '82	.....	.....	.....	.....	.....	951	1,006	1,281	3,238
(Memo Units) #	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Jan. '83**	**2,503**	**2,445**	.....	.....	.....	.....	.....	.....	**4,948**
	Jan. '82	2,344	2,426	.....	.....	.....	.....	.....	.....	4,770
	Year to Date '83	**2,503**	**2,445**	.....	.....	.....	.....	.....	.....	**4,948**
	Year to Date '82	2,344	2,426	.....	.....	.....	.....	.....	.....	4,770
(Memo Units) #	**Jan. '83**	**2,503**	**2,031**	.....	.....	.....	.....	.....	.....	**4,534**
	Jan. '82	2,344	1,784	.....	.....	.....	.....	.....	.....	4,128
	Year to Date '83	**2,503**	**2,031**	.....	.....	.....	.....	.....	.....	**4,534**
	Year to Date '82	2,344	1,784	.....	.....	.....	.....	.....	.....	4,128
KENWORTH	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**444**	**444**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	672	672
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**444**	**444**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	672	672
MACK	**Jan. '83**	.....	.....	.....	.....	.....	**157**	**53**	**878**	**1,088**
	Jan. '82	.....	.....	.....	.....	.....	180	44	1,272	1,496
	Year to Date '83	.....	.....	.....	.....	.....	**157**	**53**	**878**	**1,088**
	Year to Date '82	.....	.....	.....	.....	.....	180	44	1,272	1,496
MERCEDES-BENZ	**Jan. '83**	.....	.....	.....	.....	.....	**96**	**35**	.....	**131**
	Jan. '82	.....	.....	.....	.....	.....	192	76	.....	268
	Year to Date '83	.....	.....	.....	.....	.....	**96**	**35**	.....	**131**
	Year to Date '82	.....	.....	.....	.....	.....	192	76	.....	268
PETERBILT	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**499**	**499**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	621	621
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**499**	**499**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	621	621
PLYMOUTH	**Jan. '83**	**358**	**240**	.....	.....	.....	.....	.....	.....	**598**
	Jan. '82	585	348	.....	.....	.....	.....	.....	.....	933
	Year to Date '83	**358**	**240**	.....	.....	.....	.....	.....	.....	**598**
	Year to Date '82	585	348	.....	.....	.....	.....	.....	.....	933
VOLVO	**Jan. '83**	.....	.....	.....	.....	.....	.....	**70**	**38**	**108**
	Jan. '82	.....	.....	.....	.....	.....	.....	23	13	36
	Year to Date '83	.....	.....	.....	.....	.....	.....	**70**	**38**	**108**
	Year to Date '82	.....	.....	.....	.....	.....	.....	23	13	36
WESTERN STAR	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**21**	**21**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	55	55
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**21**	**21**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	55	55
WHITE	**Jan. '83**	.....	.....	.....	.....	.....	.....	.....	**181**	**181**
	Jan. '82	.....	.....	.....	.....	.....	.....	.....	146	146
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**181**	**181**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	146	146
MISCELLANEOUS*	**Jan. '83**	**29,258**	**620**	.....	**7**	**3**	.....	**15**	**38**	**29,941**
	Jan. '82	22,437	377	.....	2	.....	.....	8	138	29,962
	Year to Date '83	**29,258**	**620**	.....	**7**	**3**	.....	**15**	**38**	**29,941**
	Year to Date '82	22,437	377	.....	2	.....	.....	8	138	29,962
TOTALS	**Jan. '83**	**101,124**	**75,496**	**87**	**7**	**62**	**3,204**	**3,826**	**4,990**	**188,796**
	Jan. '82	77,818	63,662	1,299	2	52	2,539	3,884	6,343	155,599
	Year to Date '83	**101,124**	**75,496**	**87**	**7**	**62**	**3,204**	**3,826**	**4,990**	**188,796**
	Year to Date '82	77,818	63,662	1,299	2	52	2,539	3,884	6,343	155,599

★—No Oklahoma and Connecticut registrations.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Toyota, Honda, Nissan take top three places; Oldsmobile is fourth

Japanese lead sales per dealer in U. S. market

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Toyota	484	528	541	485	423	479	347	295	251	307
Honda	455	470	496	488	396	339	252	214	109	132
Nissan	428	421	475	445	323	384	279	280	200	250
Oldsmobile	254	263	251	286	302	294	272	192	158	241
Buick	247	244	239	234	256	245	244	171	141	224
Chevrolet	238	259	303	364	394	381	350	302	332	408
Mazda	213	218	213	213	114	95	69	154	182	357
Ford	197	197	204	269	326	335	308	276	318	380
Subaru	195	201	191	175	145	118	76	72	41	71
Volvo	185	159	140	136	120	103	89	126	120	145
Volkswagen†	164	241	264	274	213	252	187	232	283	401
Pontiac	162	179	195	241	277	249	233	155	151	244
Mercedes	161	154	132	130	115	119	107	112	98	110
Cadillac	157	144	133	193	215	207	190	166	138	178
BMW	132	112	103	98	92	93	89	68	60	54
Mercury	125	127	117	172	195	172	143	119	117	145
Audi	108	118	97	98	95	85	79	124	150	168
Dodge	105	126	108	133	158	162	166	117	149	186
Plymouth	98	129	97	110	133	143	174	127	176	216
Isuzu	77	96	.....	.....	.....	.....	.....	.....	.....	.....
Chrysler	66	35	50	76	89	96	86	70	36	51
Lincoln	64	43	45	80	115	112	76	62	56	76
Saab	60	47	44	46	48	42	29	35	33	46
Mitsubishi	59	.....	.....	.....	.....	.....	.....	.....	.....	.....
AMC	53	85	88	97	105	112	140	177	176	205
Renault ††	51	22	24	44	47	46	24	26	28	27
Jaguar	49	20	11	14	17	15	13	11	6	12
Porsche	44	35	32	43	54	65	47	54	71	87
Peugeot	43	51	42	42	32	35	32	42	29	17
Fiat	30	59	61	90	89	93	85	140	105	87
Alfa Romeo	17	16	19	18	35	39	29	33	25	25
Dodge Colt	16	19	24	27	21	37	26	33	25	23
Plymouth Colt	15	19	27	22	15	28	.....	.....	.....	.....
DeLorean	8	.....	.....	.....	.....	.....	.....	.....	.....	.....
Imperial	6	11	6	.....	.....	.....	.....	.....	.....	.....
Challenger	6	6	6	7	9	.....	.....	.....	.....	.....
Sapporo	5	6	5	5	.....	.....	.....	.....	.....	.....

† Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U. S.-built Alliances.

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Continued from Page 1

from 263 in 1981. Buick nudged Chevrolet out of second place, and Ford surpassed Volkswagen to take fourth place among the domestics.

Other changes among U. S. makes included Mercury climbing over Plymouth into eighth place, while Plymouth dropped to 10th. Chrysler dealers worked their way from next to last to eleventh, Lincoln surpassed AMC, and newcomer Renault squeezed in ahead of last-place Imperial.

Among the imports, Toyota was first for the third consecutive year, followed by Honda and Nissan. Mazda and Subaru remained fourth and fifth, respectively, and Volvo was sixth. Mercedes stayed in seventh as BMW switched places with Audi, climbing to eighth, Audi slipped to ninth. Isuzu remained 10th.

Fiat dropped from 11th to 17th in its last year on the charts as Fiat of North America. Saab, newcomer Mitsubishi and Jaguar moved up.

Five imports notched record sales per outlet in 1982. Volvo hit 185, well above the former record of 159 (1981). Mercedes moved to 161 from its 1981 record of 154. Saab's 60-per-outlet average beat 48 set in 1978. Jaguar topped its 1981 record of 20 sales per outlet with a new 49-per-outlet average, and BMW wiped out its 112 record with a 132 average.

The average sales per outlet for the top 20 imports was 126 in 1982, up from 120 the preceding year. Eight makes improved their averages compared with 1981. Four domestic makes were up and one, Ford, duplicated its year-ago average.

• Average sales per outlet of domestic nameplates featured the Cadillac (Fleetwood/de-Ville) on top of the heap beating out Volkswagen Rabbit for the honor. Cadillac's average was 97, followed by Rabbit's 94. Oldsmobile Cutlass Supreme/sedan was third with 89 sales per outlet, then standard-size Oldsmobile with 86 per outlet and Buick's Regal coupe/sedan at 76.

Ford Escort was sixth with its 72 average, followed by Plymouth Reliant and Buick LeSabre/Electra tied for seventh at 58. Buick Skylark was ninth with 48 sales per outlet, and Dodge Aries was 10th at 46.

A year ago the top 10 nameplates in sales per dealer were: VW Rabbit (160); Cadillac (87); Oldsmobile Cutlass Supreme (83); Plymouth Reliant (78); Buick Regal coupe (71); Buick Skylark (68); Chevrolet Chevette (63); Dodge Aries (62); Oldsmobile Cutlass sedan (58), and Ford Escort (57).

In domestic market class categories, the Rabbit was the top-average subcompact with its 94 sales-per-outlet figure. Escort was second at 72 and Chevette was third at 43.

Reliant held on to first place among U. S. compacts, although it dropped to 58 sales per outlet from 78 in 1981. Skylark, Aries and Citroen were second, third and fourth both years. Pontiac Firebird leaped from 14th to fifth, followed by Chevrolet Camaro, climbing to sixth from 17th.

Oldsmobile Cutlass Supreme/sedan had the best average per outlet among the intermediates in 1982, and big brothers Oldsmobile 88/98 headed the standard-size nameplates list. Cadillac was the best-average luxury nameplate last year, as it was in 1981.

Renault Alliance and AMC Eagle tied for best-average nameplates at American Motors in 1982. Chrysler Corp. celebrated Reliant for Plymouth, Aries for Dodge and LeBaron for Chrysler. Escort was Ford's best seller, Lynx topped Mercury's list and the regular Lincoln nameplate was best for Lincoln dealers.

Buick dealers did best with Regal coupe/sedan, Cadillac customers preferred standard Cadillac models; Chevrolet's best was Chevette; Cutlass Supreme/sedan was the top Oldsmobile, and Firebird averaged highest for Pontiac dealers.

U. S. NAMEPLATES SALES PER OUTLET

1982 Position		1981 Position
SUBCOMPACT		
1—94	Rabbit	160— 1
2—72	Escort	57— 3
3—43	Chevette	63— 2
4—37	Lynx	34— 6
5—34	Horizon/TC3	50— 4
6—33	Omni/024	45— 5
7—23	Cavalier	16—10
7—23	Alliance	....††
9—19	2000	25— 7
10—17	1000	2—13
11—16	Skyhawk	....†
12—10	Spirit	20— 8
13— 9	EXP	11—11
13— 9	Firenza	....†
15— 5	LN7	7—12
COMPACT		
1—58	Reliant	78— 1
2—48	Skylark	68— 2
3—46	Aries	62— 3
4—36	Citation	29— 4
5—35	Firebird	16—14
6—34	Camaro	17—13
7—30	Fairmont	37— 5
8—25	Mustang	31— 8
9—23	Omega	34— 7
9—23	Eagle	26— 9
11—20	Concord	37— 5
12—16	Phoenix	26— 9
12—16	Zephyr	19—11
14—12	Capri	18—12
INTERMEDIATE		
1—89	Cutlass Sup./Sedan	141— 1
2—76	Regal Coupe/Sedan	113— 2
3—36	Cutlass Ciera	1—17
4—34	Century	1—17
5—33	LeBaron (FWD)	4—15
6—28	Grand Prix	42— 3
7—25	Bonneville	27— 8
8—24	New Yorker	2—18
9—21	Malibu	38— 4
10—20	Granada	22— 7
11—19	Monte Carlo	29— 5
11—19	Celebrity	....†
13—18	6000	....†
14—16	Cougar	17— 8
15—11	Dodge 400	1—17
16—10	Diplomat	11—11
17— 9	Thunderbird	14— 9
18— 7	Gran Fury	1—17
19— 6	XR-7	11—11
19— 6	Cordoba	9—13
19— 6	'83 LTD	....†
22— 4	'83 Marquis	....†
23— 3	E-Class	....†
23— 3	Mirada	6—14
25— 2	Dodge 600	....†
STANDARD		
1—86	Oldsmobile 88/98	76— 1
2—58	LeSabre/Electra	47— 2
3—38	Chevrolet	38— 3
4—29	Grand Marquis	20— 6
5—26	Crown Victoria	23— 5
6— 1	'81 Bonneville	27— 4
.....	Chrysler	7— 7
.....	Gran Fury	3— 8
.....	St. Regis	2— 9
LUXURY		
1—97	Cadillac	87— 1
2—36	Eldorado	34— 2
3—29	Lincoln	20— 4
4—19	Mark VI	21— 3
5—16	Seville	15— 6
6—15	Riviera	16— 5
6—15	Continental	3—11
8—11	Toronado	12— 7
9— 9	Cimarron	9— 9
10— 5	Imperial	11— 8
11— 4	Corvette	5—10

† New nameplates

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BEST AVAILABLE COPY

Makers schedule 129,564 cars

Auto production steady for week

By Patricia Hoffman
Staff Writer

With little change in plant schedules, last week's domestic auto production was about the same as the previous week's total, but output jumped 45.92 percent from the comparable 1982 period.

The makers estimated 129,564 units last week, down slightly from the prior week's 129,657, but up from last year's 88,794.

Breakdown for the week by company was: General Motors, 56.93 percent; Ford Motor Co., 22.95 percent; Chrysler Corp., 15.51 percent; American Motors, 2.44 percent; Volkswagen of America, 1.63 percent and Honda, 0.54 percent.

To date there have been 1,400,707 cars assembled this year, a 38.60 percent gain over last year's 1,010,613.

The GM Willow Run facility and Ford's San Jose point were both idle last week (March 21) for inventory control.

Ford's Kansas City plant, idled March 14, remained closed for changeover to the new Tempo and Topaz models. The plant previously assembled Fairmont and Zephyr.

Saturday overtime was scheduled last week at the Ford St. Louis facility.

With the addition of the Belvidere and St. Louis points, all of Chrysler's assembly points were working overtime last week. Belvidere operated two daily nine-hour shifts, and St. Louis worked one daily nine-hour shift. Chrysler's Jefferson and Newark points operated two daily nine-hour shifts for the eighth consecutive week last week.

The GM Detroit plant continued on overtime last week, working 1.6 hours of daily overtime on both shifts.

Beginning May 2, the GM Linden facility, source of Buick Riviera, Cadillac Eldorado and Seville and Oldsmobile Toronado, will increase production from 45 cars an hour to 50 cars an hour on each of two eight-hour shifts. The recall of about 300 laid-off workers will bring the overall employment to about 5,200.

GM slated Saturday overtime at six plants last week. Double shifts were worked at Lansing B,C and G lines (88, 98 and Cutlass Supreme); Flint G line (Regal); Detroit; Doraville and Norwood. The B and C lines at Flint (LeSabre, Electra) and Baltimore worked one shift.

Truck output hits 49,880, highest since last June

Domestic truck production last week hit the highest point this year and was also the highest since the week ending June 26, 1982.

Output last week was estimated at 49,880 units, up 9.27 percent from 45,649 built the previous week and up 13.18 percent from 44,071 finished in the comparable 1982 period. In the week ended last June 26, the domestic makers built 51,412 trucks.

The increase in production last week was attributable to overtime at six plants and the resumption of production at two facilities.

So far this year, the makers have produced 483,984 trucks, a 10.61 percent drop from 437,571 built the same time last year.

All plants were reported working last week (March 21) with the return of the Wagoneer and Cherokee lines at American Motors' Toledo facility, plus Ford Motor's Kentucky point. Both plants were idle for inventory control the previous week.

Saturday overtime was scheduled last week at General Motors' Janesville, Lordstown and St. Louis facilities. The GM Pontiac S-truck line operated six days for the second consecutive week.

Daily overtime was scheduled at both of Chrysler Corp.'s truck plants. The Belvidere point worked two daily nine-hour shifts, while the Warren plant operated on one daily nine-hour shift.

American Bosch name discontinued by United Tech

DEARBORN. — United Technologies Automotive Group announced that it will market its line of diesel fuel-injection systems, fractional horsepower DC electric motors and industrial ignition systems under the trade name "United Technologies," discontinuing the trademark name "American Bosch."

According to Edward J. Rapetti, vice president, Automotive Group, the name change is being made to "identify a broader systems strategy with these products and tie us directly to United Technologies, a name recognized worldwide."

Rapetti said that the two operations responsible for the product lines will be identified as United Technologies Diesel Systems and United Technologies Electro Systems. The two units will continue to be part of the Automotive Group.

United Technologies Diesel Systems, headquartered in Springfield, Mass., produces diesel fuel-injection systems for medium and heavy-duty vehicles. United Technologies Electro Systems is headquartered in Columbus, Miss.

Cars speak French, English but no Welsh

WINDSOR, Ont. — While Welsh nationalists are unhappy that the BL Maestro's voice synthesizer cannot speak their language, there is no reason for Canadians to make similar complaints.

Three of Chrysler of Canada's luxury models offer voice systems in either French or English.

Downtime trims Canadian output to 17,668 cars

Downtime at two more car facilities took a toll on last week's Canadian auto production, pulling output down 23.28 percent from the previous week's total.

Last week the car manufacturers estimated 17,668 units, compared with the previous week's 23,029. Output was also down 7.22 percent from 19,043 built in the comparable 1982 period.

Year-to-date, there have been 220,618 cars assembled, a 19.68 percent gain from last year's 184,340.

Truck production last week was slated at 10,465 units, off 3.72 percent from 10,869 built the previous week, and down 14.35 percent from last year's 12,218.

So far this year, the truck makers have assembled 112,933 units, up 1.64 percent from 111,114 built in the comparable 1982 period.

The American Motors Brampton facility, source of Spirit, Concord and Eagle models, closed last week (March 21) for inventory control. Brampton, which recently cut output from 192 to 160 units a day, is preparing to phase out assembly of Spirit models, scheduled to end completely this month.

Production of Concord models will be discontinued at the plant in April, leaving the Eagle as the only vehicle produced there. A decline in output is expected to continue until a daily rate of 120 units is reached in June.

Ford Motor's St. Thomas point, source of Escort, Lynx, EXP and LN7 models, was idle last week due to overstocked inventory.

The Ford Oakville car plant remains down for changeover to the new Tempo and Topaz models. The facility, which ended production of the Ford Crown Victoria Feb. 21, is slated to resume full production April 11.

All other car and truck assembly points were reported working last week.

U. S. CAR PRODUCTION

	Week Ended March 26, 1983	Week Ended March 27, 1982	Week Ended March 19, 1983	March to Date	Jan. 1 to March 27, 1982	Jan. 1 to March 26, 1983
AMERICAN MOTORS	3,160	1,400*	3,305	11,095	13,534*	41,452
AMC Total	.....	.....	.....	745	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	745	.....	4,068
Renault Total	3,160	.....	3,305	10 350	.....	37,381
Alliance	3.160	.....	3,305	10,350	.....	37,381
CHRYSLER CORP.	20,090	15,131	18,657	58,404	130,391	177,375
Plymouth Total	8,590	6,420	7,385	23,889	55,374	67,838
Horizon	3,700	2,186	2,601	9,034	16,948	22,390
Reliant	4,800	4,234	4,731	14,617	38,426	44,715
Caravelle ('83)	90	.....	53	238	.....	733
Chrysler Total	4,700	2,801	4,268	12,926	23,847	40,190
LeBaron	2,100	2,801	1,932	5,910	23,847	19,523
Chrysler E-Class	2,600	.....	2,336	7,016	.....	20,667
Dodge Total	6,800	5,910	7,004	21,589	51,170	69,347
Omni	2,000	2,229	1,865	6,451	16,257	21,044
Aries	3,400	2,855	3,423	10,200	27,981	32,238
Dodge 400	700	826	738	2,077	6,932	6,643
Dodge 600	700	.....	978	2,861	.....	9,422
FORD MOTOR	29,740	17,685	31,164	90,616	198,720	322,788
Ford Division	20,134	10,235	21,277	61,244	118,795	211,110
Escort	5,846	7,101	7,501	20,176	55,667	58,901
Fairmont	.....	725	.....	.....	17,240	23,728
Mustang	3,560	.....	3,754	7,997	21,516	29,455
LTD/Granada	3,312	2,191	3,020	10,463	17,097	40,802
Thunderbird	5,232	.....	4,610	15,374	6,080	37,948
Crown Victoria/Ford	2,184	.....	2,211	7,053	.....	19,385
EXP	.....	218	181	181	1,195	891
L-M Division	9,606	7,450	9,887	29,372	79,925	111,678
Mercury Total	7,960	5,368	7,514	22,857	56,623	86,276
Lynx	1,461	2,295	1,451	4,517	16,4b3	14,445
Capri	463	.....	350	935	5,672	5,238
Zephyr	.....	39	.....	.....	6,445	8,601
Marquis/Cougar	1,324	1,090	1,635	4,274	9,272	14,520
Cougar/XR7	2,690	.....	1,994	6,589	2,083	15,478
Gr. Marquis/Marquis	2,022	1,910	2,038	6,496	16,451	27,706
LN7	.....	34	46	46	237	288
Lincoln Total	1,646	2,082	2,373	6,515	23,302	25,402
Continental ('82)	330	417	476	1,299	5,190	5,071
Lincoln	779	832	1,117	3,058	9,327	11,316
Mark VI	537	833	780	2,158	8,785	9,015
GENERAL MOTORS	73,759	54,478	74,039	233,218	642,801	831,373
Buick Division	15,923	13,341	16,035	52,101	157,767	197,632
Skylark	.....	3,635	1,556	3,639	28,071	21,511
Skyhawk J	1,200	.....	1,229	4,126	17,093	16,715
Century	3,957	2,513	3,238	11,991	29,588	37,565
Regal	5,000	3,515	4,173	14,304	38,740	58,495
Buick	4,971	2,910	5,050	15,497	37,862	54,678
Riviera	795	768	789	2,544	6,413	8,668
Cadillac Division	7,545	5,837	6,614	23,084	54,036	82,778
Cimarron	630	150	596	1,912	1,379	6,421
Seville	685	602	690	2,212	5,480	8,705
Eldorado	1,550	1,498	1,546	4,979	14 585	18 814
Cadillac	4,680	3,587	3,782	13,981	32,592	48,838
Chevrolet Division	23,679	18,774	23,981	73,288	176,012	243,386
Chevette	4,285	6,847	4,672	14,371	33,737	49,157
Cavalier	5,381	2,765	5,344	15,811	24,639	45,853
Celebrity	1,517	.....	1,478	4,011	10,397	13,699
Camaro	3,445	4,839	3,453	10,648	46,763	41,255
Citation	2,476	3,319	2,470	8,001	24,186	27,476
Malibu	2,961	.....	2,961	9,341	15,323	31,752
Monte Carlo	2,059	.....	2,043	6,196	9,259	20,290
Chevrolet	955	407	952	3,060	4,655	10,755
Corvette	600	597	608	1,849	7,053	3,149
Oldsmobile Division	19,092	12,521	19,336	59,974	179,143	223,598
Omega	.....	1,710	1,017	2,536	17,115	15,990
Firenza	970	.....	970	2,871	22,503	9,477
Cutlass	6,060	2,369	6,071	17,973	41,501	66,494
Cutlass/Ciera	3,656	2,243	2,951	10,582	24,881	38,278
Oldsmobile	7,541	5,470	7,474	23,255	64,283	83,552
Toronado	865	729	853	2,757	8,860	9,807
Pontiac Division	7,520	4,005	8,073	24,771	75,843	83,979
Acadian†	.....	608	401	1,013	1,314	4,014
2000	1,990	412	1,891	5,751	3,758	19,810
1000	519	65	979	2,874	1,912	9,648
Firebird	2,347	2,400	2,151	6,908	25,855	20,625
Phoenix	584	520	595	1,985	5,916	7,183
G. Prix/B'ville ('83)	2,080	.....	2,056	6,240	34,885	22,699
A6000	.....	.....	.....	.....	2,203	.....
HONDA	700	.....	637	2,012	.....	5,435
VOLKSWAGEN	2,115	.....	1,855	6,417	24,267	22,284
CHECKER	.....	100*	.....	.....	900*	.....
Total Cars, U. S.	129,564	88,794	129,657	401,762	1,010,613	1,400,707

TRUCK PRODUCTION IN U. S.†

	Week Ended March 26, 1983	Week Ended March 27, 1982	Week Ended March 19, 1983	March to Date	Jan. 1 to March 27, 1982	Jan. 1 to March 26, 1983
CHEVROLET	16,506	12,548	14,276	50,619	148,942	167,872
DODGE	3,000	3,587	3,233	9,663	29,330	28,614
FORD	19,457	18,841	18,858	62,682	151,216	192,530
GMC	6,422	5,145	5,683	18,207	53,802	56,008
INTERNATIONAL	1,040	1,200*	1,038	3,314	11,976	10,844
VOLKSWAGEN	235	.....	204	611	7,619	856
JEEP	2,170	1,700*	1,307	3,929	17,386*	14,660
AM GENERAL	50*	50*	50*	160*	500*	600*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,200*	16,800*	12,000*
Total Trucks, U. S.	49,880	44,071	45,649	152,385	437,571	483,984

CANADIAN TRUCK PRODUCTION

	Week Ended March 26, 1983	Week Ended March 27, 1982	Week Ended March 19, 1983	March to Date	Jan. 1 to March 27, 1982	Jan. 1 to March 26, 1983
CHRYSLER CORP.	2,652	2,467	2,702	8,534	21,921	31,612
FORD MOTOR	3,193	3,326	3,456	10,414	27,048	28,691
GENERAL MOTORS	4,360	6,158	4,446	14,170	59,240	51,277
INTERNATIONAL	260	267	265	525	2,905	1,353
Total Trucks, Canada	10,465	12,218	10,869	33,643	111,114	112,933
N. American Trucks	60,345	56,289	56,518	186,028	548,685	596,917

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended March 26, 1983	Week Ended March 27, 1982	Week Ended March 19, 1983	March to Date	Jan. 1 to March 27, 1982	Jan. 1 to March 26, 1983
AMERICAN MOTORS	.....	610	698	894	6,189	6,530
CHRYSLER CORP.	4,800	3,405	4,893	15,066	40,054	51,503
FORD MOTOR	363	8,582	5,245	5,666	53,696	39,769
GENERAL MOTORS	12,280	6,221	11,968	37,787	81,702	120,161
VOLVO	225	225	225	720	2,699	2,655
Total Cars, Canada	17,668	19,043	23,029	60,133	184,340	220,618
N. American Cars	147,232	107,837	152,686	461,895	1,194,953	1,621,325
N. American Trucks	60,345	56,289	56,518	186,028	548,685	596,917
North American Cars and Trucks	207,577	164,126	209,204	647,923	1,743,638	2,218,242

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

April 4, 1983

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Service Index declines after 23 'up' months

By Francis J. Gawronski
Service Editor

The string of 23 consecutive months in which dealership service parts and business has shown an increase over the comparable year-earlier period ended—but just barely—in February.

Dealers' shop business for February, according to the Automotive News Service Index, amounted to 99.5 percent of the volume recorded in the same month last year.

February was the first month since February, 1981, that the dealers' business did not show a gain over the year-ago figure. The February Service Index was 10 percentage points below that registered in January.

Most dealers were hard pressed to explain the dip in business, but some attributed it to the nation's lagging economy. Practically all who were contacted, however, were confident that service and parts business would spring back to the positive side of the ledger.

Despite the slight dip in the Service Index in February, dealers' shop business for the first two months of 1983 increased to 104.4 percent of the business recorded during the same period last year.

Two of the five indicators used in the Service Index declined in February.

Repair orders written in February were down 3.7 percent, while gross profit on all labor, parts and accessory sales — the most important indicator from the viewpoint of dealers — was down 0.5 percent below the year-earlier figure.

Sales of all parts and accessories showed the biggest gain in February, up 0.6 percent over

Continued on Page 46, Col. 1

SERVICE INDEX
99.5*

	Feb., '83 vs. Feb., '82	2 mos., '83 vs. 2 mos., '82
Gross Profit on All Labor and P&A Sales	− 0.5%	+ 4.3%
Repair Orders Written	− 3.7%	+ 0.8%
Total Labor Sales (Customer & Warranty)	+ 0.4%	+ 6.3%
Shop Parts Sales (Customer & Warranty)	+ 0.5%	+ 5.0%
Sales of All Parts and P&A	+ 0.6%	− 0.1%

*—Survey by Automotive News shows that dealers' service and parts business in Feb., 1983, was 99.5 percent of business in Feb., 1982. Service business in the two months of 1983 was 104.4 percent of business in the corresponding period in 1982.

Ford mini van

Dearborn preps downsized truck for '85

Despite the rather inventive camouflage, the spy photographer still recognized this "realtor's truck" as a prototype for Ford Motor's new mini van, which bows in 1985. The van will be about a foot shorter than current models and will likely be offered with standard gasoline and optional diesel or turbo-diesel engines. It will compete against Chrysler's T-115 van and a planned entry by General Motors, codenamed the "M" van.

U. S. model total rises to 296 with spring additions

By John K. Teahen Jr.
Managing Editor

When the domestic auto makers finish introducing the cars they'll sell in the 1983 model year, they will have 296 selections, an AUTOMOTIVE NEWS study discloses.

The total will be down slightly from the 307 choices offered in the 1982 model year, but it will be the second highest since 1975.

As has been the case in recent years, the domestic count has risen steadily since the traditional autumn introduction period.

What is different this year is that it's already April 4 and some of the domestic cars that will be counted in '83 sales and production statistics haven't yet appeared in the showrooms.

Last fall, the domestic producers put 271 of their '83 models on display. The total now stands at 278 and there are still 18 to come for the full count of 296.

Maybe the present figure is only 277½. Chevrolet's Corvette has gone on sale in California, but it won't be introduced in the rest of the country until April 21.

• Since last fall, the model total has been buttressed by the arrival of the front-drive Chrysler New Yorker, the Chrysler Town & Country convertible, the Dodge Shelby Charger, three Ford Thunderbirds, two Mercury Cougars, a Lincoln Mark VI and the California Corvette.

Ford Motor has trimmed two selections from the Ford Fairmont line and one from Mercury Capri, so the net gain is seven.

Another 18 models are scheduled for introduction in May, and 12 of them are from Ford Motor — six apiece in the Ford Tempo and Mercury Topaz lines.

Also slated to arrive next month are the Chrysler Executive Sedan and Limousine, the Chevrolet Cavalier and Pontiac 2000 convertibles and the Parisienne sedan and wagon that mark Pontiac's return to the standard-size car field.

Chevrolet calls Corvette an '84 model. That designation will also be applied to Tempo and Topaz, and maybe to the other May flowers as well.

That, of course, is a promotional gimmick, although it probably also has EPA certification significance, too.

But one thing is certain: Any

Continued on Page 46, Col. 2

MODELS: 1942-1983

Number of models offered by U. S. auto makers, 1942 to 1983:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	296
1964	336		

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Price bumped on X 1/9 and Spider 2000

Bricklin outlines marketing plans

By John A. Russell
New York Staff Writer

NEW YORK. — Marketing of Bertone and Pininfarina cars in the U. S. will be done through a system of independent distributors throughout the country under the umbrella of International Automobile Importers, Inc., the importer, according to Malcolm Bricklin, chairman of that company.

In an interview with AUTOMOTIVE NEWS late last week as he was about to board a plane for Italy, Bricklin said the distributor system would be "exactly the same" as the organization he developed when he first broke into the auto business importing the Subaru 360.

He said both cars, the Bertone X 1/9 and the Pininfarina Spider 2000, would carry an identical sticker price of $15,900, but will be "loaded" cars.

When those two cars were sold by Fiat, the port-of-entry price for the X 1/9 was $10,990 and the Spider 2000 was tagged at $12,290.

Bricklin had revealed no details of his marketing plans for the two cars since it was first revealed in January that Fiat Motors of North America would cease marketing automobiles in the U. S. and that the X 1/9 and Spider 2000 would be handled by Bricklin.

• Bricklin said his goal in recent months has been signing distributors and several have been appointed. He would not comment on the exact number or specific locations, saying an advertising campaign designed to attract dealers is in the works and would break in the trade press at the end of the month.

The system of distributors would operate the same as it does at Subaru of America, he said, including the requirement of letters of credit.

Under that system, distributors have letters of credit with the importer paying for the cars when they are unloaded on the dock. This system limits the financial exposure of the importer to the time when the cars are being shipped from the country of origin.

Usually, the importer pays for the cars once they are loaded on the dock in the country of origin, so the maximum financial exposure is limited to the number of days the cars are on the high seas.

The eventual goal is to have nine distributors, with the same number of parts warehouses strategically located throughout the country.

Bricklin denied a recent rumor that out of approximately 400 Fiat dealers in the U. S., only 50 had filed applications to become dealers in his organization. This had led to speculation about the stability of the venture in various quarters, with the implication this was a setback for Bricklin.

He labeled the rumor as "false" and said bluntly that the lack of interest among Fiat dealers in no way jeopardized the venture. Fiat dealers were not a factor, he said, because he had made the decision about the distributorship system beforehand.

Offering franchises to former Fiat dealers was a "matter of courtesy on our part," he said, adding that his main interest is attracting new dealers.

He said that more than 50 former Fiat dealers have filed applications, but did not give the exact number.

Bricklin said he did not want associations with the former operation and really was not looking for former Fiat dealers.

"We have manufacturers who give a damn," he said, and he said he wanted the same at-

Continued on Page 46, Col. 1

breaking news

Chrysler top-line sedans up $100 to $400

DETROIT.—Chrysler Corp. has added $100 to $400 to the prices of its top-line four-door sedans. The New Yorker Fifth Avenue went up $400 and is now $13,192. The boost was $250 on the front-wheel-drive New Yorker, boosting it to $11,200. Receiving $100 hikes were the Chrysler E Class, now $9,441; the Dodge 600, now $8,941, and the Dodge 600-ES, now $9,472. Equipment prices and destination charges are unchanged.

AMC hikes Alliance prices $100

SOUTHFIELD, Mich. — American Motors has raised the prices of the Renault Alliance $100 per model. Prices now start at $5,695. There was no change in option prices.

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Annual meeting is May 12

Profit-sharing plan on agenda at Ford

DEARBORN. — Ford Motor Co. will ask stockholders to authorize a profit-sharing plan in 1983 and 1984 for salaried workers that will match one given to hourly workers in their labor contract.

Profit-sharing payments would be made if before-tax profits from U. S. operations exceed 2.3 percent of sales. The last year that happened was in 1978. If the plan had been in effect in 1978, payments to hourly workers would have been more than triple those paid to salaried workers. Some analysts expect Ford to show a profit in 1983.

The Ford annual meeting will be held in Detroit May 12.

The proxy statement showed Ford Chairman Philip Caldwell received $446,382 in salaries, benefits and other forms of remuneration in 1982. It was up less than a tenth of a percent from 1981. He owned 20,524 shares of common stock on Feb. 18 and held options on another 177,614 shares.

Executive Vice President and Chief Financial Officer Will M. Caldwell received $280,003 in 1982, an increase of 9.2 percent. His stock holdings were reported at 15,754 shares plus 54,843 options.

Thomas C. Page, executive vice president—Ford Diversified Products Operations received $252,280. His common stock holdings were reported at 7,776 plus 39,364 options.

• President Donald E. Petersen received $366,427, an increase of 1.0 percent. Petersen's holdings of common stock were reported at 7,033 shares plus 86,750 options.

Harold A. Poling, executive vice president—North American Automotive Operations, received $356,592, an increase of 22.8 percent. But virtually the entire increase was attributed to a tax reimbursement for his three years overseas. Poling was reported to hold 7,949 shares of common stock and have options on another 55,817.

All 60 Ford directors and officers received $10.77 million in 1982, an increase of 6.1 percent over 1981. The average remuneration increased more because there were more directors in 1981: The average for 1982 was $179,497, an increase of 9.6 percent.

The proxy also revealed that Henry Ford II, who retired as a Ford employe last year, will be paid $170,000 annually for consultation and representation and for his services as director. He agreed to be available to serve as a director and chairman of the finance committee until at least Oct. 1, 1987.

He was reported to own 9,811 shares of common stock and 1.16 million shares of the family-owned Class B stock. His holdings represented 10.6 percent of all Class B stock. Each Class B share will get 6.7 votes at the annual meeting.

Henry Ford II's family is reported to own another 1.23 million shares of Class B stock.

His brother, William C. Ford, is reported to own 38,260 shares of common stock, 30,345 shares of Ford Motor Co. of Canada common stock and 2.23 million shares of Class B stock, representing 20.4 percent of all Class B shares.

His family owned another 1.71 million Class B shares.

Mrs. Walter B. Ford, sister of Henry and William, was reported to hold 1.97 million Class B shares, or 18.1 percent of the total. Her family held another 853,049 Class B shares.

The three Fords are also trustees, with voting rights, to another 540,143 Class B shares.

3 wheels, 2 speeds, 100 MPG

Appropriately named the Gashopper, this three-wheeled, 220-pound transportation device delivers up to 100 MPG, according to Bolt-on Parts, Inc., Miami. The two-seater has a monocoque body, independent suspension, a two-speed transmission, tiller steering and 30-MPH speed capability, the company said. It will sell for about $2,000.

Chevy's Toledo plant shifted to Hydra-matic

By Marjorie Sorge
Labor Editor

In a move to further centralize its divisions, General Motors has transferred management responsibility of its Toledo automatic transmission plant from Chevrolet to the Hydra-matic Division.

GM President F. James McDonald said the transfer of operating responsibility for the Toledo plant is another step in the reorganization of the transmission manufacturing facilities which began with the transfer of Chevrolet's Warren (Mich.) manufacturing plant to Hydra-matic in 1980.

Over the past several years, GM has done a great deal of consolidating and closing non-competitive plants. It has put all the foundry operations under its Central Foundry Division and will give Fisher Body control over all but one body assembly plant by 1985. The only remaining body plant working in conjunction with a car division's home plant will be the Oldsmobile plant in Lansing.

Currently, the only transmission plants outside Hydra-matic are two Chevrolet plants in Parma, O. (automatic transmissions), and Muncie, Ind. (manual transmissions), plus a Buick operation in Flint.

The Buick plant is scheduled to phase out the production of three-speed transmissions for rear-wheel-drive cars at the end of this model year. The plant will continue to produce GM's 125 transmission for front-wheel-drive intermediate and compact cars.

In addition, the Buick facility will continue to supply components and sub-assemblies to other Hydra-matic facilities. According to a Buick spokesman, that plant currently supplies about 40 percent of component and sub-assembly needs.

Buick will also produce a new transmission for front-wheel-drive full-size vehicles for 1984.

• According to a GM spokesman, there are no current plans to put any of those plants under the Hydra-matic umbrella.

The shift in responsibility at Toledo will not affect any of the three independent plants and, according to McDonald, was made to permit GM "to make further improvements in the efficient use of our transmission design, manufacturing and supplier facilities."

Hydra-matic also has management responsibility for a manufacturing plant in Strasbourg, France. The division will continue to coordinate work with the operations at the Windsor (Ont.) facility which is run by GM of Canada.

New appointments at the Toledo plant include: Thomas R. Zimmer, director, product and process engineering; Richard L. Selvala, director, reliability and manufacturing engineering; William C. Brown, director, materials management and planning, and Robert F. Perry, director, manufacturing and engineering systems.

GM, NHTSA explain X-car fix on brakes

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Both General Motors and NHTSA last week issued explanations of the fix finally decided upon for any rear brake lockup on some 240,000 '80 X-body cars. Cost is estimated at some $30 million.

Although the two statements disagree somewhat on details, it is clear that GM is going beyond what it first anticipated because the simplest lockup fix might put the parking brake out of compliance with the stringent 30-percent incline hold.

Letters begin going out to owners April 4, but cars will not be coming in for repairs until after April 25.

In August, 1981, GM changed the proportioning valve on 47,000 cars with manual transmissions — a move it then thought was adequate. GM will now replace rear brake shoes with less aggressive lining, lubricate or replace, if necessary, the parking brake cable and inspect front brake linings and replace them, if necessary, to get the whole system in balance.

Labor time to service the cars — Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark — will take 2½ to 5½ hours.

• According to NHTSA head Raymond A. Peck, who made an initial finding of defect on Jan. 14, "This is a very serious safety-related problem. There should be no question in anyone's mind that owners should return these vehicles to the dealership for correction when they receive their recall notice."

As of a few weeks ago, GM has had 27 product liability suits. Of those, GM has lost one, settled three out of court and won or had dismissed three others.

Peck has been criticized for not moving faster after NHTSA's Office of Defect Investigations discovered that the initial fix would not do the job and that the braking lockup occurs in cars with automatic transmissions as well as with those with manual transmissions.

Rep. Timothy Wirth, Colorado Democrat, has asked the General Accounting Office — Congress' watchdog agency — to investigate alleged delays at NHTSA.

Meanwhile, at the urging of the Center for Auto Safety, Peck is continuing the investigation into some 276,000 additional X-body models to see whether they have braking problems.

The cars that GM is fixing will meet all safety standards when they are fixed — even the extremely stringent parking brake mandate, although in real life many cars probably would fail after a short time in use.

MVMA, of which GM is a member, has petitioned to have the 30 percent incline requirement reduced to 20 percent — close to the intention of the requirement of the Common Market countries.

Chrysler chief blames bank interest rates for sales slowdown

Iacocca: Maybe no gain till summer

By Jay McCormick
Crain News Service

CHICAGO. — Like early crocuses, car sales started to sprout during a late winter warm spell but have been nipped off by a cold economic climate, according to Lee Iacocca, Chrysler Corp. chairman.

It may take until summer for car sales to start growing again even if conditions improve, he said. That could mean continued rebate and special loan rate programs from the car companies.

In a good news-bad news speech at a press conference here, Iacocca noted that inflation, gas prices and the prime rate are all down but the nation's deficit, unemployment and small business bankruptcies all continue at high rates.

"Even though the President of the United States and others are saying, 'Let's get euphoric, things are turning around,' they ain't turning around too fast," he said.

He laid much of the blame for stagnating car sales at the feet of banks, where consumer loan rates remain high above the prime rate.

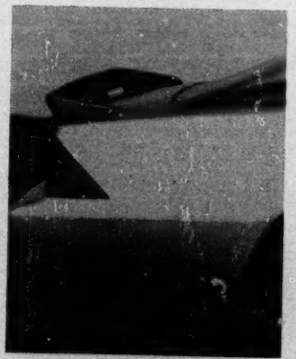
"You've got to continue pressure on getting the banking system to pick up where Ford, General Motors and Chrysler leave, and that's a subsidized rate of 10.9 to 11.9 percent at the consumer level," Iacocca said.

• "I was hoping this would happen by spring. I now have my doubts and wonder what I'm going to have to do this spring because I'm not getting any help. So I'm going to have to use my own captive financing company, Chrysler Finance Corp., which is not as well heeled and strong as some for the other companies.

"That presents a problem for me. It also presents a problem for car sales all spring if banks will not get back into the consumer loan business.

"In a bad economy, the car

Continued on Page 44, Col. 1



Kamei's spoiler

Kamei Auto Extras, North Haven, Conn., has introduced its new wind-tunnel-designed-and-tested rear spoiler for 1982 and 1983 Camaros and Firebirds.

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58th year — No. 4961

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25 years with Buick

HARRISONBURG, Va.—Charles Bumbaugh, of Bumbaugh Buick, Inc., was given a silver tray by the division to commemorate his 25th anniversary as a Buick dealer.

Computers won't alter this

Volvo parts operation accents personal touch

By John A. Russell
New York Staff Writer

ROCKLEIGH, N. J. — When working with dealers, the Volvo parts service department has emphasized the personal touch, and the company does not intend to abandon this attitude in the age of computers.

Mitchell A. Duncan, vice president and general manager for parts, said that six years ago, when the company was considering revamping its parts ordering systems, it was felt that while the computerized communication networks had much to offer, there was more to be gained by the relationships developed on a system built on people. Consequently, the company went to a three-tiered system very similar to airline reservation systems. Duncan said that the company is considering adopting the computer communications network for stock orders, but that would be several years down the road.

Today, Volvo's customer service department uses three levels of personnel. Parts orders, whether stock or emergency, are handled through an order interpreter who takes the order from the dealer and enters it into the computer.

If a question develops on the application of the part, the call is shifted to a parts specialist who can help the dealer's parts staff select the right part for a particular case. If there is a complaint or problem, this is referred to the customer service coordinator.

• Duncan is a firm believer in managing the exceptions and he added that when the company does go to a computerized system for placing stock orders there will be a provision for the handling of exceptions.

Computers, according to Duncan, "can only replace manual labor, they cannot replace certain levels of staff."

Duncan believes that the key to dealer loyalty when it comes to parts is service. The parts customer service department is only one segment of the entire system which includes quality, price competitiveness, terms and conditions and the parts warranty.

To maintain dealer loyalty in buying parts from Volvo, Duncan said that the entire package counts, but the personal touch is very important.

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983.....	$ 9,983	$10,292	$12,350
1982.....	7,956	8,112	7,711
1981.....	6,159	6,046	5,989
1980.....	5,368	5,195	5,013
1979.....	4,773	4,589	4,398
1978.....	3,422	3,496	3,293
1977.....	2,553	2,637	2,378
1976.....	1,907	2,232	1,773
Overall Average	$ 5,085	$ 5,010	$ 4,733

Steinle Oldsmobile cited for civic involvement

FREMONT, O.—Steinle Oldsmobile was cited by the Sandusky County Board of Mental Retardation for its contribution to the community.

In January, the dealership sponsored a benefit card party and dance for a local school for the mentally handicapped.

Used Car Sales

Auction Averages

April to date	$5,085
Month ago	$4,809
Year ago	$4,565

factories list auction dates

Ford Motor Co.

April 6—Clanton's Auto Auction, Highway 34 West, Darlington, S. C.; Southern California Auto Auction, 10700 Beech Ave., Fontana, Calif.

April 7—Skyline Auto Exchange, 100 Route 46, Fairfield, N. J.

April 8—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Road, Bridgeton, Mo.

April 12 — Arena Auto Auction, 10355 South Woodlawn Ave., Chicago, Ill.; Harrisonburg Auto Auction, Interstate 81 — Exit 52, Harrisonburg, Va.

April 13 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, Interstate No. 4 at Highway 33, Lakeland, Fla.

April 14—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Dallas Auto Auction, 4266 E. Main, Dallas, Tex.

April 20—Minneapolis Northstar Auto Auction, 7700 State Highway 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 21—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

March 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 23 — California Auto Dealers Exchange, Anaheim, Calif.

March 24 — Aptco Auto Auction, Taylor, Mich.

April 5—Southern Auto Auction, East Windsor, Conn.

April 7—Nashville Auto Auction, Nashville, Tenn.

April 14—Aptco Auto Auction, Taylor, Mich.

April 18 — Arena Auto Auction, Chicago, Ill.

April 20 — 166 Auto Auction, Springfield, Mo.

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Plueger Subaru opens

HEMT, Calif. — Plueger Subaru has opened here. The firm is headed by Jim Hamza.

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

ILLINOIS

Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

COLORADO

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AUCTION SCHOOL

Mendenhall School of Auctioneering. America's Top-Quality Auction School. Vet Ap. Free Cat. Write or Call. P.O. Box 7344, High Point, N. C. 27264. (919) 887-1165.

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SOUTH CAROLINA

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FULL SERVICE AUCTION
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TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

TEXAS

ABILENE DEALERS AUTO AUCTION. Texas' newest and most modern auction. Approved by Ford Motor Co. Handling Budget, Hertz, Avis, etc. Abilene, Texas, 915-698-4070.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

FLORIDA

Imperial Auto Auction, Lakeland, Fla. Sale every Tues., 7 P.M. & Thurs., 1 P.M. (813) 688-8458, toll free, 800-237-7661.

LOUISIANA

Bob French's Shreveport Auto Auction. Since 1953. We cater to lease & Flee accounts. Thurs. 7 P.M. 814 Grimmet Drive, Shreveport, La. 318-222-5784.

WASHINGTON

Bob McConkey & Sons. So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98032

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

NEW JERSEY

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Gift for each Purchaser - April 12 & 26
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RECON FACILITIES, PICKUP ANYWHERE
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Southwest Auto Auction. Lease/fleet accounts & bank repos welcome. Member NAAA and NAFA. 3420 South 48th St., Phoenix, 602-894-2211. Since 1971.

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A PRIVATE GENERAL MOTORS FACTORY SALE
FOR GM DEALERS ONLY
GM
NASHVILLE AUTO AUCTION
Will Offer
Approximately 200
OF THE FINEST GENERAL MOTORS FACTORY VEHICLES AVAILABLE
THURSDAY, APRIL 7, 1983
AT 11:00 A.M.
For more information, please contact: NICK SNOW
NASHVILLE AUTO AUCTION
1450 LEBANON ROAD
NASHVILLE, TENNESSEE 37210
615-244-2140
ANGLO AMERICAN AUTO AUCTION, INC.
NASHVILLE AUTO AUCTION
A Subsidiary of Anglo American Auto Auctions, Inc.

MICHIGAN

GM FACTORY SALE
Thursday, April 14, 1983, at 11 A.M.
OVER 200 VEHICLES AVAILABLE
MANY OF WHICH HAVE COME FROM THE GENERAL MOTORS BUILDING & THE TECH CENTER
For More Information, Please Contact:
Michael Maltese or Brian Sullivan
APTCO
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For Quick Action
USE AUTOMOTIVE NEWS CLASSIFIED SECTION

Price bumped on X 1/9 and Spider 2000

Bricklin outlines marketing plans

Continued from Page 1

titude from his own distributor and the dealer body.

• Bricklin has been interviewing advertising agencies for his campaign, though at press time no decision had been made. The campaign itself will explain the new operation, the manufacturers and the cars as well as the distributor and the new management.

For IAII, Bricklin said he is looking for a president to head the operation. Bricklin will be chairman of the board.

The product will have undergone changes by the time it reaches the U. S. shores. The first cars are expected by the end of this month.

Bricklin was critical of Fiat's pricing of the two cars because, he said, both cars cost "exactly the same" amount to build. Under his pricing structure, the cars will have identical stickers and both will be loaded.

There will be all-leather interiors, power windows, special wheels and special paint as well as air conditioning and AM/FM/stereo.

The cars coming into the country will be '84 models.

All will carry rust perforation warranty, a three-year paint warranty and a two-year unlimited mileage vehicle warranty, he said.

Bricklin said that now that both Bertone and Pininfarina have control, more than 150 modifications have been made on the cars.

Bricklin is looking toward having the dealers make high grosses on the cars, and building the organization to serve the customer.

He maintained that a car selling for nearly $16,000 would make the customers expect more and, in turn, he wants dealers who will provide top service.

Bricklin said 1,000 dealers throughout the country was an absolute maximum number but did not go into the minimum numbers. He also stated flatly that there would not be any more than 2,000 cars of both cars imported per month.

With the organization rapidly coming together, Bricklin said, there would be future announcements about staffing that would surprise many people. The company is looking toward Northern New Jersey near the New York state border to locate its headquarters. Why?

"This is where the really experienced people are and a lot are available," he said, referring specifically to those who did not travel with Volkswagen of America in its move to Troy, Mich., as well as other companies. Most of the major European importers are located in this area of New Jersey.

His own company, the parent of IAII, Bricklin Industries, will be located in New York, but Bricklin stressed this would be a small office for the parent company alone.

Missouri dealer crackdown decreases ranks by 16 pct.

ST. LOUIS. — Missouri Revenue Director Richard A. King has announced the elimination of 1,066 automobile dealers, most of them used-car operators, from the state's registered rolls.

As a result of the increased screening of dealers to "enforce compliance" with Missouri statutes governing dealer conduct and standards, King indicated that the number of Missouri's registered dealers had been reduced from 6,350 to 5,284.

King said the 16.79 percent reduction in licensed dealers for registrations processed for the current calendar year is evidence of the Department of Revenue's attempts to protect Missouri consumers from fraud and abuse relating to modification of odometer readings, transfers of stolen vehicles and reconditioning of flood-damaged vehicles.

King said that he is doing his best to stop dishonesty.

Earlier this year, King announced that 20 dealer licenses had been revoked during 1982 and 14 dealers had been barred from applying for 1983 licenses as a result of violations of Missouri law governing dealer registration, odometer readings or consumer rights.

King is trying to change Missouri's image. He said that the state had been called "the national dumping ground for clocked titles." He is cooperating with law enforcement officials and the insurance industry.

King told the Midwest Anti-Auto Crime Assn. that the reduction in the state's registered dealers is due, in a large part, to the Missouri Revenue Department's enforcement of state laws protecting consumers from unscrupulous dealers.

"We have significantly reduced the number of dealers who are taking advantage of individuals purchasing automobiles," he said. "I believe this clearly demonstrates that aggressive administrative action can make a difference."

He noted that 135 additional dealers are being investigated by the Criminal Investigation Bureau of the Missouri Department of Revenue or the State Highway Patrol. These investigations may result in the filing of criminal charges or additional dealer license revocations.

In addition to cracking down on dealers, the department has "tightened up" regulations on practices associated with title services, automobile auctions and salvage yard operators.

Beginning in September, 1982, the Missouri Department of Revenue initiated a crackdown on violations involving automobile titles. Particular emphasis was placed on eliminating titles containing fraudulent odometer readings, forged or altered titles and titles for stolen vehicles.

Beginning July 1, Missouri will get laminated titles "that can't be copied," King said.

Titles are no longer issued to automobiles without proper odometer readings, King said. Also, the department has increased inspections and audits to ensure that fraudulent titles are not issued.

GM must recall 500,000 '78 cars for emission flaw

WASHINGTON. — General Motors will have to recall more than 500,000 of its 1978 cars to repair a defect that is causing them to fail federal requirements for control of oxides of nitrogen emissions, under an order issued by the EPA.

The models affected are the 1978 V-8 Chevrolet Malibu, Monte Carlo and Monza; Pontiac LeMans, Grand Am and Sunbird; Buick Regal and Century and Oldsmobile Starfire. California models are not included.

EPA has determined that these vehicles emit an average of 2.5 grams per mile of oxides of nitrogen, which is 0.5 gpm more than is permitted for 1978 models by the Clean Air Act. Neither GM nor EPA know why the cars are exceeding the allowable limit.

GM has 45 days in which to come up with a remedial plan or to request a hearing.

Including this recall, some 770,000 cars have been recalled for emission problems since Jan. 1, 1983. Last year, more than 1.3 million cars were recalled for that reason.

1983 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1983 Totals	(Final 1982 Totals)
AMERICAN MOTORS	5	7	0	4	16	(23)
AMC Concord	1	0	0	2	3	(9)
AMC Eagle	1	0	0	2	3	(6)
AMC Eagle SX-4	0	2	0	0	2	(2)
AMC Eagle Kammback	0	0	0	0	0	(2)
AMC Spirit	0	2	0	0	2	(4)
Renault Alliance**	3	3	0	0	6	(0)
CHRYSLER CORP.	20	14	4	5	43	(48)
Chrysler New Yorker Fifth Avenue	1	0	0	0	1	(1)
Chrysler New Yorker (FWD)	1	0	0	0	1	(0)
Chrysler E-Class	1	0	0	0	1	(0)
Chrysler Executive sedan/limousine	2	0	0	0	2	(0)
Cordoba	0	1	0	0	1	(2)
LeBaron	1	1	3	1	6	(7)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(8)
Charger	0	3	0	0	3	(3)
Dodge 400	1	1	1	0	3	(5)
Dodge 600	2	0	0	0	2	(0)
Mirada	0	1	0	0	1	(1)
Omni	2	0	0	0	2	(3)
Imperial	0	1	0	0	1	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(3)
Reliant	2	2	0	2	6	(8)
Turismo	0	2	0	0	2	(3)
FORD MOTOR CO.	32	50	1	11	94	(93)
Ford LTD Crown Victoria	1	1	0	1	3	(8)
Escort	3	4	0	3	10	(12)
EXP	0	5	0	0	5	(1)
Fairmont Futura	1	2	0	0	3	(3)
Granada	0	0	0	0	0	(8)
LTD (Int.)	2	0	0	1	3	(0)
Mustang	0	6	1	0	7	(6)
Tempo	3	3	0	0	6	(0)
Thunderbird	0	3	0	0	3	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VI	3	4	0	0	7	(7)
Mercury Grand Marquis	2	2	0	1	5	(7)
Capri	0	5	0	0	5	(5)
Cougar ('82)	0	0	0	0	0	(5)
Cougar ('83) XR-7 ('82)	0	2	0	0	2	(2)
LN7	0	4	0	0	4	(1)
Lynx	4	4	0	3	11	(15)
Marquis (Int.)	2	0	0	2	4	(0)
Topaz	3	3	0	0	6	(0)
Zephyr	2	2	0	0	4	(4)
GENERAL MOTORS	53	63	3	17	136	(137)
Buick LeSabre-Electra	4	4	0	2	10	(10)
Century	3	3	0	0	6	(4)
Regal	2	3	0	1	6	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(4)
Skylark	2	3	0	0	5	(6)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	0	0	1	3	(6)
Camaro	0	3	0	0	3	(3)
Cavalier	2	3	1	2	8	(11)
Celebrity	1	1	0	0	2	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(2)
Malibu	1	0	0	1	2	(2)
Monte Carlo	0	1	0	0	1	(1)
Oldsmobile 88-96	5	3	0	1	9	(9)
Cutlass Ciera	2	2	0	0	4	(6)
Cutlass Supreme	2	3	0	1	6	(6)
Firenza	2	2	0	2	6	(4)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	1	0	0	1	2	(0)
Bonneville G	2	0	0	1	3	(3)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	3	3	0	0	6	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000	2	4	1	2	9	(10)
Pontiac 6000	3	2	0	0	5	(4)
VOLKSWAGEN**	3	4	0	0	7	(6)
Rabbit	3	4	0	0	7	(6)
1983 TOTALS	113	138	8	37	296	
1982 TOTALS (End of Model Year)	113	150	4	40		(307)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault and Volkswagen totals include only U. S.-built models.

Service Index declines a bit

Continued from Page 1

last year's figure, while shop parts sales (those used on customer-paid and warranty work) were up 0.5 percent. Total labor sales (customer-paid and warranty) increased 0.4 percent.

Figures used in the Service Index are averages compiled from reports on shop operations submitted by a cross-section of the nation's new-car dealerships.

For the two-month period, labor sales was the leading indicator with an increase of 6.3 percent over the year-ago volume for the same period, while shop parts sales increased 5.0 percent.

Gross profit showed an increase of 4.3 percent during the January-February period, while repair orders were up 0.8 percent and sales of all parts and accessories increased 0.1 percent.

That's below 1982's 307, but is second-highest since 1975

Domestic-car model count is trimmed to 296

Continued from Page 1

of those so-called '84s that are built and sold during the '83 model year will be counted in its manufacturer's production and sales figures for the '83 model year.

Production of some '83 lines has concluded or is about to end: AMC Spirit and Concord, Chrysler Imperial, Ford Fairmont, Mercury Zephyr. Those nameplates, which are not scheduled to be built in '84, will be out of production by the time the last of the '83-model-year cars are introduced. They are included in the '83 model count because dealers still have some of them in stock.

• The 296 selections for the '83 model year consist of 136 from General Motors, 94 from Ford Motor, 43 from Chrysler Corp., 16 from American Motors and seven from Volkswagen. The AMC total includes the six Renault Alliance models built in the U. S.

By market class, the 296 models are made up of 89 compacts, 78 intermediates, 62 subcompacts, 28 standard-size cars and 29 luxury cars.

A breakdown by body styles shows 113 four-door sedans, 138 two-door sedans, coupes and hatchbacks, 37 four-door station wagons and eight convertibles.

Mercury, with 41, offers the most models for the '83 model year, followed by Ford, 40; Buick, 37; Pontiac, 33; Oldsmobile, 30, and Chevrolet, 27.

Totals for other domestic makes are Dodge, 19; Lincoln, 13; Chrysler, 12; Plymouth, 11; AMC, 10; Cadillac, 9; Volkswagen, 7; Renault, 6, and Imperial, 1.

104,797 built; all plants closed Good Friday

4-day week trims auto production

By Patricia Hoffman
Staff Writer

Although last week's Good Friday holiday pulled domestic car output down 22.36 percent from the previous week's total, output for the year to date remained substantially ahead of last year's period.

During four days of assembly last week, the auto makers scheduled 104,797 units, down from 134,975 built in the previous five-day week, and down 1.84 percent from 106,761 cars assembled during five days in the comparable 1982 week.

To date, the manufacturers have finished 1,510,915 units, a 35.30 percent gain from last year's 1,116,679.

Only one facility was reported idle last week (March 28) with five plants working overtime.

Ford Motor's Kansas City plant remained closed for changeover to the new Tempo and Topaz models. The facility phased out production of Fairmont and Zephyr March 14. Full operations are slated to resume in April.

The General Motors' Detroit point worked 1.6 hours of daily overtime last Monday and Tuesday, with normal eight-hour shifts resuming Wednesday.

Also on overtime were all of Chrysler Corp.'s assembly plants. The Belvidere, Jefferson and Newark facilities operated two daily nine-hour shifts three days last week. The St. Louis point worked one daily nine-hour shift, also three days. Normal eight-hour operations resumed at all four plants on Thursday.

Downtime is slated this week (April 4) at GM's Willow Run and Wilmington facilities. Both points are closed one week for inventory control.

DeLorean seeks cut in bail; U. S. wants to increase it

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — Attorneys for John Z. DeLorean and the federal government are expected in U. S. District Court here today (April 4) to haggle over the $5 million bail securing the release of the former auto maker.

DeLorean faces charges that he conspired with two others to distribute 100 kilos of cocaine.

He was initially released on $10 million bail secured by $250,000 in cash and by property owned by DeLorean and his wife, Cristina Ferrare, in California, New York and New Jersey. His attorneys were able to get that amount cut in half earlier this year.

Defense attorneys are reportedly seeking to have the bail cut in half again and moved from secured to unsecured status.

That change would free the remaining properties pledged for the bail and use the $250,000 cash posted by DeLorean to insure his appearance at the trial. The trial is scheduled to begin April 19.

Government attorneys, on the other hand, are seeking to increase the bail, although documents specifying the amount and the reasons why have been sealed by Judge Robert M. Tagasuki.

However, reports that have surfaced indicating that DeLorean is attempting to sell Logan Mfg., a Utah-based maker of snow-grooming equipment, may be behind the government's move.

DeLorean's attorneys argued in an earlier bail reduction hearing that the high amount was threatening that operation.

The defense said a bank, later identified as Continental Illinois, was considering pulling its $7.5 million line of credit to the operation because DeLorean had pledged his property for bail—a move that the bank said violated its credit agreement with DeLorean.

Honda Prelude price up $1,550 for '83

GARDENA, Calif. — Prices of the 1983 Honda Prelude coupe are $9,645 with five-speed transmission and $9,995 with automatic transmission and power steering.

The five-speed version is $1,650 more than the 1982 model, and the automatic is up $1,550.

Canadian car output rises as Ford St. Thomas returns

The resumption of work at Ford Motor's St. Thomas facility offset last week's Easter holiday downtime and upped Canadian auto output 2.18 percent from the previous week's five-day total.

The auto makers targeted 17,745 units during four days of assembly last week, up from the prior week's 17,367, but down 3.78 percent from the 18,443 cars built during five days of production in the comparable 1982 period.

Year-to-date, the manufacturers have assembled 238,062 cars, a 15.93 percent gain from last year's 205,352.

Truck output, held back by the four-day work week, was 8,129 units, down 19.28 percent from the previous week's 10,070, and down 30.01 percent from last year's 11,614.

To date this year, there have been 120,667 trucks completed, a 2.38 percent drop from 123,605 built in the comparable 1982 period.

American Motors' Brampton facility remained closed last week. Assembly of Spirit was discontinued at the end of March. Production of Concord models will be phased out by the end of April, leaving the Eagle and SX-4 as the only vehicles produced at Brampton. Output of Eagles will be cut from two shifts to one shift in June.

Also idle last week was Ford's Oakville car plant. Oakville, which had been the source of Crown Victoria models, closed Feb. 21 for conversion to the new Tempo and Topaz. Full production is scheduled to resume there April 11.

Ford's St. Thomas facility returned last week following a week of downtime to cut overstocked inventory.

General Motors' Oshawa No. One point will resume second-shift operations today (April 4). Output there will be upped to 720 units a day as a result.

All car and truck facilities were idle last Friday (April 1) in observance of the Good Friday holiday.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 2, 1983	Week Ended April 3, 1982	Week Ended March 26, 1983	March Est.	Jan. 1 to April 3, 1982	Jan. 1 to April 2, 1983
CHEVROLET	12,738	12,573	15,876	62,727	162,230	179,980
DODGE	2,200	2,734	3,817	12,680	32,217	31,631
FORD	15,242	18,316	19,492	77,959	170,082	207,807
GMC	4,750	5,327	5,995	22,530	58,964	60,331
INTERNATIONAL	832	1,160	1,006	4,112	13,201*	11,642
VOLKSWAGEN	188	.....	230	794	7,619	1,039
JEEP	.....	1,900*	2,112	3,871	19,086*	14,602
AM GENERAL	40*	50*	50*	200*	550*	640*
MISCELLANEOUS	800*	1,000*	1,000*	4,000*	17,400*	12,800*
Total Trucks, U. S.	36,790	43,060	49,578	188,873	481,349	520,472

CANADIAN TRUCK PRODUCTION

	Week Ended April 2, 1983	Week Ended April 3, 1982	Week Ended March 26, 1983	March Est.	Jan. 1 to April 3, 1982	Jan. 1 to April 2, 1983
CHRYSLER CORP.	2,240	899	2,781	10,903	24,468	33,981
FORD MOTOR	2,653	3,559	2,906	12,780	30,463	31,057
GENERAL MOTORS	3,040	6,890	4,126	16,976	65,502	54,083
INTERNATIONAL	196	266	257	718	3,172	1,546
Total Trucks, Canada	8,129	11,614	10,070	41,377	123,605	120,667
N. American Trucks	44,919	54,674	59,648	230,250	604,954	641,139

†—How includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Makers assemble 36,790 trucks in 4-day week

Because of holiday downtime, last week's domestic truck output fell 25.79 percent from the previous week's five-day total. Output was also down 14.56 percent from the comparable 1982 period.

The truck makers scheduled 36,790 units during four days of assembly last week, down from 49,578 the previous week, and also down from 43,060 units built during five days in the comparable week last year.

Year-to-date, the manufacturers have finished 520,472 units, up 8.13 percent from last year's 481,349.

All truck assembly points, with the exception of American Motors' Toledo (Jeep) facility, were reported operating four days last week. AMC's Toledo plant was idle due to overstocked inventory.

All facilities were closed Friday (April 1) in observance of the Good Friday holiday.

U. S. CAR PRODUCTION

	Week Ended April 2, 1983	Week Ended April 3, 1982	Week Ended March 26, 1983	March Est.	Jan. 1 to April 3, 1982	Jan. 1 to April 2, 1983
AMERICAN MOTORS	2,700	1,400	3,150	13,785	14,534	44,142
AMC Total	.....	.....	.....	745	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	745	.....	4,068
Renault Total	2,700	.....	3,150	13,040	.....	40,071
Alliance	2,700	.....	3,150	13,040	.....	40,071
CHRYSLER CORP.	13,670	10,676	23,396	75,380	141,022	194,351
Plymouth Total	5,270	4,202	8,975	29,544	59,394	73,493
Horizon	1,800	.....	3,085	10,219	17,034	23,575
Reliant	3,400	4,202	5,790	19,007	42,360	49,105
Caravelle ('83)	70	.....	100	318	.....	813
Chrysler Total	3,000	2,622	5,498	16,724	26,548	43,986
LeBaron	1,400	2,622	2,473	7,683	26,548	21,296
Chrysler E-Class	1,600	.....	3,025	9,041	.....	22,692
Dodge Total	5,400	3,852	8,923	29,112	55,080	76,870
Omni	2,100	.....	2,895	9,446	16,186	24,039
Aries	2,100	3,026	3,885	12,785	31,136	34,823
Dodge 400	500	826	1,031	2,908	7,758	7,474
Dodge 600	700	.....	1,112	3,973	.....	10,534
FORD MOTOR	24,766	22,986	29,849	115,491	221,809	347,663
Ford Division	16,725	14,316	20,095	77,930	133,071	227,796
Escort	5,694	5,474	5,773	25,797	61,150	64,522
Fairmont	.....	3,005	.....	.....	20,309	23,728
Mustang	2,811	2,924	3,746	10,994	24,304	32,452
LTD/Granada	2,690	2,726	3,193	13,034	19,813	43,373
Thunderbird	3,983	.....	5,172	19,297	6,080	41,871
Crown Victoria/Ford	1,434	.....	2,211	8,514	.....	20,846
EXP	113	187	.....	294	1,415	1,004
L-M Division	8,041	8,670	9,754	37,561	88,538	119,867
Mercury Total	6,389	6,582	8,088	29,374	63,152	92,793
Lynx	1,587	1,671	1,536	6,159	18,182	16,087
Capri	465	975	340	1,277	6,702	5,580
Zephyr	.....	875	.....	.....	7,241	8,601
Marquis/Cougar	1,023	1,283	1,427	5,400	10,565	15,646
Cougar/XR7	1,976	.....	2,732	8,607	2,083	17,496
Gr. Marquis/Marquis	1,331	1,729	2,053	7,858	18,108	29,068
LN7	27	49	.....	73	271	315
Lincoln Total	1,652	2,088	1,666	8,187	25,386	27,074
Continental ('82)	330	417	334	1,633	5,607	5,405
Lincoln	784	843	787	3,850	10,160	12,108
Mark VI	538	828	545	2,704	9,619	9,561
GENERAL MOTORS	61,269	71,599	75,719	296,447	714,247	894,602
Buick Division	13,721	17,445	14,978	64,877	174,819	210,408
Skylark	2,436	3,425	.....	6,075	31,491	23,947
Skyhawk J	964	2,833	1,159	5,049	19,905	17,638
Century	2,833	2,396	3,745	14,612	31,984	40,186
Regal	3,347	4,726	4,537	17,188	43,408	61,379
Buick	3,505	3,228	4,754	18,785	40,772	57,966
Riviera	636	837	783	3,168	7,259	9,292
Cadillac Division	5,316	5,675	7,445	28,300	59,745	87,994
Cimarron	504	.....	557	2,343	1,401	6,852
Seville	548	601	677	2,752	6,082	9,245
Eldorado	1,240	1,497	1,526	6,195	16,083	20,030
Cadillac	3,024	3,577	4,685	17,010	36,179	51,867
Chevrolet Division	20,819	26,809	26,656	97,084	202,851	267,182
Chevette	4,132	6,823	4,866	19,084	40,179	53,870
Cavalier	4,326	1,907	5,419	20,175	26,809	50,217
Celebrity	2,099	2,473	2,834	7,427	12,947	17,115
Camaro	2,757	5,429	4,061	14,021	52,227	44,628
Citation	1,992	4,305	2,578	10,095	28,520	29,570
Malibu	2,765	3,259	3,321	12,466	18,513	34,877
Monte Carlo	1,523	1,581	2,010	7,670	10,914	21,764
Chevrolet	745	427	956	3,806	5,092	11,501
Corvette	460	605	611	2,340	7,650	3,640
Oldsmobile Division	15,942	11,999	18,414	75,238	191,267	238,862
Omega	1,612	1,606	.....	4,148	18,806	17,602
Firenza	772	1,978	1,038	3,711	24,516	10,317
Cutlass	4,320	.....	6,123	22,356	41,470	70,877
Cutlass/Ciera	2,886	2,326	3,411	13,223	27,241	40,919
Oldsmobile	5,660	5,424	6,994	28,368	69,723	88,665
Toronado	692	665	848	3,432	9,511	10,482
Pontiac Division	5,471	9,671	8,226	30,948	85,565	90,156
Acadian†	.....	365	483	1,496	2,257	4,497
2000	1,588	808	2,096	7,445	4,426	21,504
1000	348	337	783	3,486	2,056	10,260
Firebird	1,667	2,960	2,272	8,500	28,648	22,217
Phoenix	468	877	499	2,368	6,760	7,566
G. Prix/B'ville ('83)	1,400	3,289	2,093	7,653	38,165	24,112
A6000	.....	1,035	.....	.....	3,253	.....
HONDA	700	.....	720	2,732	.....	6,155
VOLKSWAGEN	1,692	.....	2,141	8,135	24,267	24,002
CHECKER	.....	100*	.....	.....	1,000*	.....
Total Cars, U. S.	104,797	106,761	134,975	511,970	1,116,679	1,510,915

CANADIAN CAR PRODUCTION

	Week Ended April 2, 1983	Week Ended April 3, 1982	Week Ended March 26, 1983	March Est.	Jan. 1 to April 3, 1982	Jan. 1 to April 2, 1983
AMERICAN MOTORS	.....	610	.....	894	6,799	6,530
CHRYSLER CORP.	4,000	1,368	4,768	19,034	43,459	55,471
FORD MOTOR	4,125	8,897	219	9,647	62,447	43,750
GENERAL MOTORS	9,440	7,543	12,200	47,147	89,723	129,521
VOLVO	180	225	180	855	2,924	2,790
Total Cars, Canada	17,745	18,443	17,367	77,577	205,352	238,062
N. American Cars	122,542	125,204	152,342	589,547	1,322,031	1,748,977
N. American Trucks	44,919	54,674	59,648	230,250	604,954	641,139
North American Cars and Trucks	167,461	179,878	211,990	819,797	1,926,985	2,390,116

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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Shrinking 'C'

Buick Electra downsized, has FWD for '84

Buick will lop nearly two feet and 1,000 pounds off its Electra line for the 1984 model year. The new front-drive six-passenger car, shown in this unofficial photo, will bow this fall with standard V-6 engine. Electra is one of the GM C-bodies (along with Oldsmobile 98 and Cadillac deVille). Electra and 98 will be built at GM's new Wentzville (Mo.) assembly plant, and 98 and deVille will be built at the new Orion Township (Mich.) plant.

Will build H-car at Sterling Heights in 1984

Chrysler buys VW plant

By Marjorie Sorge
Labor Editor

Volkswagen of America and Chrysler Corp. are in the real estate business together again.

Late last week, the two companies signed an agreement in principle for Chrysler to buy VWoA's semi-completed Sterling Heights (Mich.) assembly plant for an undisclosed amount. The plant will build the new H-car, a front-wheel-drive four-door sedan, beginning in 1984. Output will be about 60 an hour on a single shift basis.

The front-wheel-drive New Yorkers may also be added to the lineup depending on market conditions next year, a Chrysler spokesman said. Other models could also be added.

The H-car was to go to the company's Jefferson Ave. plant in Detroit, but that facility is currently building at capacity, working overtime every Saturday for the last 10 weeks. Consequently, a company spokesman said, Chrysler needed more capacity to meet future needs.

Jefferson builds the Reliant, Aries, Dodge 400, LeBaron, Dodge 600, Caravelle and Chrysler E-Class.

Chrysler was also quick to point out that the addition of another plant will not result in the closings of any other facility.

The sale of the Sterling Heights plant also will not effect VWoA's domestic manufacturing. According to a VWoA spokesman, the company is "firmly committed to the U. S. market as a manufacturing base."

VWoA has another assembly plant in Westmoreland, Pa., which it purchased from Chrysler in 1976. The purchase price of that facility was $250 million of which VW paid $55 million while the State of Pennsylvania and other parties provided the balance.

Chrysler began building that facility in 1968. It finished initial construction in 1970 but never completed the plant.

In a similar manner, VWoA never opened its 2.75-million-square-foot Sterling Heights assembly plant which it purchased from the U. S. Army in 1980 when Rabbit sales were high and the company felt it needed more capacity.

Rabbit sales in 1980 reached 177,106 but dropped to 162,445 in 1981 and then to 91,166 in 1982. For the first three months of 1983, Rabbit sales were off 21.7 percent from last year.

According to a VWoA spokesman, the sale of the Sterling Heights plant will "free up" resources and allow them to be redirected into improving the dealer market and product areas.

The sale can be compared to a land contract deal. Chrysler will make annual payments to VWoA over a 12-year period. VWoA retains the plant as collateral.

The sale is subject to the approval of the boards of directors of both companies and the Chrysler Federal Loan Guarantee Board which must approve all Chrysler purchases over $10 million.

A spokesman for the loan board said it has not yet received the complete proposal and would not comment on the purchase plan until it had reviewed it.

• VWoA acquired the Sterling Heights plant, a former missile plant site, from the Army in a swap. In exchange for that building, VWoA constructed two new office buildings for the Army at a cost of $20.8 million. In addition, VWoA then said it would invest about $300 million in the plant for renovation. About 80 percent of that renovation plan has been completed, but that does not include tooling.

Chrysler will invest more than $160 million in the plant before it begins production in 1984. About $132 million will go for processing equipment and another $28 million for employe training and pre-production costs.

Chrysler is also hoping that a tax abatement granted VWoA by the City of Sterling Heights will be continued. That abatement offers tax forgiveness for 12 years on improvements to the building and a 50 percent tax cut for 12 years on additions.

Chrysler plans to hire 1,600 hourly workers at Sterling Heights for a single shift. Those workers will be represented by the UAW and an agreement will be negotiated between Chrysler and the union, the company said.

According to the UAW, the union will be talking to Chrysler about its future plans for Sterling Heights and the corporation during the next several weeks. It is possible that laid-off workers at other Chrysler facilities could be eligible for the jobs at Sterling Heights.

Chrysler sold its idle Lynch Rd. plant in Detroit last December to the City of Detroit for $10. That facility had been closed since 1981. According to a Chrysler spokesman, the plant was "obsolete and it was cost-prohibitive to convert it."

Mild sales upturn puts domestic inventory at healthy level

New-car stocks dip to 55½ days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory dropped during March as the sales rate began to warm up even while temperatures through much of the country didn't.

The April 1 domestic new-car inventory totaled 1,235,313 units, a 55½-day supply, compared with 1,248,384 a month earlier, a 68-day stockpile. A year ago, the industry had 1,246,648 new cars in stock April 1, which was a 58½-day supply.

While the sales upturn during March was no barn-burner, the modest gain was enough to bring most lines into a good inventory situation and, in fact, even produce a few shortages.

All corporate makers except Volkswagen of America trimmed their U. S.-built stocks during the month. In fact, all but VWoA opened April with inventories under the 60-day level which has come to be thought of as ideal.

General Motors had a 54-day supply of new cars April 1, down from 66 days a month earlier. The GM stocks included rather short supplies of Oldsmobile Cutlass and 88 models.

Ford Motor Co. opened April

Table on Page 49.

with a 56½-day supply, down from 71 days a month earlier. Ford had just about sold out its Granada/Cougar stocks and was running low on Fairmont and Zephyr, which are also on the way out.

Chrysler Corp. had a 57-day supply April 1, down from 70 days March 1. Chrysler's stockpile was extremely well balanced between its various lines, particularly when compared with just a few years ago, when the corporation's sales bank would not only balloon its inventory but often distort it.

American Motors had a lean 58-day supply with which to open April, due largely to the sales success of its Alliance. VWoA had a 95-day supply, little changed from 93 days a month earlier, while American Honda had not yet built much of a stock of U. S.-produced Accords, carrying a 25-day supply into April.

The April 1 domestic inventory was divided this way: GM, 57.01 percent; Ford Motor Co., 23.68 percent; Chrysler Corp., 14.06 percent; AMC, 3.19 percent; VWoA; 1.86 percent, and Honda, 0.20 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.29 percent; Ford Motor Co., 24.13 percent; Chrysler Corp., 13.25 percent; AMC, 3.44 percent; VWoA, 1.71 percent, and Honda, 0.18 percent.

By size class, the April 1 stockpile was pretty well balanced, but still leaner on the big-car end. The industry had a 66-day supply of subcompacts,

Continued on Page 53, Col. 1

Truck industry seers confident of an upturn

By Jack Walsh
Truck Editor

For three years, the truck industry has been looking for a reversal in the downturn in heavy-truck sales that started in 1980. Despite the optimism that prevailed each year, the results were disappointing.

Once again, industry experts are confident of an upturn. But the consensus this time is that any sales increases in 1983 will be small and gradual, with any noticeable improvement unlikely before the third quarter.

The industry is hopeful that a strengthening of the general economy in the first half will be great enough to offset a wave of confusion growing out of federal approval of changes in excise taxes, adoption of uniform size and weight limits and higher user-fuel taxes.

Some fleet operators already have indicated they will delay purchases of new trucks and trailers until the changes are more clearly defined.

On the positive side, John B. Curcio, president, Mack Trucks, Inc., said "Mack foresees a very gradual improvement in sales for 1983, as the U. S. economy moves slowly in the direction of recovery."

• On the negative side, James F. Lambert, North American field sales and marketing manager, Rockwell International, doesn't think industry sales this year will be as high as last year.

"The recession that began in the industry four years ago is still with us, and probably will remain so through our 1983 fiscal year (which ends Sept. 30)," he said. He added that the industry still hasn't felt the full impact of deregulation and intensified world competition.

With indications of an upturn

Continued on Page 53, Col. 1

breaking news

Japanese work to ease imports

TOKYO.—The Japanese Diet is speeding work on a package of new import procedures designed, among other things, to simplify importing of automobiles. Testing and documentation would be simplified and quality standards would be relaxed. Time need for certification could be cut from seven months to 2½ months.

VW completing move to Michigan

TROY, Mich.—Volkswagen of America said that the consolidation of its New Jersey sales and marketing operations into its corporate offices in Troy, Mich., is on schedule, with

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It wants changes, improvements

NADA presses Ford on lifetime guarantee

WASHINGTON.—NADA said it has pressed Ford Motor Co. for improvements in the company's Lifetime Service Guarantee Program and that it continues to seek additional changes in certain provisions of the program.

Since the LSG Program continues to be adjusted to meet dealer needs, NADA has not taken a position on its merits, said Frank E. McCarthy, NADA executive vice president.

He said NADA urges dealers to make their own decision about the voluntary program based upon local needs and situations.

The Ford Line Group of NADA's Industry Relations Committee has approached Ford for improvements in the program and for clarification of some unresolved issues.

NADA said this dealer input, in conjunction with the Ford and Lincoln-Mercury Dealer Councils, has produced improvements in the program since it was originally announced to dealers.

For example, NADA said, Ford has agreed to a provision which will permit dealers to resign from the program with Ford absorbing their contingent liabilities for a one-time fee.

• In a bulletin to dealers, NADA said dealers should realize that if they participate in the program, they are responsible to the service customer as a "warrantor."

"This means that when issuing the Ford LSG warranty, dealers may not disclaim warranties, even if state law normally allows such disclaimers," NADA said.

Many dealers, according to NADA, have been confused about the possibility of setting up reserves under this program and the tax treatment which would be accorded to such reserves.

"While the Internal Revenue Service has not made any ruling in this matter, it appears doubtful that reserves can be deducted from current income," NADA said. "Each dealer should be certain to consult his tax advisor about the accounting and tax status of this program."

NADA also advised dealers to check with their insurance carriers to be certain that any liability incurred under the program would be covered under their insurance policies.

NADA said it will continue to review the program with dealers and with Ford and will inform dealers about potential liabilities. The Ford Line Group will monitor dealer experience with LSG to determine if additional program changes should be sought, NADA said.

Kamei's wind-cheating Scirocco

Improved aerodynamics and the resulting gains in handling and fuel economy are the benefits of the Kamei X1 Scirocco kit, which adds a front-grille insert, spoiler, side skirts, rear pan and front-fender windsplits. Kamei Auto Extras, North Haven, Conn., calls its wind-tunnel-tested X1 the "complete car styling concept."

1st step taken to force huge recall by GM

WASHINGTON.—The government has taken its first step toward forcing General Motors to recall and fix millions of intermediate-size vehicles which allegedly may lose a rear wheel when a retaining C-lock on the rear axle falls out of the groove.

Potentially involved are 2.7 million to 5.3 million '78, '79 and '80 models. The nameplates are Chevrolet Malibu, Monte Carlo and El Camino; Pontiac LeMans and Grand Prix; Oldsmobile Cutlass and Cutlass Supreme; Buick Regal and Century, and GMC Caballero.

In announcing the initial finding of a safety-related defect, NHTSA also set the date of the public hearing. It is scheduled for 10 a.m., May 4 in Room 2230 at NHTSA.

NHTSA said it knows of 64 alleged accidents and 11 injuries involving axle shafts with thin rear end buttons. There have been 58 reported cases where axle shafts with thin end buttons separated completely from the vehicle.

NHTSA added that while there is no easy way to know whether the end buttons are "thin," knowledgeable mechanics or dealers can make such a determination by checking axle play. An earlier GM recall of 1971-72 Vegas covered axles with end play of more than a twentieth of an inch.

The government is asking for more information on this alleged problem either by letter or to its hotline — 800-424-9393 or at 426-0123 in the Washington metropolitan area.

By Toyota, Nissan, Mitsubishi, Chevy Truck and AMC

New incentive programs launched

By Joseph Bohn
Marketing Editor

Toyota, Nissan, Mitsubishi, Chevrolet truck and American Motors instituted new rounds of incentives last week.

Toyota's new program is called "Turn it on." It runs from April 4 to June 1, and offers dealer cash incentives of up to $700 on trucks.

Dealers have a total-truck objective for the two-month period. Zero to 40 percent pays nothing, 41-90 percent pays $300 per truck and 91 percent and over pays $500 per truck.

If a dealer hits 40 percent of his truck objective by May 3, he receives $150 per truck on all April sales, retroactively.

Additionally, dealers receive $200 extra on all diesel units they sell during the contest period. The program covers all new '82 and '83 trucks.

American Motors launched new incentives and low-interest financing to remain competitive with other domestic firms.

From April 6 to May 31, AMC is offering retail financing of 9.9 percent on Renault Fuego and Turbo Fuego models on contracts up to 36 months and 11.9 percent on 37-48 month contracts.

On Alliance, AMC continues offering 11.9 percent financing on contracts up to 36 months, and 12.9 percent on longer contracts up to 48 months.

The AMC program allows financing either through participating local banks, savings and loan institutions or credit unions or through American Motors Financial Corp.

The rates cover cars delivered by May 31 or ordered by April 30.

AMC is also offering incentives on Renault Le Car and 18i, AMC Spirit, Concord, Eagle and SX/4 and Jeep Wagoneer.

Dealers receive a wholesale incentive of $200 on every Le Car or 18i they purchase from AMC from April 6 to May 31. They also receive $500 for each Le Car or 18i they retail during the period, after a one-unit qualifier.

During the same period, dealers receive a $500 retail incentive on every Spirit and $1,000 on every Concord they sell, with no qualifiers.

During April 6-30, dealers receive $700 for every SX/4 they retail and $1,000 for every Eagle. AMC also extended its free soft top offer on Jeep CJ and Scrambler through May 31.

Chevrolet launched a new April 1-Sept. 21 dealer cash incentive on medium-duty trucks. The program covers '82 and '83 models, excluding school bus chassis and dealer demos.

It pays dealers a flat $1,000 per unit sold during the period, plus offering 12.9 percent financing.

Nissan essentially extended its 9.9 percent financing program for another two months. It's been on since Oct. 10, 1982.

The latest extension, "Sell-a-Bration," runs from April 6 to May 31. It offers 9.9 percent APR financing up to 48 months on all new and unused '82 and '83 trucks.

Nissan will pay lending institutions the difference between their normal rate up to 15 percent and the 9.9 percent.

Mitsubishi's new program runs April 1-30. It covers all Mitsubishi trucks, except Mighty Max, a price leader, and Montero, a new sport utility vehicle.

Essentially, dealers get $350 per truck for zero to 99.9 percent of objective and $450 per truck, retroactively back to the first unit sold, for 100 percent and over.

Japanese use Ziebart to protect autos in Asia

TROY, Mich.—Japanese-made vehicles delivered for assembly in two Southeast Asian countries are now being rustproofed with the Ziebart process by international licensee of Ziebart Corp.

According to E. J. Hartmann, Ziebart International president, an estimated 23,000 cars and trucks shipped to Malaysia and Indonesia will be processed annually with Ziebart rustproofing.

Rustproofing is applied in these countries during the assembly of complete knockdown (CKD) kits manufactured by Nissan Motor Co. and Mitsubishi Motor Co. in Japan.

Tan Chong Motors, located in Kuala Lumpur, Malaysia, is processing all commercial vehicles and 40 percent of Nissan cars imported in CKD form into that country.

Kramayuda Kesuma Motors in Jakarta is applying Ziebart sealants to all Mitsubishi cars assembled in Indonesia.

Coachmen unit names Johnson president

MIDDLEBURY, Ind.—William Johnson has been named president of Viking Formed Products, a unit of Coachmen Industries, Inc.

Johnson, who joined the company in 1974, will be responsible for all fiberglass reinforced plastics operations.

Timken to speak at Hall of Fame annual dinner

MIDLAND, Mich. — W. R. Timken Jr., chairman of Timken Co., will be the speaker at the sixth annual Detroit Metropolitan Area Chapter and Automotive Hall of Fame dinner.

The dinner will be held May 19 at the Hyatt Regency Hotel in Dearborn.

Also on the program will be presentation of the annual Award for Young Leadership and Merit and the Industry Leader of the Year Award.

Tickets are available from Automotive Hall of Fame, Inc., P.O. Box 1742, Midland, Mich. 48640. Telephone (517) 631-5760.

Amusement park displays Dodge, Plymouth imports

VALENCIA, Calif. — Chrysler Corp. imported vehicles are an attraction at Six Flags Magic Mountain, a vacation and amusement facility here.

Six Flags, which draws more than 2.5 million visitors annually, maintains three displays of Dodge and Plymouth imports.

Featured are the Plymouth Colt, Plymouth Sapporo, Dodge Colt, Dodge Challenger and Dodge Ram D-50 pickup truck.

Parking lot personnel wear Dodge and Plymouth import logos on their uniforms and park guests are told of the car displays during a tram ride from the parking lot to the gate.

"This program allows more than 2.5 million guests at Magic Mountain to see our products in a relaxed atmosphere associated with family fun," said Clark J. Vitulli, Chrysler Los Angeles zone sales manager.

Evans named to head GMAD Oklahoma plant

WARREN, Mich.—J. W. Evans has been appointed manager of the General Motors Assembly Division plant at Oklahoma City. He has been production manager there.

Evans succeeds James R. Peters, who has been assigned to the staff of the division general manager. Peters is serving as project manager for the joint manufacturing venture between GM and Toyota at Fremont, Calif.

Citroen powers Trihawk two-seater

Hawk Vehicles, Dana Point, Calif., builds the three-wheeled Trihawk, a two-seater propelled by a 1.3-liter horizontally-opposed four-cylinder Citroen air-cooled engine. A five-speed transaxle transfers power to the rear driving wheel. The fiberglass body Trihawk weighs 1,380 pounds and rides on a 98-inch wheelbase.

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58th year — No. 4962

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U.S. considers 5-mile bumper for its autos

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — If the government's purchasing agent decides that the 5-MPH bumper is a smart buy, it will be included in specifications when contracts are put out for bids.

Since government drivers report all accidents and virtually all damage is repaired, the government is in an excellent position to evaluate the economic value of the bumper.

At present, '83 models are split between 2.5 and 5-MPH bumpers since the decision to rescind the 5-MPH bumper was late in coming from NHTSA.

If the General Services Administration, the government's buying agent, decides on the 5-MPH bumper, it should favor Ford Motor Co. which has retained 5-MPH systems. But Chrysler could upgrade its 2.5-MPH bumper by strengthening the shock absorbers or using stronger ones. And General Motors has some models that meet the 5-MPH standard.

Finally, all cars made in Canada and brought into this country under the U. S.-Canadian auto agreement meet the 5-MPH requirement which is mandated in Canada.

Currently, most new government cars are Chrysler K-cars although GM also has been a successful bidder.

In the past, American Motors, which qualified as a small business, was an active bidder but it lost out because its cars could not meet the government's fuel economy requirements. The Renault Alliance has not yet made a bid for government business.

The government's decision depends on whether accidents are always reported, whether damage is always repaired and the worth of the time and inconvenience to have the repair made.

In August, the government will hold its usual industry conference and decide on the specifications for government buying.

Deceptive delivery truck

It may look like a vintage delivery truck, but underneath the 1920s replica skin is a modern Ford Motor chassis. The vehicle was built by Asquith Motor Carriage Co., Ltd., United Kingdom. The company feels there is a market for as many as 100 of the trucks per year, at home as well as in other European countries and the U. S.

Interim rules cover truck-excise changes

WASHINGTON. — Temporary regulations concerning the excise tax on heavy trucks, floor-stock credits or refunds and consumer credits or refunds with respect to certain tax-repealed articles have been issued by the Internal Revenue Service. They were effective April 1.

The regulations are needed by manufacturers, producers, importers, dealers, retailers and users of trucks, truck trailers, truck parts and accessories and lubricating oil sold to a dealer before Jan. 7, 1983, and held for sale "on the first moment" of January 7.

Regulations relating to the retail excise on heavy trucks are effective for sales made on or after April 1; those for floor-stock credits or refunds for tires apply to tires sold to a dealer before January 1, 1984 and held by a dealer for sale on the "first moment" of Jan. 1, 1964.

• The temporary rules cover a number of areas: Dropping of the 10 percent excise tax on certain truck chassis, bodies and truck trailers. The excise is eliminated on straight trucks up to 33,000 pounds GVW. The levy is increased to 12 percent as of April 1, collectible at retail, on trucks over 33,000 pounds GVW and all tractors.

Repeal of the excise on parts and accessories took effect Jan. 7.

However, if an owner, lessee, or operator installs them on vehicles taxable under the 12 percent tax and the installation occurs within six months after the vehicle is placed in service, the tax falls on the price of such part and accessory and its installation.

Moreover, the owner of the trade or business installing the part or accessory is liable for the tax. But the tax does not apply if the part or accessory is a replacement or if the aggregate price, including installation, does not exceed $200.

Seven sections provide rules dealing with dealer floor stocks and consumer credit refunds relating to excise-free articles held by dealer until Jan. 7; for certain trucks and truck trailers sold to ultimate purchaser after Dec. 2, 1982, but before Jan. 7, 1983; rules for finding out the amount of tax paid for these various articles; rules on how to treat demonstrators for purposes of floor stocks or consumer refunds.

Also, there are rules for credits or refunds for manufacturers who paid tax on various articles; rules for determining floor stocks and consumer credits or refunds for leases and installment sales; and rules for floor-stock credits or refunds for tires, inner tubes, and tread rubber on which a tax will be lifted as of Jan. 1, 1984, but not those whose tax is reduced as of Jan. 1, 1984.

Ford plant seeks new work, accepts change in overtime

By Marjorie Sorge
Labor Editor

Workers at Ford Motor Co.'s St. Thomas (Ont.) plant have agreed to changes in overtime scheduling in order to vie for production of the standard-sized Ford Crown Victoria and Mercury Grand Marquis.

According to a Ford of Canada spokesman, the plant was told that if changes were not made, production of the Crown Victoria and Grand Marquis would definitely not be assigned to that operation.

The decision regarding the site of that production is still not final but will be made within the next couple of weeks, he said. The Crown Victoria formerly was assembled at the Oakville (Ont.) plant, which is being converted to Tempo-Topaz production. The '83 Grand Marquis has not been built in Canada.

In order to enter the running for the two lines, workers at the St. Thomas plant have agreed to increased overtime. In the past, overtime was restricted to one hour a day Monday through Thursday. Under the new agreement, it can be scheduled two hours a day during that period for the next 18 months.

The company can still schedule Saturday overtime for the day shift only. If those workers don't want the additional work, the afternoon shift must be canvassed to fill in.

The UAW in Canada has taken a hard line on concessions to the auto makers, but a union spokesperson said this package is not considered a concession, only a change. According to the union, because of its tough stand, Ford did not come with a shopping list of concessions, only with a single change.

If the St. Thomas plant is awarded the Crown Victoria and Grand Marquis, it will continue with production of the subcompact Lynx, Escort and LN7. The plant would then need retooling for the new large models and could not open before the 1984 model year, Ford said.

Ford names Novell in Northeastern sales

TETERBORO, N. J.—Philip N. Novell has been appointed regional sales manager for Ford Division's Northeastern region. Formerly the division's New York district manager, he succeeds Patrick A. Brescia, who has retired after 36 years service with Ford.

Novell joined Ford Motor Co. in 1961 at Ford Division in Dearborn. Since then he has held numerous sales and marketing positions.

Month's closer is best in 4 years

Car sales ease ahead of year-earlier total

By Jenny L. King
Staff Writer

Clinging to the coattails of their best late-March sales in four years, domestic auto makers surpassed year-ago March sales by some 25,000 units and finished the first quarter of the calendar year 4.01 percent ahead of 1982.

Imports weren't excluded from the sales action. They enjoyed their highest monthly total since March, 1981, and notched a record penetration of the March market at 26.86 percent. Several imports reported record March sales and three—Saab, Jaguar and Isuzu — had their best any-month totals.

Domestic new-car sales for March numbered 600,303, up 4.29 percent from 575,608 a year ago. Imports climbed to 220,479 from 201,072, an increase of 9.65 percent.

The industry total in March was 820,782, up 5.68 percent from 776,680 a year earlier.

First-quarter domestic sales reached 1,456,920, up 4.01 percent from 1,400,690 last year. Import sales for the first three months were 587,198, up 8.45 percent from 541,441. Total new-car sales in the U. S. for the first quarter were 2,044,118, up 5.25 percent from 1,942,131 in 1982.

• March 21-31 domestic sales were the strongest since 1979, with each of the car makers enjoying its best 10-day total of the calendar year. Late-March sales totaled 264,963, up 11.82 percent from 236,959 a year ago and reminiscent of better days for the industry. It was the highest total for the period since 363,006 in 1979.

For the period, American Motors sales were up 150.97 percent, Chrysler Corp. was up 21.09 percent, Ford Motor Co. was up 15.14 percent, General Motors was up 5.53 percent and Volkswagen of America was off 29.13 percent. Honda had no year-ago domestic comparison.

There were 10 selling days March 21-31, yielding a daily selling rate of 26,496, compared with an average of 26,329, from nine selling days a year ago.

For the full month, GM dealers retailed 351,166 new cars, up 0.47 percent from 349,506 last year. Ford was up 3.38 percent, to 139,779 from 135,506. Chrysler climbed 13.11 percent, to 82,150 from 72,627.

American Motors reported sales of 18,285, boosted by sales of more than 13,000 Renault Alliances. The total was up 108.87 percent from 8,278 a year earlier. Volkswagen of America had a disappointing month, dropping 36.67 percent, to 6,325 from 9,987. Sales of Honda Accords built in Ohio numbered 2,598.

Tables on Page 49

GM sales accounted for 58.50 percent of the domestic market in March, down from 60.72 a year ago. Ford earned 23.29 percent, down slightly from 23.49 percent. Chrysler climbed to 13.68 percent from 12.62 percent. AMC soared to 3.05 percent from 1.44 percent, VWoA dropped to 1.05 percent from 1.73 percent and Honda picked up the remaining 0.43 percent of the March, 1983, shares.

• Only five U. S. makes failed to match their March, 1982, sales totals this time around. Imperial was down 15.03 percent, Chevrolet was down 13.36 percent, Pontiac was off 7.79 percent, AMC (excluding Alliance) was down 40.17 percent and VW was down 36.67 percent.

Plymouth dealers sold two more cars this March than they did in 1982. Chrysler was up 56.18 percent; Dodge was up 2.09 percent; Ford was up 0.63 percent; Mercury was up 6.69 percent and Lincoln was up 21.82 percent.

Buick was up 3.97 percent, Cadillac was up 40.77 percent and Oldsmobile was up 14.77 percent.

With 27 selling days this March and last, the 1983 daily selling rate of 22,233 was up 4.29 percent from 21,319.

The foreign auto makers had a number of success stories in the U. S. this March. Jaguar, Isuzu and Saab reported their best months ever, Jaguar and Isuzu more than doubling year-ago totals and Saab up 52.41 percent. March sales records were set by Mercedes-Benz, Nissan and Volvo.

Toyota was up 3.48 percent over last year, Nissan was up 4.23 percent, Honda was up 1.23 percent, Mazda was up 14.66 percent, Subaru was up 7.02 percent. Volkswagen was up 33.44 percent, Porsche was up 68.80 percent, BMW, 8.38 percent, Alfa Romeo was up 68.42 percent.

Imports accounted for a record 26.68 percent of the March market, up from the previous record of 25.90 set a year ago.

• First-quarter domestic sales were up 4.01 percent, to 1,456,920 from 1,400,690 in 1982. Two years ago, first-quarter results were 1,732,792, so the 1983 sum was not overwhelmingly successful. In fact, except for 1982, it was lowest since 1961 when only 1,212,237 new cars were sold.

For the first three months of

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TOP CARS

U. S. registrations for the first month of 1983 compared with 1982. Registrations not available for Oklahoma.

1983 Position	Make		1982 Position
1—	84,821	Chevrolet	82,020— 1
2—	70,799	Ford	54,010— 2
3—	59,103	Oldsmobile	48,714— 3
4—	51,800	Buick	44,004— 4
5—	43,084	Toyota	35,793— 5
6—	37,996	Nissan	29,306— 6
7—	32,193	Pontiac	28,332— 8
8—	28,195	Honda	29,271— 7
9—	23,696	Mercury	19,699— 9
10—	19,939	Dodge	16,847—11
11—	19,662	Cadillac	18,132—10
12—	15,186	Plymouth	16,818—12
13—	13,698	Chrysler	8,914—16
14—	12,496	Mazda	9,611—15
15—	11,094	Subaru	10,276—14
16—	10,897	VW	12,288—13
17—	9,557	Alliance	....
18—	7,340	Lincoln	4,604—20
19—	5,986	Volvo	4,718—19
20—	5,855	AMC	8,027—17
21—	5,781	Mercedes	4,979—18
22—	5,216	BMW	3,379—22
	.....	Audi	3,557—21
	20,736	Other Imports	15,716
	164	Misc Dom.	174
	595,294	TOTAL	509,189

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Tasca participates in assembly-line inspections

Dealer on quest for Ford quality

By A. S. Plotkin
Staff Correspondent

SEEKONK, Mass. — It was a familiar routine for Bob Tasca.

He shoved his metric gauge into the narrow space between the car's front door and fender. This time it showed that the fit met his high standard, and he beamed his approval to the Ford Motor Co. vice president at his side.

For Robert F. Tasca, automotive quality is like a personal Holy Grail. The public's perception of quality, he insists, is what sells cars.

He has often taken similar measurements at his automobile dealership in this small town near the Rhode Island state line.

But this time he was not in Seekonk. He was in Lorain, O., suit coat off and sleeves rolled up, standing next to a long line of machinery where 1983 Mercury Cougars were being put together.

Other auto dealers, who are members of advisory committees, are on occasion invited to talk to corporate brass or to visit auto makers' plants. But Tasca, according to Ford officials, is the only dealer who is regularly asked to join official scheduled inspection parties on the assembly lines.

He is a good businessman, a crackerjack mechanic and no shrinking violet.

Tasca owns a successful Lincoln-Mercury dealership in New England. He took over a losing factory-owned dealership in Seekonk 12 years ago after a personal sales pitch from his old friend Lee Iacocca, then Ford president.

But even before then, a fairly close relationship had begun to flourish between dealer Tasca and the No. 2 domestic auto maker.

Now, with three grown sons helping to run his L-M dealership, the 56-year-old Tasca can spend some of his time poking around the company's assembly plants or hobnobbing with Ford VIPs.

• His role as unofficial plant consultant and trouble shooter is unique.

One Ford vice president said, "We call him an advisor. He's a big help to us. He does more than any other dealer."

Tasca refuses payment for his factory trips, and it was only about 18 months ago, he said, that he started accepting reimbursement for travel expenses. He usually visits three plants every two months, and is often accompanied by top company officials, some of them longtime friends.

In that group, Tasca includes Don Petersen, Ford president; Harold (Red) Poling, executive vice president for North American Automotive Operations, and William Scollard, vice president, body and assembly operations.

Scollard, in a phone interview from Dearborn, conceded that Tasca's first inspection visits, starting 2½ years ago, generated some apprehension, even suspicion. But now he is welcomed both by management and assembly line workers.

Some of Tasca's Lincoln-Mercury competitors in the area say that he has a big ego and that the trips provide psychological compensation of a sort. They also gripe that Ford reciprocates with special favors.

But none of Tasca's competitors deride his technical expertise or his intense striving for product quality. On the plant inspection trips, he said he looks for "the little things that a retailer like me would see and that an engineer or a factory man might not see."

With gauge in hand, the burly (six feet-plus, 250 pounds) kibitzer will pounce on a fit in a car body he thinks is not right.

"I will look at the hood, the trunk deck, the doors and fenders, to see if they fit OK," he said.

"I point out squeaks, rattles and interior fits," he said. "For example, moldings that don't line up properly. Or screws missing from the dashboard. In other words, I am giving the guys at Ford the showroom input; that is where I become a plus for the company."

Ford advisors

Robert F. Tasca, left, a Lincoln-Mercury dealer in Seekonk, Mass., and auto body specialist Mario Tella told Ford that customers complained that it took too much effort to close car doors. The men demonstrated how they would handle the problem and, as a result, Ford developed a training program for workers involving the proper fit of doors.

Tasca displays the zeal of a true believer in Ford's corporate virtue. He said he makes the long inspection trips "because I am so dedicated. When the company makes a profit I get a thrill."

He said he is convinced that Ford cars built in the U. S. are now fully as good as, or better than, the imports.

"I am so damned proud of their accomplishment, that I have been a part of it, that I helped make it better," he said.

But when describing his own career as a dealer and his motivation, Tasca's rhetoric can make even his friends at Ford wince.

As when he said, "Now we're on the brink of building the best cars in the world. But for years the American car makers got away with murder.

"They built lousy cars, big and frilly. We fooled the public. In their selfishness to earn money, they neglected what the market wanted. Ford copied General Motors.

"We learned our lesson the hard way," he continued. "The imports, especially the Japanese, did it better. They took the market over. Henry Ford and I disagreed constantly.

"I never had a confrontation with him. Our relations were always casual and friendly. But I wanted Ford to build smaller, more-efficient cars. And his attitude, like that of the other domestic makers, was 'the bigger the better — build as many as you can, make as much money as you can.'"

(Tasca formerly sold Ford Division cars in Providence.)

"Since 1958," Tasca said, "I was telling the people at Ford they had to build a better car.

"I thank God the imports came. They woke us up. We would still be building lousy cars if they hadn't come. The Volkswagen Beetle had quality.

"For a while, Detroit said it was an illusion that the imports were better. Hell, it wasn't an illusion. They had a better car. So I made up my mind to do something about it, or get the hell out of the business. I had nothing against the imports except that I'm an American and I wanted to sell American products," he said.

• Tasca said that Ford now makes a car that is the equal of or better than imported cars.

Scollard took issue with Tasca's use of the word "lousy" to describe earlier Ford cars.

"He gave us his point of view," he said, "but I wouldn't consider our product to have been lousy."

Poling added, Tasca "tells us how the dealers view things; also, how his customers view our products. We don't get that kind of input every day."

Tasca, Poling said, "is the one who convinced us to develop a strategy of tighter fits, or margins (the space between body components like doors, fenders and hoods). He's an expert. He's been doing it for years for his customers. We thought of doing it at his sug-

Continued on Page 26, Col. 1

IMPORT SALES BY MODEL

	Feb., 1983	Feb., 1982	2 Mos., 1983	2 Mos., 1982
Alfa Romeo	157	103	289	207
Audi	2,904	3,567	5,692	6,796
4000	822	988	1,571	1,857
4000d	176	309	362	580
5000	915	1,341	1,894	2,522
5000d	.....	240	.....	465
5000 Turbo	207	425	417	804
5000D/TD	489	.....	795	.....
Coupe	252	264	532	568
Quattro	33	.....	104	.....
Tourist	10	.....	17	.....
BMW	4,168	4,119	7,900	7,211
320	2,577	2,623	4,966	4,620
528	1,067	957	1,926	1,678
633	167	181	335	295
733	357	358	673	618
Chrysler/Mitsubishi	7,185	11,624	14,095	20,447
Colt	5,051	8,756	10,195	15,715
Sapporo	918	1,294	1,684	2,116
Challenger	1,216	1,574	2,216	2,616
DeLorean	.....	318	.....	656
Fiat	527	1,198	976	2,106
Strada	61	463	137	720
Brava	20	208	42	374
X-1/9	149	172	247	314
Spider	297	355	550	698
Honda	29,286	30,333	60,958	64,666
Civic	11,714	10,194	25,375	22,488
Accord	17,491	16,935	35,224	35,163
Prelude	81	3,204	359	7,015
Isuzu	999	1,125	2,645	2,239
Jaguar	826	492	1,517	1,126
Lancia	53	30	145	67
Mazda	13,805	12,485	27,287	22,537
GLC	3,705	4,464	7,096	8,021
626	5,573	4,406	12,052	8,023
RX-7	4,527	3,595	8,139	6,493
Mercedes-Benz	5,075	4,720	9,059	9,231
240D	345	1,335	1,698	2,470
300D	1,363	1,020	2,448	1,945
300CD	115	135	240	264
300TD	199	256	378	527
300SD	1,190	1,054	2,046	2,072
280E	.....	8	.....	18
280CE	.....	.....	.....	1
380SEL	417	200	779	407
380SL	711	597	1,229	1,255
380SEC	135	114	240	265
Miscellaneous	.....	1	.....	7
Mitsubishi	2,590	.....	3,869	.....
Starion	434	.....	722	.....
Cordia	1,143	.....	1,668	.....
Tredia	1,013	.....	1,479	.....
Nissan	45,594	35,917	86,510	66,439
210	112	10,856	242	21,501
Sentra	19,170	.....	37,211	.....
310	578	5,037	1,224	9,047
Pulsar	4,921	.....	9,727	.....
510	.....	.....	.....	.....
Stanza	5,266	5,014	9,463	9,287
Maxima	5,133	3,696	10,241	7,156
200SX	3,991	5,638	6,957	10,377
280ZX	6,001	5,485	10,767	10,282
Hawaii	422	191	678	403
Other	.....	.....	.....	386
Peugeot	1,072	1,065	2,132	2,199
504D Wagon	73	128	162	282
505	592	276	1,170	502
505D	33	80	58	170
505TD	323	515	642	1,089
604TD	40	52	79	135
Tourist	11	14	21	21
Porsche	1,325	966	2,962	1,795
924	.....	285	.....	539
924 Turbo	.....	123	.....	253
944	564	.....	1,499	.....
911SC	428	330	824	591
928	254	228	532	412
911 Cabriolet	47	.....	47	.....
Tourist	32	.....	60	.....
Renault	1,718	2,425	3,508	4,433
Le Car	732	1,552	1,441	2,992
18i	214	873	418	1,441
Fuego	772	.....	1,649	.....
Saab	1,684	1,311	3,754	2,455
900	439	368	932	639
900S	415	219	896	436
Turbo	817	719	1,888	1,367
Tourist	13	5	48	13
Toyota	41,842	40,586	84,449	78,674
Starlet	976	1,585	2,199	3,040
Corolla	11,028	13,696	22,609	26,180
Tercel	13,547	9,839	27,869	19,471
Celica	9,027	9,249	18,015	18,075
Supra	2,677	2,279	5,317	4,509
Corona	5	993	10	1,846
Cressida	3,117	2,262	6,179	4,312
Land Cruiser	551	260	925	473
Hawaii	418	423	830	768
Camry	496	.....	496	.....
Volkswagen	7,140	4,970	12,597	9,513
Rabbit Convertible	957	603	1,624	1,108
Jetta	1,581	1,667	3,044	3,271
Vanagon	1,295	873	2,318	1,596
Quantum	1,655	597	.....	1,075
Dasher	.....	114	.....	270
Scirocco	1,652	1,116	.....	2,193
Volvo	6,406	5,504	14,667	12,884
DL	3,289	3,079	7,552	7,066
GL	1,333	819	2,965	1,960
GLT	.....	59	.....	139
GLT Turbo	881	762	2,093	1,831
GLE	42	195	136	495
DL Diesel	.....	59	.....	205
GL Diesel	455	440	1,100	1,018
Coupe	3	16	4	38
Tourist	73	75	230	132
760 Gas	199	.....	291	.....
760 TD	131	.....	296	.....
TOTAL IMPORTS	186,367	177,580	369,220	341,893

Domestics up, but imports take record share

Registrations top year-ago month

By Jenny L. King
Staff Writer

Combined registrations of new domestic and imported cars in January climbed substantially from the year-ago total, but they were below those of two years ago and were third lowest in the past 10 years.

According to statistics from R. L. Polk & Co., January new-car registrations numbered 595,294, up 16.19 percent from 509,189 the preceding year and up 9.15 percent from 545,386 in December, 1982. January registrations two years ago, in 1981, totaled 636,488.

Best January total in the past decade was 828,618 reported back in 1973. Lowest was 509,189 in 1982.

Registrations of domestic cars reached 404,256, up 15.40 percent from 350,295 the preceding January, and down 5.38 percent from 427,238 a month earlier.

Imported cars set a January record in market penetration. They accounted for 32.09 percent of the month's total, erasing the old record of 31.21 percent set in January, 1982. New-import registrations totaled 191,038 this year, up 20.23 percent from 158,894 a year ago.

Ford Motor Co. was the only domestic auto maker to show a gain in market penetration in January. Ford was up 1.73 percentage points, to 17.11 percent from 15.38 percent last year. Imports were the other segment to increase, up 0.88 percentage points, to 32.09 percent from 31.21 percent.

• General Motors dropped 1.85 percentage points, to 41.59 percent from 43.44 percent. Chrysler Corp. dipped 0.16 percentage points, to 8.20 percent from 8.36 percent. American Motors was down to 0.98 percent from 1.58 percent, and miscellaneous domestics remained steady at 0.03 percent both years.

In the domestics-only market, GM cars accounted for 61.24 percent in January, down from 63.15 percent last year. Ford had 25.19 percent, up from 22.36 percent. Chrysler earned 12.08 percent, down from 12.15 percent. AMC dropped to 1.45 percent from 2.29 percent, and miscellaneous domestics slipped to 0.04 percent from 0.05 percent.

Market-class comparisons for January, 1983, vs. January, 1982, revealed intermediates, standards and imports taking shares away from subcompacts, compacts and luxury cars.

Intermediates jumped to 24.41 percent from 20.67 percent (145,300 vs. 105,263). Imports edged to 32.09 percent from 31.21 percent (191,038 vs. 158,894). Standard-size cars were up to 12.22 percent from 10.31 percent (72,769 vs. 52,484).

Subcompacts dropped to 9.63 percent from 14.39 percent (57,314 vs. 73,263). Compacts dipped to 16.12 percent from 17.52 percent (95,968 vs. 89,206), and luxuries had 5.53 percent, down from 5.90 percent (32,905 vs. 30,079).

NEW-CAR MARKET SHARES IN U.S.

JANUARY

	Regis., Jan., 1983	Percent Share of Market	Regis., Jan., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	84,821	14.25	82,020	16.11	— 1.86
Ford	70,799	11.89	54,010	10.61	+ 0.28
Oldsmobile	59,103	9.93	48,714	9.57	+ 0.36
Buick	51,800	8.70	44,004	8.64	+ 0.06
Pontiac	32,193	5.41	28,332	5.56	— 0.15
Mercury	23,696	3.98	19,699	3.87	+ 0.11
Dodge	19,939	3.35	16,847	3.31	+ 0.04
Cadillac	19,662	3.30	18,132	3.56	— 0.26
Plymouth	15,186	2.55	16,818	3.30	— 0.75
Chrysler	13,698	2.30	8,914	1.75	+ 0.55
Lincoln	7,340	1.24	4,604	0.90	+ 0.34
AMC	5,855	0.98	8,027	1.58	— 0.60
GENERAL MOTORS	247,579	41.59	221,202	43.44	— 1.85
FORD MOTOR CO.	101,835	17.11	78,313	15.38	+ 1.73
CHRYSLER CORP.	48,823	8.20	42,579	8.36	— 0.16
AMC	5,855	0.98	8,027	1.58	— 0.60
IMPORTS	191,038	32.09	158,894	31.21	+ 0.88
MISCELLANEOUS	164	0.03	174	0.03	.....
TOTAL	595,294		509,189		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JANUARY '83 VS. JANUARY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	709		1,587	
Concord	1,472		1,640	
Concord SW	952		1,422	
Eagle 4WD	336		579	
Eagle 4WD SW	1,720		1,650	
Eagle SX4 4WD	666		1,149	
TOTAL AMC	5,855		8,027	
Chrysler LeBaron FWD	4,226		4,978	
LeBaron SW FWD	610		16	
E Class/NY FWD	3,244			
Cordoba	868		1,145	
NY Fifth Ave.	4,567		2,537	
Imperial	183		236	
Total	13,698		8,914	
Plymouth Horizon FWD	3,057		5,967	
Turismo FWD	1,925		277	
Reliant FWD	6,636		7,535	
Reliant SW FWD	2,547		2,395	
Gran Fury	1,021		644	
Total	15,186		16,818	
Dodge Omni FWD	2,745		5,096	
Charger FWD	2,176		844	
Aries FWD	6,593		5,556	
Aries SW FWD	2,717		1,883	
Dodge 400 FWD	2,110		1,481	
Diplomat	1,105		1,407	
Diplomat SW			13	
Mirada	380		567	
Dodge 600 FWD	2,023			
Total	19,939		16,847	
TOTAL CHRYSLER CORP.	48,823		42,579	
Ford Escort FWD	17,456		14,475	
Escort SW FWD	5,882		5,245	
EXP FWD	1,807		2,515	
Fairmont	13,459		8,146	
Fairmont SW			502	
Tempo FWD	2			
Granada	1,412		5,196	
Granada SW	387		2,350	
LTD	8,958			
LTD SW	3,019			
LTD '82	389		2,286	
LTD Crn. Victoria	6,910		2,651	
LTD Crn. Victoria SW	1,856		1,243	
Mustang	8,489		6,190	
Thunderbird	773		3,211	
Total	70,799		54,010	
Lincoln Town Car	3,710		1,467	
Mark VI	2,118		1,450	
Continental	1,512		1,687	
Total	7,340		4,604	
Mercury Lynx FWD	3,943		4,015	
Lynx SW FWD	1,298		1,317	
LN7 FWD	682		960	
Capri	2,075		1,849	
Zephyr	3,343		2,634	
Zephyr SW			200	
Cougar	412		2,446	
Cougar SW	100		874	
Marquis	3,332			
Marquis SW	1,070			
Marquis '82	43		446	
Marquis Brougham '82	72		1,311	
Grand Marquis	6,048		1,898	
Marquis '82 SW/G Marquis SW	988		599	
XR7	290		1,150	
Total	23,696		19,699	
Lincoln Mercury Div. Total	31,036		24,303	
TOTAL FORD MOTOR CO.	101,835		78,313	
Buick Skylark FWD	7,275		10,816	
Skyhawk FWD	4,119		11	
Skyhawk SW FWD	561			
Century FWD	8,837		2,911	
Regal	13,629		15,589	
Regal SW	1,012		883	
LeSabre	2,250		1,783	
LeSabre Limited	4,952		3,755	
Electra	4,600		3,986	
Buick SW	1,103		1,004	
Riviera FWD	3,462		3,266	
Total	51,800		44,004	
Cadillac deVille	7,964		7,595	
Cimarron FWD	1,519		1,208	
Fleetwood & Chas.	3,484		3,507	
Eldorado FWD	4,562		4,229	
Seville FWD	2,133		1,593	
Total	19,662		18,132	
Chevrolet Chevette	12,176		18,218	
Camaro	11,493		4,628	
Cavalier FWD	8,363		4,502	
Cavalier SW FWD	2,672		1,270	
Citation FWD	10,473		17,798	
Malibu	3,654		6,876	
Malibu SW	3,686		3,109	
Celebrity FWD	10,426		2,367	
Monte Carlo	6,527		8,150	
Impala	2,892		3,533	
Caprice	7,906		6,735	
Chevrolet SW	3,315		3,221	
Corvette	1,238		1,613	
Total	84,821		82,020	
Oldsmobile Omega FWD	3,594		5,476	
Firenza FWD	2,175		3	
Firenza SW FWD	543			
Cutlass Ciera FWD	9,979		3,483	
Cutlass Sup/Calais	17,512		19,545	
Cutlass SW	1,511		1,445	
Delta 88	549		700	
Delta Royale	11,724		8,001	
98	7,415		6,416	
Oldsmobile SW	1,562		1,417	
Toronado FWD	2,539		2,228	
Total	59,103		48,714	
Pontiac 1000	2,792		3,925	
Firebird	7,227		2,779	
2000 FWD	3,804		2,650	
2000 SW FWD	685		386	
Phoenix FWD	2,737		4,379	
Bonneville	3,974		4,112	
Bonneville SW	883		1,050	
6000 FWD	5,104		1,660	
Grand Prix	4,987		6,065	
Catalina			148	
Bonneville '81			581	
Bonneville Brougham '81			465	
Pontiac SW			132	
Total	32,193		28,332	
TOTAL GM CORP.	247,579		221,202	
(Checker)	137		151	
Miscellaneous Domestic	164		174	
Domestic Station Wagon Total	40,679		33,628	
Domestic Grand Total	404,256		350,295	
Import Total	191,038		158,894	
Grand Total All Registrations	595,294		509,189	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Subaru's income increases 15 pct. in first quarter

PENNSAUKEN, N. J. — For the first quarter of its fiscal year, Subaru of America's net income increased 15 percent to $12.3 million from $10.7 million, according to the company.

Robert Reich, executive vice president for finance and treasurer of the corporation, said that the increase was based on sales of $278.2 million compared with $269.2 million in the first quarter of 1982.

This is the eighth straight year that the company has reported a gain in the first quarter. The net income represents $2.04 per share as opposed to $1.77 for the same period in 1982.

Reich attributed the gain to the change in model mix of the product to accent the higher end of the line, investment income and the operations of its subsidiaries.

Despite the voluntary quotas imposed by the Japanese Ministry of International Trade and Industry, Reich said that the company expects the gains to continue for the year.

Lou Fusz Motor plans fourth golf tournament

ST. LOUIS.—Lou Fusz Motor Co., representing Mazda, Subaru, Pontiac, Datsun, Dodge and Toyota, is increasing the purse for its fourth Lou Fusz St. Louis Open to $23,000.

The golf tournament, which will benefit a charity for the first time, will be held July 22-24.

Import veteran Marshall still solid with Peugeot

In 25 years, he's seen just about all

By Matt DeLorenzo
Los Angeles Reporter

LONG BEACH, Calif.—Twenty-five years ago, the Dodgers, fresh from Brooklyn, were playing their first baseball season in Southern California at the Los Angeles Coliseum.

Frank Marshall, owner of Import Auto Sales and Service, remembers the year well. He was on his way to a game in May when a truckload of what the driver termed "P-quats" appeared at the Hermosa Beach import car dealership Marshall managed.

The "P-quats" were Peugeot 403s, and thus began Marshall's long association with the car make. That association followed him as general manager to the Long Beach dealership that he now owns, having turned it into an exclusive Peugeot point in 1976.

Referring to himself as a "class historian" on Peugeot and other European import marques in the U. S. over the past quarter century, the tall, bespectacled Marshall's warm, friendly style belies his scholarly appearance.

Looking back on the heyday of European imports' first foray into the U. S. market during the late 1950s and early '60s, Marshall says just about every foreign company, some familiar today and others obscure, jumped at the chance to sell their wares here.

Among the cars sold by Marshall were Renault, Sunbeam, Rover, Peugeot and Hillman, Marshall sold just about every make available except BMW and Toyota, and he is able to laugh these days about not taking on those two.

"In 1960-'61, everyone was unloading everything," Marshall said, noting it was somewhat akin to a free-for-all. Then the big shakeout came. The import market, having suffered its first major setback in the mid-60s, didn't begin to come back until the late 1960s. "Anything that wasn't good, was blown out of the market," he says.

Marshall took control of Import Auto Sales in 1965, and built his business steadily, primarily with Peugeot, Renault, Saab and Subaru. The previous owner, having started the store 11 years earlier, felt he had been through all the cycles and, therefore, because he was still in business was a success. It was time to leave the business a success and move on.

Marshall, however, says things have changed. Merely surviving does not mean success in his book.

"Either you get real big or you stay small," in order to be profitable in this business, according to Marshall. Comparing himself to a maitre d' of a fine, small restaurant, Marshall says he has found success in building his business on a personal one to one relationship with his customers.

As a result, the shift to an exclusive Peugeot point was a logical move. He phased out of the Saab and Subaru business because "it was a high volume/low gross situation. By getting out of that, that's where we became exclusive. Under the concept we can better serve our customers and ourselves. The capital funding is less, because we don't have to carry the other lines' parts and tools, our advertising budget is small and we have the pleasure of working with one manufacturer instead of two or three or four. You also don't become a millionaire," he laughs.

Marshall, who is president of the Peugeot dealer council this year, takes a personal and active role in his dealership, selling cars and taking care of customers' problems himself. "We have a strong service reputation. Service comes first, sales sustain service," he said. Parts are also important, so important that Marshall's dealership is listed in phone books in Hawaii and he sells a number of parts to customers there through mail order.

The product itself provides a unique sales challenge for Marshall since buyers (who, over the years are predominantly professionals like doctors, lawyers and engineers) hang onto their cars for quite some time.

"If I were a Chevrolet dealer, I would be three to four times larger because of turnover of repeat buyers," Marshall said. "It used to be that domestic owners would turn their cars over every two to three years. In France, they have the concept of willing the car to someone.

"If I sell a car," he continues, "I can't anticipate selling a car to him for five or six years." However, Marshall sees car buying generally moving toward the buying patterns of his traditional customers. "The evolution is coming and the realization of things is that it is an investment in transportation rather than a peer group badge."

It is these new buyers, those seeking investments in transportation, that Marshall is seeking in the market of the '80s, although he still has plenty of room to sell to old friends.

"It gets to be like family," Marshall says. "I'm selling cars now to children of my old high school classmates. I feel I'm part of the community and I like the market I'm in."

Dodge Aries goes to school

Dr. Allen T. Bonnell, president, Community College of Philadelphia, signs for the delivery of a damaged 1983 Dodge Aries, which Chrysler donated to the school's automotive technology department. The car's roof was sheared off while on a carrier going under a low overpass. Witnessing, from left, are Ronald R. Rupp, Chrysler Service and Parts Operations; Charles Fareira, who heads the school's auto program, and Corrine Caldwell, of the school's mathematics, physical science and engineering division.

factories list auction dates

Chrysler Corp.

April 13 — Sand Mountain Auto Auction, Boaz, Ala.

April 14—Clanton's Auto Auction, Darlington, S. C.

American Motors

April 13—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 14—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 15—Concord Auto Auction, Acton, Mass; Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 19—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

April 20—Central States Auto Auction, Mason City, Iowa; Columbus Fair Auto Auction, Obetz, O.

April 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis North Star Auto Auction, Shakopee, Minn.

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 12 — Arena Auto Auction, 10355 South Woodlawn Ave., Chicago, Ill.; Harrisonburg Auto Auction, Interstate 81 — Exit 52, Harrisonburg, Va.

April 13 — Concord Auto Auction, Hosmer St., Acton, Mass.; Lakeland Auto Auction, Interstate No. 4 at Highway 33, Lakeland, Fla.

April 14—166 Auto Auction, 2944 W. Sunshine, Springfield, Mo.

April 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Dallas Auto Auction, 4266 E. Main, Dallas, Tex.

April 20—Minneapolis Northstar Auto Auction, 7700 State Highway 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 21—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 14—Aptco Auto Auction, Taylor, Mich.

April 18 — Arena Auto Auction, Chicago, Ill.

April 20 — 166 Auto Auction, Springfield, Mo.

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983	$10,743	$10,292	$12,350
1982	8,101	8,112	7,711
1981	6,673	6,046	5,989
1980	5,381	5,195	5,013
1979	4,681	4,589	4,398
1978	3,488	3,496	3,293
1977	2,499	2,637	2,378
1976	1,837	2,232	1,773
Overall Average	$ 5,167	$ 5,010	$ 4,733

Christen promoted

DETROIT.—Eugene W. Christen has been named director of the General Motors Patent Section, succeeding George E. Frost, who retired. Christen formerly was assistant director of the Patent Section.

Used Car Sales

Auction Averages

April to date	$5,167
Month ago	$5,002
Year ago	$4,647

Ford replaces GM Holden's as Aussie market leader

SYDNEY, Australia — After dominating the industry since it launched the first successful Australian car in 1948, General Motors Holden's has stumbled.

Not only did the company lose its place as market leader to Ford for 1982, it chalked up its second operating loss in three years.

The company had an operating loss of $134.7 million in 1982, bringing total losses incurred during the past three years to nearly $260 million.

In contrast, Ford Australia is expected to announce a $100 million profit when its 1982 accounts are unveiled.

GMH has started a massive restructuring program which involves laying off some 1,400 employes.

It extended the voluntary layoff program until April 6. Only 1,000 persons had volunteered to step aside by the earlier deadline. Another 2,300 resigned under a similar program in 1982.

GMH said it also is reviewing its administrative and technical operations with an eye to streamlining. It would not comment on union reports that the aging Woodville plant in South Australia will close. It employs about 2,000 persons.

The 1982 loss was attributed to startup and interest costs involved with the new J-car, called the Camira, and of the new engine-making operation. The company said severance pay for the 2,300 who resigned, high inventories, price competition and a change to the 38-hour work week also contributed to the loss.

GMH has been trimming its workforce since 1974. The new program will leave the company with about 15,000 employes, compared with a 1974 level of 26,000. Even with the new low figure, GMH will employ approximately 2,500 more people than Ford, which builds slightly more vehicles.

In addition to manufacturing Holden Commodore and Camira cars, GMH assembles the Japanese-made Gemini. It also has a large plant manufacturing J-car engines and transmissions. The principal export markets are Britain, Europe and New Zealand.

GMH has suffered a considerable decline for a company which has held its place as market leader for more than 30 consecutive years.

In 1958, GMH held over half the total Australian new vehicle market, with Ford holding 14.3 percent and BMW/Leyland 12.6 percent. Ten years later, GMH's share had fallen to 34 percent, while Ford's had risen to 20 percent. Ford continued to attack, reaching a peak market share of 27.5 percent in 1973.

Both firms were victims of the Rising Sun, as Nissan, Toyota, Mitsubishi and Mazda made substantial inroads.

But while GMH dropped from 31 percent of the market in 1973 to under 22 percent last year, Ford went from strength to strength. For the first full year in history, Ford outsold GMH in 1982 and Falcon became Australia's largest selling car.

GMH has no quick answer to the problem.

The Camira (a local version of the J-car) has proved only moderately successful, despite winning a bundle of Car of the Year Awards.

Ford scored a huge success with its decision to assemble the Mazda 323, calling it the Laser. The Laser comfortably outsells GM's small car, the Isuzu-built Gemini.

Ford is now tooling up to assemble the Telstar, a local version of the front-drive Mazda 626, the most sophisticated small car to come to this market. Industry observers believe it will hurt Camira sales badly.

Having lost over $260 million in the past three years, GMH is likely to close some of its plants.

Chuck Chapman, GMH managing director, said that further rationalization and restructuring was inevitable and this would involve the international exchange of components.

Month's closer is best in 4 years

Car sales ease ahead of year ago

Continued from Page 7

1983, GM was up 2.21 percent, to 867,196 from 848,433. Ford slipped 0.32 percent, to 333,889 from 334,948. Chrysler's total of 186,287 was up 7.41 percent from 173,432. AMC was up 117.28 percent, to 47,045 from 21,652. VW-oA dropped 21.69 percent, to 17,405 from 22,225, and Honda added its 5,098 units to the total.

GM earned 59.52 percent of the first-quarter domestic market, down from 60.57 percent last year. Ford dipped to 22.92 percent from 23.91 percent. Chrysler edged to 12.79 percent from 12.38 percent. AMC had 3.23 percent, up from 1.55 percent. VWoA settled for 1.19 percent, down from 1.59 percent, and Honda claimed 0.35 percent of the 1983 total.

U. S. CAR SALES BY MARKETING UNITS

	March, 1983	March, 1982	3 Mos., 1983	3 Mos., 1982
Chevrolet	111,977	129,251	280,931	322,569
Ford	94,203	93,617	224,387	231,829
Oldsmobile	92,519	80,614	230,806	186,916
Buick	73,106	70,312	182,474	161,453
Toyota	51,505	47,479	135,954	126,153
Pontiac	45,639	49,492	106,693	123,893
Nissan	49,223	47,226	135,733	115,665
Honda	32,556	29,594	93,514	94,260
Mercury	35,923	33,669	85,714	83,155
Dodge	33,558	32,127	80,912	82,689
Plymouth	32,243	31,961	71,785	81,486
Cadillac	27,925	19,837	66,292	53,602
VW of America	20,096	21,540	52,377	50,882
Chrysler/Imperial	25,234	16,297	56,572	37,482
Mazda	18,196	15,869	45,483	37,918
Subaru	14,383	13,440	38,642	37,652
AMC-Renault	20,707	11,296	52,975	29,103
Lincoln	9,653	7,924	23,788	19,964
Volvo	8,265	7,127	22,931	20,011
Mercedes-Benz	6,954	5,764	16,013	14,995
BMW	4,707	4,343	12,607	11,554
Saab	2,245	1,473	5,999	3,928
Isuzu	3,023	1,208	5,668	3,447
Fiat	330	2,856	1,451	5,028
Peugeot	1,629	1,232	3,761	3,431
Jaguar Rover Triumph	1,441	719	2,958	1,845
Mitsubishi	3,222	.....	7,091	.....
DeLorean	.....	204	.....	824
Alfa Romeo	320	190	609	397
TOTAL	820,782	776,680	2,044,118	1,942,131

IMPORTED CAR SALES

	March, 1983	March, 1982	3 Mos., 1983	3 Mos., 1982
Alfa Romeo	320	190	609	397
Audi	3,651	4,280	9,293	10,076
BMW	4,707	4,343	12,607	11,554
Challenger	1,508	1,227	3,724	3,843
Plymouth Colt	2,731	2,662	7,422	10,316
Dodge Colt	3,473	2,907	8,977	10,968
DeLorean	.....	204	.....	824
Fiat	300†	2,765	1,276†	4,871
Honda	29,958	29,594	88,416	94,260
Isuzu	3,023	1,208	5,668	3,447
Jaguar	1,441	719	2,958	1,845
Lancia	30†	90	175†	157
Mazda	18,196	15,869	45,483	37,918
Mitsubishi	3,222	.....	7,091	.....
Mercedes-Benz	6,954	5,764	16,013	14,995
Nissan	49,223	47,226	135,733	115,665
Peugeot	1,629	1,232	3,761	3,431
Porsche	1,980	1,173	4,942	2,968
Renault	2,422	3,018	5,930	7,451
Saab	2,245	1,473	5,999	3,928
Sapporo	1,173	982	2,857	3,098
Subaru	14,383	13,440	38,642	37,652
Toyota	51,505	47,479	135,954	126,153
Volkswagen	8,140	6,100	20,737	15,613
Volvo	8,265	7,127	22,931	20,011
TOTAL	220,479	201,072	587,198	541,441

† Estimate

Ford N. America cost cuts top $2 billion, says Lutz

Continued from Page 2

ployе involvement was critical to making the Western industrialized democracies more competitive.

Employe involvement is the key to competing with any system in the world because it would achieve productivity gains, lower costs and higher quality, he said.

He said that the average employe wants to become more involved in company decision making because "the people on our assembly lines are probably better educated today than middle management was 20 years ago."

"The thing we can't forget is that people with little formal education often have a lot of intelligence," he said. "Worldwide communications systems, of course, are placing world perspective in front of people in a manner that simply did not exist 15 to 20 years ago.

"The average employe today has a very clear view of the way the world is moving. Intelligence isn't a question of position in the company, and many people have a substantial contribution to make.

"Ford U. S. has tapped into the huge brainpower of the payroll workforce — brainpower coupled with on-the-job experience," Lutz said. "We have found that employe involvement not only has helped productivity, it has also added quality."

NEW-CAR STOCKS

	Apr. 1, 1983	Mar. 1, 1983	Apr. 1, 1982
Alliance	46	53	—
Spirit	144	156	76½
Concord	87	91	84
Eagle	94	135	80
Eagle SX/4	63	75	73
AMERICAN MOTORS	58	70	80
Horizon	63	73	75½
Turismo	60	82	76½
Reliant	45½	68	53
Gran Fury	43	46	36
Plymouth	50	68	26
LeBaron	58	76½	61
Cordoba	66	75	81
E Class	68	93	—
New Yorker E	45	32	—
Fifth Avenue	64	71	44
Chrysler	60	70	57
Imperial	41	62½	94
Omni	67	71	79
Charger	57	76	80
Aries	60	61½	56
Dodge 400	66	79	93
Dodge 600	72	91	—
Diplomat	54½	60	43
Mirada	109	140	105
Dodge	62	70	67
CHRYSLER CORP.	57	70	62
Escort	53	65	52
EXP	103	140	97
Mustang	83	101	52
Granada	—	58	38
Fairmont	47	67	32
LTD	66	78	—
Thunderbird	67	65	98
Crown Victoria	47	68	61
Ford	59	73	52
Lynx	60	82	47
LN7	82	96	76
Capri	95	98	59
Cougar	—	76	31
Zephyr	35	47	24
Marquis	64	65	—
Cougar XR7	43	48	90
Grand Marquis	40	55	51
Mercury	53	65	49½
Lincoln	40	59	55
Continental	56	59	39
Mark VI	68	83	76
Lincoln	51	66½	58
FORD MOTOR CO.	56½	71	51
Skyhawk	67½	83½	62
Skylark	82	93	36
Century	53	66	50
Regal 4-door	58	65	76
Regal coupe	61	66	81
LeSabre	46	52	55
Electra	55	66	79
Riviera	60	69	69
Buick	59½	68	58
Cimarron	83	95	84
Seville	48	60	33
Cadillac	48	62½	61
Eldorado	46	57	52
Cadillac	49½	63	56½
Chevette	77	88	45
Cavalier	67	48	76
Citation	108	101	42
Camaro	64	82	41
Malibu	48	57	75
Celebrity	51	61	66
Monte Carlo	60	76	103
Chevrolet	59	76½	69
Corvette	80	115	69
Chevrolet	61	74	59
Firenza	61	81	83
Omega	80	91	38
Ciera	46	52	56
Cutlass 4-door	25	35	66
Cutlass coupe	41	44	66
Olds 88	29½	36	44
Olds 98	40	48	56
Toronado	57	69½	65
Oldsmobile	40	47½	56
1000	88	109	67
2000	52½	75	98
Phoenix	121	117	53
Firebird	63	92	27
Bonneville	46	62	71
6000	47½	69	74
Grand Prix	62	83	85
Pontiac	60	82	66
GM	54	66	59
Volkswagen	98	93	97
Honda	25	44	—
TOTAL	55½	68	58½

DOMESTIC CAR SALES

	Mar. 21 to Mar. 31, '83	Same Period, 1982	March, 1983	Same Month, 1982	Jan. 1 to Mar. 31, '83	Same Period, 1982
Renault Alliance	.....	.....	13,332	.....	33,008	.....
Spirit	.....	.....	479	2,130	1,599	5,161
Concord	.....	.....	1,224	2,833	4,234	6,743
Eagle	.....	.....	3,250	3,315	8,204	9,748
Total AMC	.....	.....	4,953	8,278	14,037	21,652
AMERICAN MOTORS*	9,035	3,600†	18,285	8,278	47,045	21,652
Horizon	2,093	2,199	4,256	5,312	9,430	14,843
Turismo/TC3	1,592	1,926	3,341	4,069	7,177	10,353
Reliant/Volare	9,030	6,855	18,306	16,632	39,448	38,361
Plymouth	962	904	2,436	2,324	5,451	4,515
Total Plymouth	13,677	11,884	28,339	28,337	61,506	68,072
LeBaron	.....	.....	17	.....	71	494
LeBaron K	3,828	4,355	8,094	8,818	18,207	19,971
Cordoba	828	693	1,792	1,534	3,813	4,044
New Yorker 5th Ave.	4,105	2,542	8,518	5,568	19,406	12,197
E-Class	1,548	.....	3,306	.....	9,044	.....
New Yorker E	1,591	.....	3,264	.....	5,545	.....
Total Chrysler	11,900	7,607	24,974	15,991	56,015	36,706
Total Imperial	106	123	260	306	557	776
Omni	1,828	1,836	3,953	4,211	8,701	12,107
Charger/024	1,790	2,063	3,785	4,224	8,101	11,134
Aries/Aspen	4,998	5,347	11,020	12,916	29,207	30,075
Dodge 400	1,516	1,352	3,335	2,759	7,591	6,303
Diplomat	1,173	1,371	2,842	3,139	6,523	6,293
Mirada/Magnum	280	352	634	744	1,360	1,966
Dodge 600	1,403	.....	3,008	.....	6,728	.....
Total Dodge	12,988	12,321	28,577	27,993	68,211	67,878
CHRYSLER CORP.	38,671	31,935	82,150	72,627	186,289	173,432
EXP	989	2,058	2,104	5,079	4,734	12,094
Escort	15,723	14,469	32,791	33,220	78,756	87,339
Mustang	5,296	5,811	11,876	14,268	28,327	31,000
Fairmont	3,721	6,230	7,362	14,607	24,449	34,683
Granada	1,471	4,824	1,905	12,046	3,578	29,933
Thunderbird	4,144	1,311	10,184	3,538	15,814	9,994
LTD '83	5,769	.....	13,726	.....	35,251	.....
Ford Crown Victoria	6,087	3,590	14,255	10,859	33,478	26,786
Ford Division	43,200	38,293	94,203	93,617	224,387	231,829
LN7	378	811	675	1,956	1,645	4,461
Lynx	3,921	4,418	7,878	10,582	18,639	26,184
Zephyr	998	1,791	2,598	4,402	8,452	11,465
Cougar/Monarch	267	1,980	349	4,853	835	12,956
XR-7	2,138	548	5,548	1,393	8,053	3,845
Capri	988	1,513	2,223	3,826	6,063	8,203
Marquis '83	2,135	.....	5,045	.....	13,442	.....
Mercury Grd. Marquis	4,860	2,302	11,607	6,657	28,585	16,041
Total Mercury	15,685	13,363	35,923	33,669	85,714	83,155
Continental/Versailles	859	791	1,809	2,552	4,941	7,747
Lincoln	2,111	1,317	4,889	2,944	11,858	6,646
Mark VI	1,268	1,060	2,955	2,428	6,989	5,571
Total Lincoln	4,238	3,168	9,653	7,924	23,788	19,964
L-M Division	19,923	16,531	45,576	41,593	109,502	103,119
FORD MOTOR	63,123	54,824	139,779	135,210	338,889	334,948
Skyhawk	2,829	2,195	6,925	4,402	16,493	5,273
Skylark	3,196	8,239	9,194	20,470	23,034	46,005
Century FD	4,267	4,639	11,043	10,341	24,853	19,799
Regal Sedan	2,801	2,784	7,177	6,882	18,315	17,729
Regal Coupe	5,587	4,749	14,593	11,441	37,227	29,469
LeSabre	5,113	3,478	13,270	8,478	32,689	21,444
Electra	2,597	1,829	6,415	4,578	15,965	12,289
Riviera	1,690	1,493	4,487	3,720	11,572	9,445
Buick Division	28,080	29,406	73,106	70,312	182,474	161,453
Cimarron	746	651	1,741	1,602	4,494	4,084
Seville	1,226	1,117	2,835	3,040	6,677	6,704
Cadillac	7,400	4,118	17,093	10,617	40,019	30,834
Eldorado	2,782	1,727	6,256	4,578	15,102	11,980
Cadillac Division	12,154	7,613	27,925	19,837	66,292	53,602
Chevette	6,650	11,797	15,512	27,616	40,776	68,098
Cavalier/Monza	7,933	7,475	17,843	16,745	42,401	35,767
Citation/Nova	3,624	9,542	8,206	22,984	25,368	66,481
Camaro	7,299	6,013	15,736	15,350	37,956	32,089
Celebrity	5,420	3,967	11,485	8,569	30,133	17,549
Malibu	4,415	3,994	10,830	9,927	26,868	27,691
Monte Carlo	4,066	3,243	9,283	8,327	23,011	23,789
Chevrolet	9,501	6,382	21,595	17,504	51,004	45,328
Corvette	867	832	1,487	2,229	3,414	5,777
Chevrolet Division	49,775	53,245	111,977	129,251	280,931	322,569
Firenza	1,773	1,544	3,779	3,331	9,464	4,155
Omega	1,836	4,227	4,763	10,744	12,109	24,333
Cutlass Ciera	6,319	5,096	14,243	12,585	35,941	24,012
Cutlass	.....	.....	.....	.....	.....	.....
Supreme	14,142	10,205	32,334	27,964	80,811	69,123
Olds 88	9,704	6,285	22,889	15,376	56,275	37,601
Olds 98	4,593	2,867	10,830	7,453	27,104	20,094
Toronado	1,605	1,221	3,681	3,161	9,102	7,598
Oldsmobile Division	39,972	31,445	92,519	80,614	230,806	186,916
1000	1,381	2,709	3,060	6,705	7,847	17,784
2000	3,439	3,023	7,903	6,904	17,145	15,649
Phoenix	928	2,542	2,283	6,357	6,727	17,694
Firebird	3,935	3,888	8,708	9,904	20,324	21,925
6000	3,422	2,404	7,572	4,831	16,927	9,595
Bonneville/LeMans	3,198	2,530	7,620	6,634	17,895	18,199
Grand Prix	3,624	2,992	8,493	7,494	19,828	20,206
Pontiac	.....	251	.....	663	.....	2,841
Pontiac Division	19,927	20,339	45,639	49,492	106,693	123,893
GENERAL MOTORS	149,908	142,048	351,166	349,506	867,196	848,433
VOLKSWAGEN	3,226	4,552	6,325	9,987	17,405	22,225
HONDA ACCORD	1,000†	.....	2,598	.....	5,098	.....
DOMESTIC TOTAL	264,963	236,959	600,303	575,608	1,456,920	1,400,690
IMPORT TOTAL	.....	.....	220,479	201,072	587,198	541,441
INDUSTRY TOTAL	.....	.....	820,782	776,680	2,044,118	1,942,131

*—AMC does not issue a nameplate breakdown for 10-day periods. † Estimate

Correction

In last week's story about the transfer of management responsibility for General Motors' Toledo automatic transmission plant from Chevrolet to the Hydra-matic Division, it was stated that new appointments were made at the Toledo plant. It should have read that the new appointments were made in the Hydra-matic Division. Those people will remain in the Ypsilanti (Mich.) headquarters of the division.

AIADA promotes Varley

WASHINGTON. — Kathleen Varley has been named vice president, public affairs, of the American International Automobile Dealers Assn. She formerly was director of public affairs.

BEST AVAILABLE COPY

Mild sales upturn puts domestic inventory at healthy level

New-car stocks dip to 55½ days

Continued from Page 1

down from 75 days, and a 60-day supply of compacts, down from 73½ days.

Intermediates were in 55-day supply, compared with 66 days a month earlier and standards were in a rather lean 46-day supply, down from 58 days. The industry had a 51-day supply of luxury cars, down from 65 days a month earlier.

The April 1 inventory was divided this way by market segment: Subcompact, 18.91 percent; compact, 22.81 percent; intermediate, 35.08 percent; standard, 16.17 percent, and luxury, 7.03 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.80 percent; compact, 22.95 percent; intermediate, 34.33 percent; standard, 16.84 percent, and luxury, 7.08 percent.

The April 1 days-supply figures by market class were:

Subcompact—Accord, 25; Alliance, 46; Escort, 53; Charger, 57; Turismo, 60; Lynx, 60; Horizon, 63; Eagle SX/4, 63; Omni, 67; Chevette, 77; LN7, 82; Pontiac 1000, 88; Rabbit, 98; EXP, 103, and Spirit, 144.

Compact — Zephyr, 35; Reliant, 45½; Fairmont, 47; Pontiac 2000, 52½; LeBaron, 58; Aries, 60; Firenza, 61; Firebird, 63; Camaro, 64; Dodge 400, 66; Cavalier, 67; Skyhawk, 67½; Mustang, 83; Cimarron, 83, and Capri, 95.

Intermediate — Cutlass four-door, 25; Cutlass coupe, 41; Cougar, 43; New Yorker E, 45; Cutlass Ciera, 46; Bonneville, 46; Pontiac 6000; 47½; Malibu, 48; Celebrity, 51; Century, 53; Regal four-door, 58; Monte Carlo, 60; Regal coupe, 61; Grand Prix, 62; Marquis, 64; LTD, 66; Thunderbird, 67; Chrysler E Class, 68; Dodge 600, 72; Omega, 80; Skylark, 82; Concord, 87; Eagle, 94; Citation, 108, and Phoenix, 121.

Standard—Olds 88, 29½; Olds 98, 40; Grand Marquis, 40; Gran Fury, 43; LeSabre, 46; Crown Victoria, 47; Diplomat, 54½; Electra, 55; Chevrolet, 59; New Yorker Fifth Avenue, 64; Cordoba, 66, and Mirada, 109.

Luxury — Lincoln, 40; Imperial, 41; Eldorado, 46; Cadillac, 48; Seville, 48; Continental, 56; Toronado, 57; Riviera, 60; Mark VI, 68, and Corvette, 80.

College recruits

Jerry Laine, president of the Chicagoland Chrysler-Plymouth Dealers Assn., greets the Chicago-area college students who represented Chrysler at the Chicago Auto Show. The dealer group trained students from Loyola, De Paul, Illinois-Chicago and Illinois Institute of Technology to work with salesmen in informing people about new Chrysler products.

Rodeo spurs truck-van sales for Dodge dealer

SPRINGFIELD, Ill. — During "The World's Toughest Rodeo" here, Harold Arbeitman, president, Springfield Dodge, sponsored a Dodge truck and van sale.

Arbeitman arranged for a country radio station to do a live show with rodeo participants from his Dodge showroom for four hours on a Saturday morning.

During the show, Arbeitman sold four Dodge trucks and one van. He said that more were sold later.

At the rodeo, two Dodge trucks were displayed in the ring for one hour before each show and during the intermissions. Arbeitman put up some of the prize money for the rodeo events.

According to Arbeitman, Chrysler Corp. wants to help sponsor the rodeo next year.

Truck experts expect upturn–but a small one

Continued from Page 1

in the economy, James T. Riley, former GMC Truck & Coach general sales manager, said medium and heavy trucks "may be ready to begin their long road back to recovery later this year."

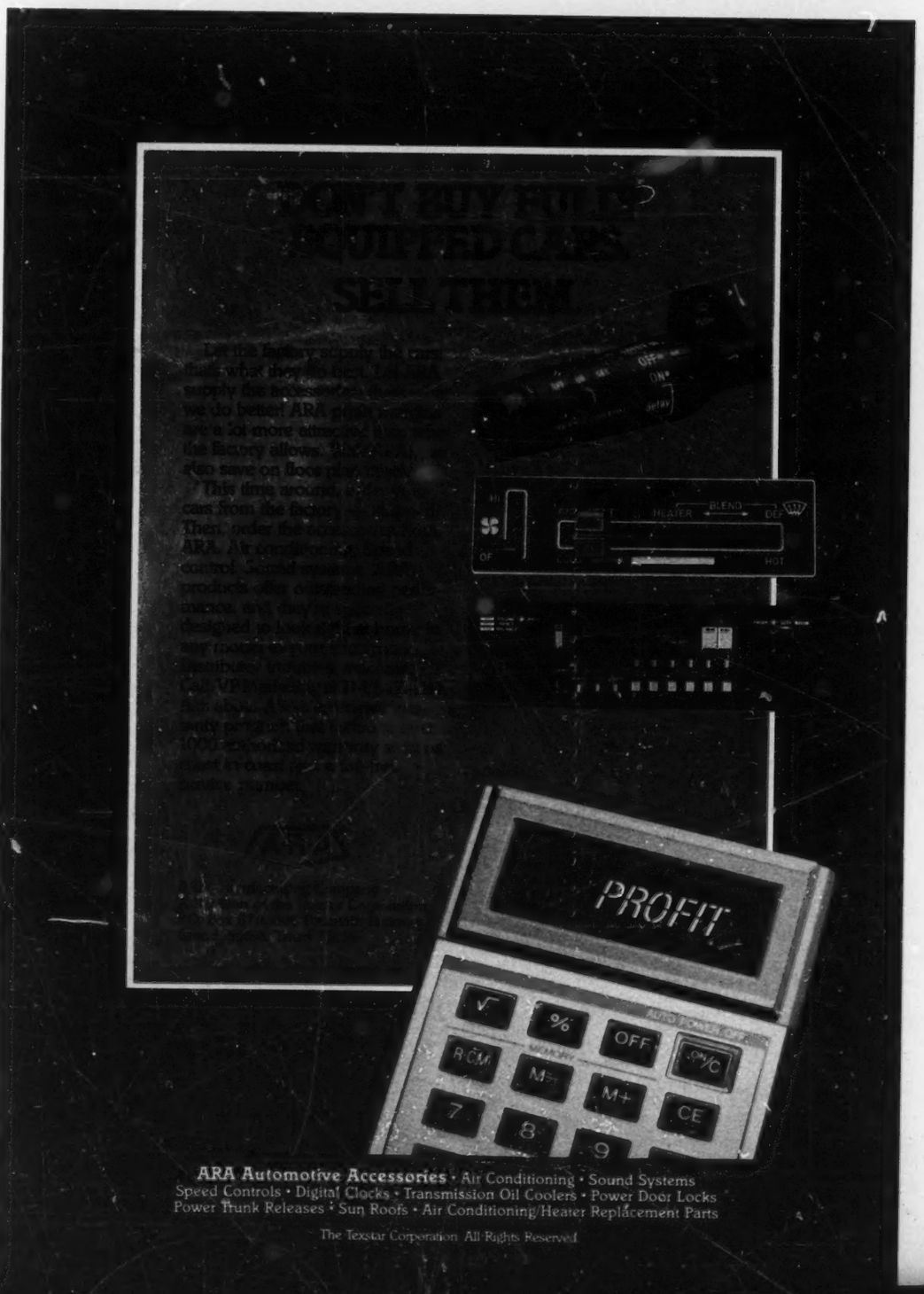
Neil A. Springer, general manager, International Harvester Truck Group, thinks a rebound in big-truck deliveries could begin in June or July, and said "it could come earlier if the recovery in the economy is stronger than anticipated."

Mack's Curcio said North American factory sales of Class 8 heavy diesel trucks should rise from the 1982 level of about 81,000 units to 88,000 this year. Springer feels that retail Class 8 deliveries could hit 81,000 in Harvester's fiscal year, which ends Oct. 31.

GMC's Riley thinks that a strong fourth quarter could push calendar-year Class 8 retail sales to 85,000 units, and possibly 88,000, but he said these figures can be realized only with continued improvements in the general economy.

Chevy signs Cochran

EPHRATA, Pa. — Burnell I. Cochran has signed a Chevrolet franchise.



BEST AVAILABLE COPY

Makers show gains for March, first quarter

Auto output well ahead of '82 pace

By Patricia Hoffman
Staff Writer

Domestic auto production for the first three months of 1983 topped last year's total by 38.29 percent, and March output rose 19.30 percent from the comparable 1982 period.

Last month, the manufacturers assembled 574,535 cars, up from 481,578 built the same month last year. It was the most for any month since June of 1981, when the makers built 712,524.

Breakdown for March by company was: General Motors, 57.81 percent; Ford Motor, 22.89 percent; Chrysler Corp., 14.46 percent; American Motors, 2.74 percent; Volkswagen of America, 1.58 percent, and Honda, 0.52 percent.

First-quarter output totaled 1,503,172 cars, up from 1,087,000 built during the first three months last year, but down a bit from 1,565,531 in the opening three months of 1981. It was the highest quarter since the second quarter last year when the makers finished 1,547,259 units.

Last week, the makers scheduled 127,122 cars, a 25.68 percent gain from 101,145 built in the previous shortened holiday week. Output was also up 41.02 percent from last year's 90,147 units.

So far this year, there have been 1,634,385 automobiles assembled, a 33.51 percent gain from 1,224,141 built in the comparable 1982 period.

The GM Willow Run and Wilmington facilities were closed last week (April 4) for inventory control.

Ford's Kansas City plant remained idle last week due to conversions to the Topaz and Tempo models. Assembly of the Fairmont and Zephyr models ended at the point March 14. Production of the new models is scheduled to begin May 2.

Saturday overtime was scheduled last week at Ford's Chicago, Lorain and St. Louis facilities.

Chrysler's Belvidere, Jefferson and Newark plants each worked two daily nine-hour shifts last week. The company's St. Louis point operated one daily nine-hour shift.

All other car facilities returned to normal five-day operations last week following downtime the previous week due to the Good Friday holiday.

Canada's March output dips, but first quarter tops '1982

Canadian auto and truck production in March fell below last year's totals, but output for the first three months of 1983 was higher than in the first quarter of 1982.

Last month, the car manufacturers assembled 87,161 units, down 2.28 percent from 89,197 built during March of last year. Last month's was up from February's total of 77,863.

Car output for the first quarter totaled 238,369 units, a 16.20 percent gain over last year's 205,139. It was the most for that period since 294,832 units were completed in the first three months of 1979.

Truck production slipped to an eight-year low last month with output of 47,807 units, down 13.87 percent from last year's 55,505. It was the worst March since 1975 when 31,383 trucks were assembled.

During the first three months of 1983, the truck manufacturers produced 121,914 units, a slight gain from last year's 121,139. The total was far below the 182,729 built in the first quarter of 1981.

The auto makers scheduled 18,941 cars last week, a 15.21 percent gain from 16,441 built during the previous shortened holiday week. Output was also up 16.26 percent from 16,292 units produced in the comparable 1982 period.

Year-to-date, the car manufacturers have assembled 255,699 units, up 13.20 percent from last year's 225,876.

Last week's truck output was slated at 11,231 units, a 39.36 percent gain from 8,059 built during four days of assembly the previous week, and up 24.69 percent from last year's 9,007.

So far this year, the truck makers have finished 131,828 units, down 2.06 percent from 134,603 built in the comparable 1982 period.

Ford Motor's St. Thomas car point was idle last week (April 4) for inventory control.

Also at Ford, the Oakville car facility, idled Feb. 21, remained closed for changeover to the new Tempo and Topaz models. Full production is slated to resume there today (April 11). Oakville previously built the Crown Victoria.

Operations resumed last week at American Motors' Brampton facility. The plant was idled March 21 during which time assembly of Spirit was discontinued there. Concord production will be phased out this month, leaving the Eagle as the sole vehicle produced at Brampton.

All other car and truck facilities returned to normal five-day operations last week following the Easter holiday.

His 25th year

Raymond J. Leiferman, left, Leiferman Chevrolet Co., Bridgewater, S. D., receives a 25-year dealer plaque from Donald L. Smith, assistant manager for Chevrolet's Fargo zone.

Truck production best since '79 for March, quarter

Domestic truck production during March and the first quarter of 1983 reached the highest point for those periods in four years.

Last month, the makers assembled 210,744 trucks, a 7.42 percent gain from last year's 196,192. It was the most for March since 1979 when 358,126 trucks were assembled. It was the highest total for any month since 213,209 units were built in June of last year.

Output for the first three months totaled 511,402 units, a 13.29 percent gain from last year's 451,406. It was the highest first-quarter total since 1979 when 1,003,218 units were completed, and the most for any period since the second quarter last year when the makers finished 589,031.

The manufacturers estimated 42,006 units last week, up 15.93 percent from 36,234 built in the previous holiday week, and up 26.63 percent from last year's 33,173.

So far this year there have been 553,408 trucks assembled, a 10.31 percent gain over 501,696 built in the comparable 1982 period.

American Motors' Toledo (Jeep) facility remained closed last week (April 4) for inventory control. Operations there were halted March 28.

Saturday overtime was scheduled last week at General Motors' Pontiac (S-truck) line, Janesville and St. Louis points, plus Ford Motor's Lorain facility.

Chrysler Corp.'s Belvidere and Warren plants operated daily overtime for the third consecutive week last week. Belvidere operated two daily nine-hour shifts, while Warren worked one daily nine-hour shift. Both points have been on overtime schedules since March 21.

All other truck facilities returned to normal five-day operations last week following the Easter holiday.

U. S. CAR PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
AMERICAN MOTORS	2,700	1,400*	2,710	15,743	15,345	46,852
AMC Total	.....	.....	.....	745	.....	4,068
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	745	.....	4,071
Renault Total	2,700	.....	2,710	14,998	.....	42,781
Alliance	2,700	.....	2,710	14,998	.....	42,781
CHRYSLER CORP.	20,250	11,067	10,282	83,067	151,998	211,213
Plymouth Total	8,150	4,484	3,788	32,442	63,775	80,161
Horizon	3,300	1,433	1,181	10,845	18,434	26,256
Reliant	4,800	3,051	2,543	21,253	45,341	53,048
Caravelle ('83)	50	.....	64	344	.....	857
Chrysler Total	5,300	2,045	2,223	18,162	28,469	48,511
LeBaron	2,300	2,045	972	8,236	28,469	23,168
Chrysler E-Class	3,000	.....	1,251	9,926	.....	25,343
Dodge Total	6,800	4,538	4,271	32,463	59,754	82,541
Omni	2,400	1,513	1,744	10,465	17,686	26,083
Aries	2,700	2,399	1,495	14,208	33,672	36,918
Dodge 400	900	626	480	3,247	8,396	8,354
Dodge 600	800	.....	552	4,543	.....	11,186
FORD MOTOR	28,430	20,883	24,879	131,529	241,815	376,206
Ford Division	18,495	14,272	16,597	88,729	147,279	246,163
Escort	4,261	5,714	5,845	26,425	66,873	68,734
Fairmont	.....	2,363	.....	.....	22,706	23,728
Mustang	1,696	2,632	2,789	13,086	26,927	34,106
LTD/Granada	4,449	1,989	2,807	14,983	21,643	47,739
Thunderbird	5,769	1,447	4,020	22,018	7,554	47,677
Crown Victoria/Ford	2,320	.....	1,439	9,219	.....	23,171
EXP	.....	147	117	298	1,576	1,008
L-M Division	9,935	6,611	8,282	42,800	94,536	130,043
Mercury Total	8,280	5,360	6,625	33,357	67,892	101,309
Lynx	1,019	1,592	1,599	6,682	19,761	17,138
Capri	342	531	536	1,716	7,133	5,993
Zephyr	.....	741	.....	.....	7,356	8,601
Marquis/Cougar	1,993	781	1,131	6,167	11,480	17,747
Cougar/XR7	3,116	478	1,983	9,555	2,514	20,619
Gr. Marquis/Marquis	1,810	1,186	1,348	9,161	19,335	30,895
LN7	.....	51	28	74	313	316
Lincoln Total	1,655	1,251	1,857	9,443	26,644	28,734
Continental ('82)	178	250	329	1,881	5,858	5,582
Lincoln	1,036	809	785	4,389	10,771	13,145
Mark VI	441	392	543	3,173	10,015	10,007
GENERAL MOTORS	72,877	53,889	61,212	332,157	786,961	967,422
Buick Division	15,362	12,657	14,009	73,106	188,314	227,058
Skylark	.....	1,994	2,471	9,194	33,846	23,982
Skyhawk J	1,422	2,494	906	6,925	22,321	19,002
Century	3,510	1,952	2,808	11,043	33,820	43,671
Regal	5,290	3,209	3,654	21,772	46,991	66,976
Buick	5,205	2,444	3,530	19,685	43,358	63,196
Riviera	935	664	640	4,487	7,978	10,231
Cadillac Division	6,241	4,187	5,323	32,351	64,272	94,242
Cimarron	336	.....	455	2,580	1,401	7,139
Seville	740	414	548	3,154	6,562	9,985
Eldorado	1,565	1,033	1,245	7,159	17,284	21,600
Cadillac	3,600	2,740	3,075	19,458	39,025	55,518
Chevrolet Division	22,561	19,694	20,329	107,732	225,337	289,253
Chevette	.....	5,323	3,968	21,634	45,744	53,706
Cavalier	6,244	1,325	4,348	22,184	28,089	56,483
Celebrity	2,120	1,676	1,702	7,924	15,007	18,636
Camaro	4,240	3,872	2,809	15,443	55,675	48,920
Citation	2,165	2,536	2,068	10,871	34,783	31,811
Malibu	3,702	2,687	2,655	14,007	20,399	38,469
Monte Carlo	2,174	1,413	1,559	8,754	12,043	23,974
Chevrolet	1,316	390	486	4,376	5,462	12,558
Corvette	600	482	734	2,539	8,135	4,494
Oldsmobile Division	20,688	10,617	15,674	86,109	216,201	259,282
Omega	.....	1,129	1,611	5,443	23,073	17,601
Firenza	1,183	1,371	882	4,275	23,596	11,599
Cutlass	6,300	1,560	4,308	25,392	57,035	77,165
Cutlass/Ciera	4,990	2,057	2,825	14,872	31,068	45,848
Oldsmobile	7,470	4,162	5,373	32,156	71,880	95,848
Toronado	745	368	695	3,971	9,549	11,230
Pontiac Division	7,025	6,704	5,877	32,859	92,837	97,587
Acadian†	.....	492	324	2,061	2,353	4,821
2000	2,140	817	1,893	8,407	5,304	23,749
1000	.....	236	542	2,305	2,458	10,454
Firebird	1,967	2,096	1,601	9,139	30,514	24,118
Phoenix	850	523	323	2,223	7,419	8,271
G. Prix/B'ville ('83)	2,068	2,051	1,394	8,725	40,807	26,174
A6000	.....	487	.....	.....	3,984	.....
HONDA	750	.....	536	2,971	.....	6,741
VOLKSWAGEN	2,115	2,908	1,526	9,068	27,122	25,951
CHECKER	.....	.....	.....	.....	900	.....
Total Cars, U. S.	127,122	90,147	101,145	574,535	1,224,141	1,634,385

CANADIAN CAR PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
AMERICAN MOTORS	640	486	.....	1,481	7,289	7,170
CHRYSLER CORP.	4,800	2,396	3,264	21,357	45,378	59,535
FORD MOTOR	296	6,147	3,616	9,476	68,978	43,537
GENERAL MOTORS	12,980	7,083	9,336	53,992	101,249	142,397
VOLVO	225	180	225	855*	2,982	3,060
Total Cars, Canada	18,941	16,292	16,441	87,161	225,876	255,699
N. American Cars	146,063	106,439	117,586	661,696	1,450,017	1,890,084
N. American Trucks	53,237	42,180	44,293	258,551	636,299	685,236
North American Cars and Trucks	199,300	148,619	161,879	920,247	2,086,316	2,575,320

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
CHEVROLET	17,216	10,231	12,992	65,203	172,293	191,918
DODGE	3,200	1,740	1,591	14,130	33,681	34,222
FORD	13,371	13,989	15,180	90,335	173,306	218,416
GMC	5,894	4,010	4,644	25,342	62,373	66,116
INTERNATIONAL	1,040	742	828	4,579	14,076	12,538
VOLKSWAGEN	235	481	159	912	5,307	1,245
JEEP	.....	1,140*	.....	6,043	21,870	15,303
AM GENERAL	50*	40*	40*	200*	590*	650*
MISCELLANEOUS	1,000*	800*	800*	4,000*	18,200*	13,000
Total Trucks, U. S.	42,006	33,173	36,234	210,744	501,696	553,408

CANADIAN TRUCK PRODUCTION

	Week Ended April 9, 1983	Week Ended April 10, 1982	Week Ended April 2, 1983	March Total	Jan. 1 to April 10, 1982	Jan. 1 to April 9, 1983
CHRYSLER CORP.	2,652	1,453	1,859	12,337	25,747	36,252
FORD MOTOR	2,936	2,227	2,400	14,431	32,745	33,740
GENERAL MOTORS	5,400	5,166	3,815	20,332	72,726	60,058
INTERNATIONAL	243	161	185	707	3,385	1,778
Total Trucks, Canada	11,231	9,007	8,059	47,807	134,603	131,828
N. American Trucks	53,237	42,180	44,293	258,551	636,299	685,236

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

April 18, 1983

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Chrysler objections to GM-Toyota deal detailed at hearing

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — Chrysler Corp. last week spelled out in detail its objections to the proposed joint venture in which General Motors and Toyota would build subcompact cars in an idle GM plant in California.

Chrysler has been opposed to the GM-Toyota plan ever since it was announced. Last week's detailed presentation was made by Chrysler Vice Chairman Gerald Greenwald before a House subcommittee holding hearings on proposed local-content legislation.

At the hearing, Chrysler also called for import quotas and an added tariff on Japanese-made autos.

Of the GM-Toyota agreement, Greenwald said: "The deal fails all the important tests of corporate responsibility and propriety and holds serious ramifications for the American auto industry and for the workers and taxpayers of this country."

The agreement violates Section 1 of the Sherman Act, Greenwald said, because, it is an "illegal price-fixing agreement."

He said the two companies operate in the same market as the proposed joint venture and will inevitably set the price of their products in relation to their agreed-upon price for the joint venture product.

The anticompetitive consequences of this "price fixing" will not be confined to the subcompact market, either, he said. Car makers must consider the price of cars in higher and lower segments of the market and, thus, Chrysler feels it is inevitable that the pricing of the new subcompact will have a "ripple effect" all the way up the line.

• Greenwald said the proposed agreement also violates Section 7 of the Clayton Act which bans agreements that increase con-

Continued on Page 52, Col. 1

J-car by Isuzu

It's name is Aska

Isuzu, which is 34 percent owned by General Motors, has selected Aska as the name for its version of the J-car. The Aska, which is now on sale in Japan, is 175 inches long and has a wheelbase of 101 inches. The car has a wide range of engines, including one with a turbocharger. Story on Page 48.

NHTSA faked film showing axle defect in Malibu wagon

By Helen Kahn

WASHINGTON. — The film of a 1979 Chevrolet Malibu station wagon losing a rear wheel and dropping an axle, which was seen by millions of TV network news viewers on April 1, was rigged by a NHTSA engineer who removed the C-ring and adjusted rear braking before driving the car.

Eventually, the induced failure occurred, but it was a real live accident. It was meant to show what could occur if a part failed causing the axle shaft to work loose.

But NHTSA did not label this test a "simulation" and Richard Burdette, NHTSA's public affairs director, said he had no regrets because the films "accurately and fairly represent the various aspects of such separation and its consequences," and he plans no changes in procedure.

Although the texts of investigative reports are docketed and available to the public, TV reporters received the press release and the film with no explanation or disclaimer too late on April 1 to view the docket.

In any case, they might have missed the 18th page of fine print explaining that the failure had been deliberately created to show the "catastrophic" results.

Burdette explained that NHTSA does two kinds of tests — to find out what causes a failure and to find out the results of a failure.

General Motors and reporters want the government to be as scrupulous as the government expects business to be in label-

Continued on Page 50, Col. 1

New-model parade slows down

Ford's big news for '84 is Mark VII

By Jim Plegue
Staff Writer

Ford Motor Co., which has rolled out a bonanza of new models in recent years, will have only one totally new car to unveil for the 1984 model year.

Instead, the company is making the most of its improvements under the hood — with new or improved engines — and inside existing passenger-car lines.

New for '84 will be Lincoln-Mercury's Mark VII, which the division says will debut Sept. 27. The five-passenger sport coupe will ride on a 108-inch wheelbase, six inches shorter than the current Mark VI. Overall length will be 203 inches.

There will be no four-door model, as there is with the current Mark VI line.

In keeping with Ford's new "aero" look, the Mark VII will have styling cues similar to the company's new Thunderbird. Only design concession to previous Marks will be a similar grille and hood ornament and the traditional — albeit softened — spare tire bump on the decklid.

Standard Mark VII powertrain will be Ford's 5.0-liter V-8 engine with electronic fuel injection mated to a four-speed automatic-overdrive transmission.

Later in the model year, Ford Motor will add an optional 2.4-liter, turbocharged six-cylinder diesel engine, purchased from BMW. That engine will also be coupled to the four-speed automatic gearbox.

Lincoln will offer the Mark VII in several of its "Designer Series" models but also plans a sport LSC version (presumably the LSC means Luxury Sport Coupe). LSC equipment includes handling suspension, blacked-out trim, special interior, fog lamps and wider tires on styled alloy wheels.

It would appear that Ford studied the popular European sedans in planning its Mark VII model. Mark VII's standard equipment will include rack-and-pinion steering, four-wheel-disk brakes, front and rear stabilizer bars and Mercedes-Benz-type folding outside mirrors.

Inside, the car will have such European type features as integrated rear-seat headrests and a resting pad for the driver's left foot.

The Mark VII will also have computer-controlled air suspension with an automatic leveling device.

Ford has been running dual

Continued on Page 4, Col. 1

breaking news

Chevy to offer Celebrity 'Eurosport' model

DETROIT.—Chevrolet will introduce a Celebrity Eurosport two-door model, probably for the 1984 model year. Eurosport will be powered by a port-injected version of Chevy's 60-degree 2.8-liter high-output V-6 engine. Suspension modifications, blacked-out trim, alloy wheels on wide tires, body rub strip with red piping and red "Eurosport" badges will complete the package.

One-liter Subaru on the boards

TOKYO.—Fuji Heavy Industries reportedly is developing a one-liter Subaru, with engineering emphasis placed on fuel efficiency. The front-wheel-drive mini is expected on the market in Japan early in 1985.

BMW plans air-bag option in 1985

DETROIT.—BMW of North America will offer optional air bags in its 7 Series car in the U. S. in 1985, according to a company engineer.

See BREAKING NEWS, Page 8, Col. 1

Toyota has 12-day supply of cars

Import inventory falls to 35 days

By Richard A. Wright
Assistant Managing Editor

Shortages were the rule April 1 among imported-car dealers as they entered the month with an emaciated 35-day supply of new cars.

The inventory of new imported cars April 1 totaled 287,408, down from 316,745 a month earlier, which was a 41-day stockpile.

The inventory of new imported pickup trucks also declined during March to 92,727 April 1, a 61-day supply, compared with 93,593 a month earlier, an 83-day stock.

The combined imported car and truck inventory April 1 totaled 380,135, a 39-day supply, compared with 410,338 a month earlier, a 46-day stockpile.

Most of the stock slashing was done by the Japanese nameplates. Japanese lines were in only 30-day supply April 1, compared with 34 days a month earlier.

Toyota staged a sale during the month which sliced its already thin March 1 stock of 19 days to less than 12 days by April 1.

Japanese cars and their April 1 days-supply figures were: Toyota, 12; Isuzu, 22; Honda, 23½; Subaru, 30; Nissan, 37½; Mazda, 40, and Mitsubishi, 74. In addition, Chrysler Corp. had a 76-day supply of Mitsubishi-built cars April 1, including Dodge Colt, 62 days; Plymouth Colt, 73 days; Sapporo, 91 days, and Challenger, 104 days.

The high-line West German cars, Mercedes-Benz, Porsche and BMW, all continued to be in short supply and Volkswagen backed away at its stock of imported cars, bringing the West German stockpile down to a 51-day supply from 60 days a month earlier.

West German nameplates and their April 1 days-supply figures were: Mercedes-Benz, 25; Porsche, 31; BMW, 34; Volkswagen, 66, and Audi, 98. VW also had a 95-day supply of U.S.-built Rabbits.

Among other European marques, Jaguar was still very short and Volvo and Saab were running below their usual levels.

Days-supply figures of other European lines were: Jaguar, 19; Volvo, 36; Saab, 43; Alfa Romeo, 75; Peugeot, 100; Renault, 233, and Fiat/Lancia, 509.

Of the total new-car inventory, 196,091 were of Japanese origin and 47,809 were West German. The rest were other European.

Days-supply figures for imported pickup trucks April 1 included Toyota, 36; Mazda, 46; Nissan, 52; Chrysler Corp./Mitsubishi, 71; Mitsubishi, 110, and Isuzu, 149.

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Relief system, Fremont are issues

Strike vote by UAW under way at GMAD

By Marjorie Sorge
Labor Editor

Angered by General Motors' trend to switch from tag relief to mass relief, UAW locals in the GM Assembly Division began voting yesterday (April 17) to decide whether to strike the company over that issue.

In another twist, some UAW locals emphasized that workers were also voting on whether to strike if GM did not give laid-off workers at the idle Fremont (Calif.) plant preferential hiring rights. That facility is scheduled to build the new car produced by the joint GM-Toyota venture.

But, according to a UAW spokesman, the issue of mass relief is paramount in the strike vote. In mass relief, the entire line is shut down twice a day for 23-minute breaks. Under tag relief, workers are periodically replaced by revolving workers for breaks. UAW officials estimate that the switch could cost 400 jobs at each facility affected.

According to a GM spokesman late last week, the company had not been officially notified of the strike vote and had no comment.

GM has instituted mass relief at five plants.

• Other issues prompting the strike vote are production standards, outsourcing and subcontracting.

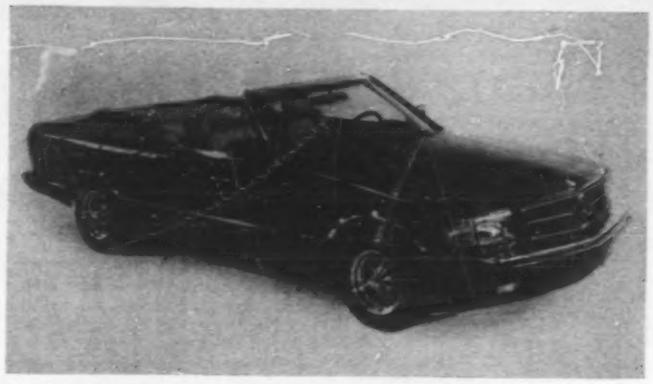
The strike vote issue came to a head 10 days ago at a UAW-GM subcouncil meeting in New Orleans. The two major issues discussed at the meeting were mass relief and the hiring situation at Fremont.

William Colbath, of the union's GM department, told the representatives to go ahead and poll the membership but to hold the vote before the UAW's Constitutional Convention which begins in Dallas on May 15.

Each local taking the vote decides what issues should be on the ballot. While the international union expects mass relief to be the major issue, a UAW spokesman said it is more than possible that most unions will put the Fremont issue on the ballot. Even if a strike is approved it would not necessarily begin immediately but would be held in limbo until a local wanted to invoke it.

UAW President Douglas A. Fraser has said he believes the hiring situation at Fremont can be resolved through peaceful collective bargaining, but he has emphasized that the union will declare war if UAW workers laid off from the plant are not rehired.

There are about 5,100 hourly workers laid off at Fremont.



Coffman Coachwork conversion

Coffman Coachworks, of Clearwater, Fla., offers the Mercedes-Benz 380-SEC convertible for $89,000. The car is equipped with a hydraulically assisted electric convertible top, steel-reinforced chassis and windshield post, custom-made headliner which covers the inside of the top and mahogany wood or leather which covers exposed metal in the interior. The standard conversion, which costs $32,000, includes chrome or wire wheels and European headlights. Coffman also repaints the car. The company expects to produce four 380-SEC convertibles per month.

GM to recall 861,000 cars for emissions

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — A problem that has haunted the emission-control systems on a good many domestic cars of the mid-to-late 1970s surfaced again last week as General Motors was forced to recall about 861,000 of its 1978 and 1979 models for failure to meet oxides of nitrogen tailpipe emission standards.

The problem lies in the exhaust gas recirculation (EGR) system of the cars which, as the name implies, sends inert exhaust gas back into the cylinder to cool the combustion process to keep oxides of nitrogen from forming.

GM's problem in the present instance, and as others have also experienced, is clogging of the EGR valve which is keeping sufficient amounts of EGR from reaching the cylinder, resulting in excess oxides of nitrogen emissions.

According to the EPA, the problem shows up in six-cylinder 1978 and 1979 models with 3.3-liter engines and in 1979 models with 3.8-liter V-6 engines. Models equipped with the 3.3-liter engine are the Chevrolet Malibu, Monte Carlo and El Camino and the GMC Caballero.

Models equipped with the 3.8-liter engine include the Buick LeSabre, Skylark, Skyhawk, Century and Regal; Pontiac Catalina, Firebird, Phoenix, Sunbird, LeMans, Grand Am and Grand Prix; Oldsmobile Delta 88, Omega, Starfire and Cutlass; Chevrolet Monte Carlo, and turbocharged Buicks such as the Regal, Century, LeSabre and Riviera.

• GM has 45 days in which to come up with a plan to fix the cars but, according to sources, it has already determined that a "remote transducer" for the EGR system will correct the problem.

GM says, however, that it will not apply the fix to any car that is six years old or older and/or has more than 60,000 miles on the odometer. GM argues that the Clean Air Act requires car makers to certify that their vehicles will meet emission standards only for the first five years or 50,000 miles of their life.

GM and the EPA have previously tangled on this issue and are currently awaiting a decision from the U. S. Court of Appeals for the District of Columbia that would settle the matter. The EPA maintains manufacturers are liable for emissions compliance for the life of the car, be it 30,000, 60,000, or 100,000 miles.

Last month, the EPA ordered GM to recall 527,000 other 1978 models for similar failure to meet oxides of nitrogen standards and here, too, the EGR system was implicated.

Since 1977, EPA has conducted or influenced 19 recalls of cars failing to meet the oxides of nitrogen standards because of faulty EGR systems. More than 5.3 million vehicles have been involved in these recalls.

Pending the D.C. court's decision, owners of affected vehicles with fewer than 60,000 miles on the odometer will be asked to bring their cars in for a free repair.

AMC and GM account for the increases

Early-month sales top last year's

By Mary Beth Mayer
Staff Writer

Domestic new-car sales in early April handily surpassed the year-ago level and the forecast calls for more of the same as key economic indicators continue to be positive.

It was the second consecutive period of improved sales and the 14th in the last 17 periods.

April 1-10 sales numbered 158,675, up 18.9 percent from 133,402 a year earlier. They were down 40.1 percent from 264,963 recorded in the final period in March. There were eight selling days April 1-10, yielding a daily selling rate of 19,834, up 33.81 percent from the average of 14,822 from nine selling days a year ago.

American Motors and General Motors enjoyed substantial sales increases, while the competition suffered sales losses of 62 percent to 4.8 percent. AMC reported an estimated sales figure of 5,250 for the period, up 176 percent from 1,900 in 1982. Renault Alliance sales made up 3,500 of this total. GM was up 37.9 percent, to 104,978 from 76,093.

Chrysler Corp. reported sales of 19,845, down 4.8 percent from 20,852 a year earlier. Ford Motor Co. sales fell 16.4 percent to 26,913 from 32,214. Volkswagen of America reported sales of 889 new Rabbits, down 62 percent from 2,343. Sales of U. S.-built Honda Accords were estimated at 800.

GM sales accounted for 66.16 percent of the market, up from 57.04 last year. Ford earned 16.96 percent, down from 24.15 percent. Chrysler cornered 12.51 percent, down from 15.63 percent. AMC had 3.31 percent, up from 1.42 percent. VWoA dropped to .56 percent from 1.76 percent and Honda claimed the remaining .50 percent of the 1983 market, with no showing a year ago.

Oldsmobile not only reported a 76-percent sales increase for the period, it erased a seven-year-old record with the sale of 30,377 units in the first 10 days of April. The division's previous record for this period, 28,026 cars, was established in 1976.

Oldsmobile's total was greater than any other U. S. make, including Chevrolet which finished with 29,413.

In addition to Oldsmobile, Chevrolet and Buick, U. S. makes reporting sales increases for the period were: Chrysler, up 34.2 percent; Lincoln, up 7.5 percent; Cadillac, up 43.3 percent, and Pontiac, up 0.2 percent.

DOMESTIC SALES

	April 1-10, 1983	April 1-10, 1982
AMERICAN MOTORS	5,250†	1,900†
Chrysler	6,726	5,010
Imperial	74	79
Plymouth	6,338	7,985
Dodge	6,707	7,778
CHRYSLER CORP.	19,845	20,852
Ford	17,562	22,959
Mercury	7,189	7,338
Lincoln	2,062	1,917
FORD MOTOR	26,913	32,214
Buick	27,225	16,886
Cadillac	7,006	5,499
Chevrolet	29,413	23,335
Oldsmobile	30,377	19,445
Pontiac	10,957	10,928
GENERAL MOTORS	104,978	76,093
VOLKSWAGEN	889	2,343
HONDA	800†	.....
U. S. INDUSTRY TOTAL	158,675	133,402

† Estimate.

GM engine case moves one step nearer solution

By Roger Rowand
Engineering Editor

CHICAGO. — The six-year-old General Motors engine switch, or Chevymobile case, which Federal Judge Frank J. McGarr said threatened to become perpetual, took still another step toward a close last week.

Judge McGarr gave tentative approval of a settlement giving a maximum of $400 to each of about 12,500 customers who bought 1977-model Oldsmobiles with Chevrolet-built 350-cubic-inch V-8 engines before April 10, 1977.

Most of the owners of other cars in the class action suit here already either have accepted a GM customer satisfaction offer of an extended warranty and $200 in cash or had their litigation settled by jury action in June, 1981.

April 10 is the date by which the court believed the public had been made aware of the engine interchange situation.

About 72,000 owners who bought cars after April 10 were ruled against by the jury. That left about 68,000 in the case. Of those, about 50,000 accepted the GM $200 and warranty offer. Of the 18,000 remaining, some 5,500 were dismissed for a variety of reasons. The remaining 12,500 are affected by the most recent ruling.

Judge McGarr is expected to issue a final ruling July 27.

A smaller class action suit continues in Ohio and several individual lawsuits are pending.

De Tomaso loses $7 million in '82

RED BANK, N. J. — De Tomaso Industries, Inc., reported a 1982 loss of $7,293,056, or $3.54 per share, on sales of $159,085,416.

In 1981, the company lost $9,668,056, $4.70 per share, on sales of $132,950,694.

Alejandro De Tomaso, company president, attributed 1982's performance to lower unit sales and gross margins on minicars, offset in part by increased unit sales of the Maserati Biturbo and by sales of older minicar models.

Syracuse buyer thaw

The warm welcome residents gave the Spectacular Spring Auto Sale in the Penn Can Mall indicates a definite upswing in the local Syracuse economy, according to Eric Burke, of AME, the sale's promoter. Fourteen participating dealers held a first-ever mall sale there.

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'Old Grandpa' still going strong

Rufus Alexander, Bethpage, Tenn., has named this 1941 White "Old Grandpa" because it is his fleet's elder statesman. Repowered with a 1943 Cummins HB-600, it was the oldest White entry in the longest-running Cummins engine contest. It hauls tobacco from trading floors to tobacco companies.

truck industry news

Strong showing by non-captive imports sets pace

3-month sales rise slightly

In spite of small declines in two of the three months, first-quarter retail sales of new trucks of all types in the U. S. were up slightly over a year ago.

Franchised dealers and factory outlets retailed 666,291 vehicles in the January-March period, according to preliminary reports, a gain of 678 units over the 665,613 sold in the like period of last year.

Table on Page 32.

The three-month total, however, would have been lower than the 1982 first quarter if the non-captive imported compact pickup trucks had not had a strong upturn in the first three months.

Sales of the non-captives — Toyota, Datsun, Mazda, Isuzu and Mitsubishi — totaled 35,931 units in the January-March period, up 24.6 percent from the year-earlier 68,938.

Deliveries by domestic retailers, including the captive imports, were off 2.3 percent during the quarter, from 596,675 units in 1982 to 580,360.

March sales were down only about 100 units from the same month a year ago, but again, it was a strong month for the non-captive imports that put the March total ahead of the 1982 count.

This year 278,845 new trucks were retailed in March, compared with 279,738 units in 1982. Sales of the non-captive imports, however, were up 22.7 percent, from 30,858 last year to 37,850.

In February, sales were down 7 percent from the previous year and it was the first monthly drop on a year-to-year basis since last August.

The compact-truck market continues strong, and in the first quarter it accounted for 33.7 percent of total industry sales.

Through March, 224,682 small pickups and sports/utility vehicles were sold, an increase of 20.8 percent over the year-earlier 185,941.

Three-month sales of the domestic compacts totaled 124,815 units, an increase of 47.7 percent over last year's 84,515. The imported compacts were down 1.5 percent during the quarter, from 101,426 units last year to 99,867.

The plunge in deliveries of

Continued on Page 32, Col. 3

How Cummins placed diesels in vehicles

COLUMBUS, Ind. — When Cummins Engine Co. was founded in 1919, the "oil engine" was suitable only for stationary power. It supplied power for machines which could be hooked onto the engine, for the oil engine was far too big to be installed in any equipment.

Few people imagined it would ever be used to move a vehicle of any kind.

Today, diesels are powering trucks, buses, boats, earthmovers, trains and supplying the emergency power for hospitals and computer operations.

Clessie L. Cummins saw, in this power, a source of reliable power needing only certain refinements.

Cummins, a chauffeur for W. G. Irwin, Columbus (Ind.) banker and businessman, soon converted most of the Irwin factory garage into a small machine shop where he "tinkered" with the oil engine.

He ultimately persuaded Irwin to provide financial backing and Cummins Engine Co. was incorporated.

Only 19 6-HP farm-type engines were sold the first year, manufactured in an old cereal mill in Columbus. Then, in 1920, Sears, Roebuck & Co. contracted for 4,500 1½ and 3-HP engines.

By the mid-'20s, Cummins introduced a successful marine engine. These engines found their way into motor launches, pleasure craft, luxury yachts, generator sets, drills, power shovels and air compressors because of their economy and dependability.

The general public was unaware of the possibilities of the diesel engine, so in the following few years Clessie Cummins

Continued on Page 24, Col. 1

Warner named dealer of year at ATD meeting

BOSTON. — Richard L. Warner, a Ford-Iveco/Magirus-Range Rover dealer in Salt Lake City, was named the 1983 Truck Dealer of the Year by Business Week magazine and the American Truck Dealers (ATD) Division of NADA during the 20th Annual ATD Convention and Exposition in Boston.

Warner was chosen from a field of 23 national finalists. Judges from the Columbia University Graduate School of Business selected Warner for his outstanding truck merchandising record, his civic service and his contributions to the growth of his community.

President of Rick Warner Ford and Rick Warner Truck-

Continued on Page 38, Col. 3

10-year coverage

Budd unveils warranty on wheels

DETROIT.—Budd Co. has announced what it believes to be an industry first—a 10-year warranty for the Ledge-Weld steel-disk truck wheel.

"With our modern manufacturing techniques and sophisticated quality control procedures, escalating the company's traditional five-year warranty to 10 years was the next step for us," said James D. Glaspie, director of sales and engineering for Budd's Wheel and Brake Division.

"Budd has 60 years of experience in wheel-making and has produced more than four million Ledge-Weld wheels, making us the disk-wheel leader," continued Glaspie. "The market told us what it wanted, and we have responded."

The 10-year warranty also applies to new Budd Bevel-Weld steel-disk truck wheels as well as tube and tubeless demountable rims.

Unlike other warranties of which the company is aware, Glaspie said, Budd's is transferable from the original purchaser user to subsequent users and is not based on pro-rated use.

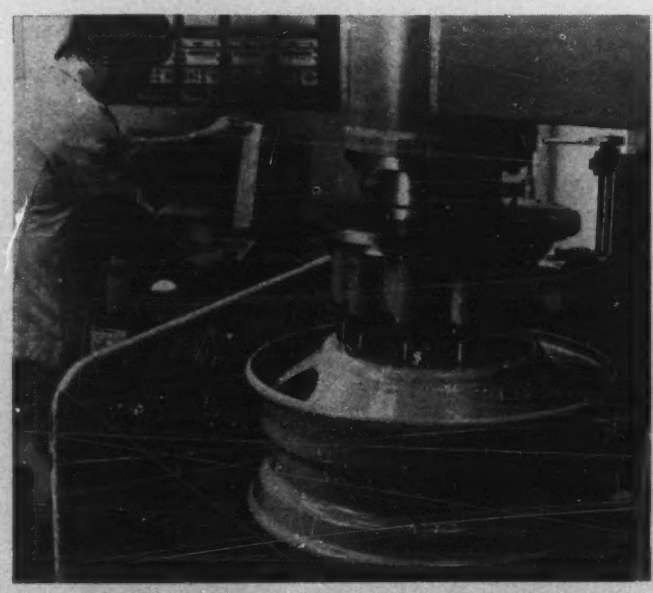
The new warranty, which replaces the current five-year warranty. Budd introduced to the industry, is effective for wheels and rims manufactured after April 1.

Budd guarantees these wheels and rims to be free from defects in workmanship and material for 10 years from date of manufacture, which is stamped on the product, Glaspie said.

"Any of these wheels or rims found defective by Budd inspection within the warranty period will be replaced without charge f.o.b. factory," he added.

Wheels and rims covered by the new warranty must be used at all times in accordance with

Continued on Page 24, Col. 5



Making sure wheels run true

To make sure its truck wheels run true, Budd Wheel & Brake Division adheres to runout tolerances far stricter than industry standards, a spokesman said. Here a computer measures and records radial and lateral runout on a moving Budd Ledge-Weld truck wheel.

McKee and Brodie get high GM Truck posts

PONTIAC.—Two top-level appointments in the manufacturing and sales operations of the General Motors worldwide Truck & Bus Group have been announced by Donald J. Atwood, GM vice president and group executive.

Robert L. McKee has been named general manager of the Truck & Bus Manufacturing Division, and Duncan A. Brodie is the new truck-sales general director at the GMC Truck & Coach Operation.

McKee, who had been general manufacturing manager of the Chevrolet Division since 1976, succeeds Robert W. Truxell. Truxell left GM last month to become vice president of General Dynamics' Land System Division, which builds tanks for the U. S. Army.

Brodie, director of the GM Service Section since 1979, replaces James T. Riley. Riley has been placed on special assignment to Atwood.

McKee, 58, joined Chevrolet in 1953 as a safety engineer at the division's Bay City (Mich.) plant and has served in a variety of engineering, manufacturing and product reliability positions.

• Brodie, 48, has been with GM since 1959, starting as a junior engineer at GM of Canada, Ltd., in Oshawa, Ont. He held a number of sales and service positions in his native Canada prior to moving to the GM Service Section in Detroit.

Riley, 55, was named general sales manager of the former GMC Truck & Coach Division in 1980. The division was consoli-

Continued on Page 32, Col. 5

Smith appointed HD sales chief at Ford Truck

DEARBORN. — Kenneth F. Smith has been appointed heavy-truck sales and marketing manager of Ford Truck Operations, succeeding the late Alan R. Krueger.

K. F. Smith

Smith had been director of marketing strategy for Ford North American Automotive Operations since 1981. He previously served for two years as vice president for export operations of Ford of Europe, Inc.

He joined Ford Motor Co. in 1957 and, after serving in management positions with Autolite-Ford Parts Division and the Ford Engine and Foundry Division, was named heavy-truck operations manager at Ford Division in 1973.

In 1976 he went to Ford Australia as truck-operations manager and the next year was named president - director of Ford Japan. He chaired the Toyo Kogyo Study Group which recommended Ford's acquisition of a 25 percent equity in the Japanese auto maker.

Speaking of Automotive Advertising...

by Terry Sweeney

The 1982 advertising totals are in.
For the important category of Commercial Trucks and Vehicles, it certainly comes as no surprise to me that Business Week ranked #1 in advertising pages among all magazines.

As a matter of fact, I can't remember the last year that we did not rank #1.

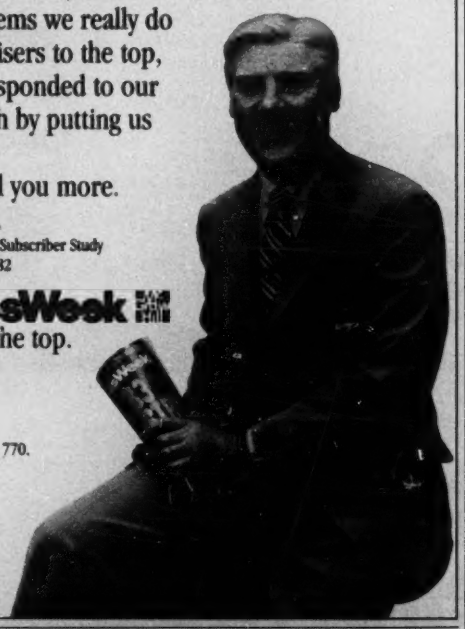
There are some pretty good reasons to support our dominant position in this marketplace. For openers, we know from our own recent research studies that nearly 60 percent of the companies we reach own or lease trucks.

And we also know that about half of our subscribers plan to replace their current vehicles within the next two or three years.

Additional research shows that Business Week subscribers play a vital role in the purchasing or leasing decision of a new commercial truck or vehicle. So it's no wonder Business Week did as well as it did, again, carrying more advertising in this category than Fortune, Forbes, and Nation's Business *combined.* Seems we really do get our advertisers to the top, and they've responded to our audience reach by putting us up there too.

Let me tell you more.
Give me a call.

Sources: Business Week Subscriber Study
PIB/LNA, Jan.—Dec. 1982



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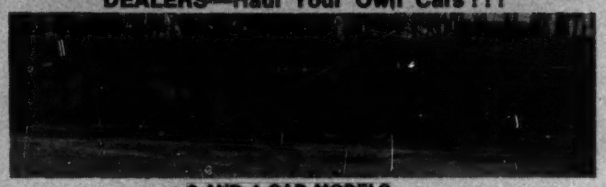

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Coot climbs, crawls, clambers

Coot, Inc., Round Rock, Tex., is marketing a four-wheel-drive off-road utility vehicle called the Coot. It has an 18-HP Tecumseh engine and twin articulating hulls which the company said propel it over virtually any terrain or obstacle. The Coot has a top speed of about 30 MPH on flat ground and can carry up to 1,000 pounds. Base price is $5,995.

32.09 pct. of January market

Import registrations capture record share

By Jenny L. King
Staff Writer

January registrations of new imported cars exploded to a record chunk of the total U. S. market plus a healthy increase in the number registered compared with the same month a year ago.

Import registrations for January, 1983, totaled 191,038, up 20.23 percent from 158,894 in 1982. This year's sum accounted for a record 32.09 percent of the market (there were 595,294 new registrations in January), up from 31.21 percent in 1982 (509,189 was the year-ago grand total).

Toyota, Nissan and Honda remained first, second and third among the imports, but Honda discovered that staying at about last year's total cost it 3.66 percentage points in the import market as its competitors increased their numbers.

Toyota was up just 0.02 percentage points as its registrations jumped to 43,084 from 35,793. Nissan climbed to 37,996 from 29,306, and gained 1.45 percentage points.

Mazda bumped Volkswagen from fourth place, Subaru maintained a foothold in fifth, and VW dropped to sixth. Renault Alliance snapped up seventh place, Volvo stayed in eighth, Mercedes-Benz dropped from seventh into ninth place and BMW rounded out the top 10. Audi slipped from ninth in 1982 to "others" this year.

The top 10 imports accounted for 89.15 percent of all import registrations, down from 90.11 percent in January, 1982.

For the month, Japanese imports were down to 74.47 percent from 77.29 percent of the market last year. German-built cars climbed to 10.70 percent from 10.63 percent. A new category, United States, which includes the U. S.-built Renault Alliance and Volkswagen Rabbit, was third largest, contributing 8.41 percent of all imports. The category was set up by R. L. Polk & Co., which tabulates import registrations.

Registrations by country of origin in January, 1983 vs. 1982, were:

	Jan., 1983	Jan., 1982
Japan	142,272	122,818
West Germany	20,438	16,893
United States	16,059	8,300
Sweden	7,750	5,908
France	2,952	3,117
England	1,045	571
Italy	467	895
Ireland	55	392

Registrations of imported trucks in January totaled 37,224, up 14.70 percent from 32,452 in 1982. Truck totals for the first month of 1983 compared with the preceding year were:

	Jan., 1983	Jan., 1982
Toyota	11,774	9,681
Nissan	10,112	7,612
Ford Courier	4,202	3,651
Mazda	3,775	.....
Dodge Ram 50	.....	2,816
Others	7,361	8,692
TOTAL	37,224	32,452

IMPORT REGISTRATION SHARES IN U. S.

	JANUARY				
	Regis., January, 1983	Pct. Share of Market	Regis., January, 1982	Pct. Share of Market	Pct. pt. Change '83 vs. '82
Toyota	43,084	22.55	35,793	22.53	+ 0.02
Nissan	37,996	19.89	29,306	18.44	+ 1.45
Honda	28,195	14.76	29,271	18.42	− 3.66
Mazda	12,496	6.54	9,611	6.05	+ 0.49
Subaru	11,094	5.81	10,276	6.47	− 0.66
VW	10,897	5.71	12,288	7.73	− 2.02
Alliance	9,557	5.00	.....	.....	.....
Volvo	5,986	3.13	4,718	2.97	+ 0.16
Mercedes	5,781	3.03	4,979	3.13	− 0.10
BMW	5,216	2.73	3,379	2.13	+ 0.60
Audi	.....	.....	3,557	2.24	.....
Others	20,736	10.85	15,716	9.89	+ 0.96
TOTAL	191,038		158,894		
Share of U. S. Total		32.09		31.21	

Registrations for Oklahoma not available.

American Sunroof Company Installing Associates

Alabama
Custom Auto Vinyl Tops
Birmingham

Arizona
Automotive Concepts
Phoenix

California
The Sunroof Factory
Alhambra
California "T" Top
Bakersfield
East Bay Sunroof
Emeryville
D & D Kustom Vans
Fresno
Electronic Entertainment
Hawthorne
American Sunroof-Valley
N. Hollywood
American Sunroof Corp.
Los Angeles
Arroyo and Sons
Riverside
Sierra Coach
Sacramento
E-Z Rider
Salinas
Bay Area Sunroof
San Carlos
San Francisco Sunroofs
San Francisco
Precision Auto Sunroof
San Marcos
American Sunroof
Santa Ana
Britax
Santa Ana
The Sky Is The Limit
Santa Rosa
Executop
Sunnyvale
American Body Shop Inc.
Ventura

Colorado
Meyer & Sons
Denver

Connecticut
American Sunroof-Ct.
E. Norwalk

Delaware
Autocraft
New Castle

Florida
American Sunroof-Ft.
Pinellas Park
Kelley's Custom Trim
Delray Beach
Sunroof of Florida
Oakland Park

Georgia
American Sunroof-Atlanta
East Point

Hawaii
Electronic Entertainment
Aiea

Illinois
Broadway Auto Top
Evanston
Lang's Auto
Northbrook
Tucker Automotive Corp.
Palatine

Indiana
Sunroof Specialties, Inc.
Elkhart
Indy Auto Sound
Evansville
Indy Auto Sound
Indianapolis

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Top King
Kansas City

Kentucky
Car Customizing Co.
Louisville

Louisiana
Acadiana's Top Shop
LaFayette

Massachusetts
Sunroof of Massachusetts
Norfolk

Maryland
Creative Customs
Capital Heights
Overseas Custom
Gaithersburg
Creative Customs Inc.
Glen Burnie
Adler & Mandel
Rockville

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Renaissance Tyre Company
Detroit
Creative Coach Works
Farmington
Wisco Corporation
Ferndale

Kelley's Custom Trim
Flint
R. S. Harper
Fraser

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Missouri
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Springfield

Nevada
Valley Van Works
Las Vegas

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Purich Inc.
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Bogota
Auto Sunroof
Cinnaminson
Autobahn Custom Car
Middletown
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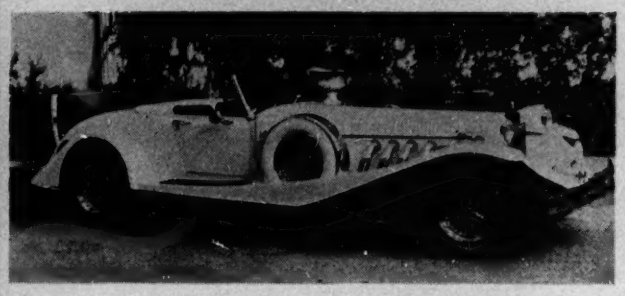

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Strong showing by non-captive imports sets pace

3-month truck sales rise slightly

Continued from Page 20

the captive imports hurt total sales heavily. Only 13,936 captives were sold in the first three months, down 57.1 percent from last year's 32,488.

Ford outsold Chevrolet by almost 10,000 units in March to regain sales leadership.

• During the month, Ford dealers retailed 91,844 new trucks, up 12 percent over last year's 81,993. The first-quarter total climbed to 213,547, a gain of 11.3 percent over the year-ago 191,839.

Chevrolet deliveries, on the other hand, dropped 16.8 percent during the month to 82,602 units, compared with 99,322 in March, 1982. The three-month count was 209,968, a decline of 10.8 percent from last year's 235,508.

Dodge and Plymouth dealers sold 27,552 light trucks during the month, up 12.9 percent over the year-earlier 24,409. Through March, however, the total was down 10.2 percent from last year, 59,259 units versus 65,963.

Sales of GMC new trucks were off for both March and the first quarter. Dealers sold 25,224 units during the month, down 9.5 percent from last year's 27,880. The three-month count was off 5 percent, from 61,859 in 1982 to 58,742.

American Motors reported that Jeep dealers sold 5,851 of the four-wheel-drive vehicles in March, a gain of 13.3 percent from last year's 5,163. Through March, the total was 15,546, up 8.5 percent from the year-earlier 14,323.

Volkswagen dealers sold only 500 compact pickups during the month, down 68.7 percent from last year's 1,599. The three-month count of 1,577 units was 60.8 percent lower than the year-ago 4,020. Production of these vehicles has been discontinued.

• In March, Toyota dealers retailed 15,019 small trucks, an increase of 4.8 percent over last year's 14,331. Through March, they had sold 34,595 units, up 4.1 percent over the previous year's 33,239.

March sales of Datsun compacts totaled 11,563 units, a gain of 1 percent over the year-earlier 11,452. The three-month count was 16.5 percent higher than a year ago—27,543 versus 23,652.

Mazda deliveries more than doubled in March and the first quarter. Dealers retailed 8,417 compacts during the month, up 133.7 percent from last year's 3,602. Through March, the total of 16,913 units was 104.5 percent higher than the 8,271 sold in the like period in 1982.

Isuzu dealers retailed 2,094 small vehicles during the month, an increase of 42.2 percent over the year-ago 1,473. The three-month total climbed to 4,916 units, an increase of 30.2 percent over last year's 3,776.

Mitsubishi dealers sold 757 compacts during the month, bringing the January-March total to 1,964 units. These trucks were introduced in the U. S. market last fall.

Dodge dealership opens

BELMONT, Mass. — Peter Fuller Dodge, headed by Peter D. Fuller Jr., has opened here. Since 1980, Fuller had been vice president of an Oldsmobile dealership founded by his father in 1931.

GM Truck picks McKee, Brodie

Continued from Page 20

dated as part of the GM Truck & Bus Group in 1982.

Riley has been associated with the truck business for most of his career in the motor-vehicle industry. He joined GM as Kansas City truck manager for Chevrolet in 1957.

He was Chevrolet truck sales manager before being named general sales manager of GM's former Frigidaire Division in 1977, and was worldwide truck-marketing director for the GM marketing staff prior to moving to GMC.

D. A. Brodie

R. L. McKee

Big Three February, year-to-date truck sales

	March 1983	March 1982	Year to date 1983	Year to date 1982
Ford				
Vans	16,314	12,905	36,624	27,375
Club Wagon	3,046	2,510	7,145	6,022
Ranger	18,068	8,288	41,583	9,728
Courier	186	2,584	5,657	10,411
Bronco	4,568	4,411	10,619	10,402
Bronco II	2,499	.....	2,698	.....
Pickups	43,262	47,079	99,806	117,268
Mediums & Heavies	3,901	4,612	9,415	10,633
Chevrolet				
Vans	13,051	10,856	33,479	24,942
Sportvan	1,741	1,393	4,711	3,352
S-10	15,836	25,046	41,558	54,459
S-10 Blazer	8,968	.....	20,747	.....
LUV	524	3,146	1,888	8,826
El Camino	1,768	2,428	4,539	5,915
Blazer	2,658	3,573	6,445	9,594
Suburban	3,228	4,635	7,764	8,732
Pickups	33,751	46,840	85,692	116,150
Mediums	1,077	1,405	3,145	3,538
Chrysler				
Vans	7,034	5,598	15,661	15,213
Voyager	450	539	1,096	1,493
Ram Wagon	3,792	2,838	7,854	7,167
Arrow	173	467	433	1,983
Ram 50	2,316	4,169	5,958	11,268
Trail Duster	.....	33	.....	148
Ramcharger	2,559	1,033	4,948	2,372
Scamp	302	.....	714	.....
Rampage	1,164	2,172	2,533	4,457
Pickups	9,762	7,560	20,062	21,862
GMC				
Vans	5,122	3,443	10,404	6,796
S-15	3,406	4,923	8,803	9,939
S-15 Jimmy	1,625	.....	3,454	.....
Jimmy	705	933	1,510	2,088
Caballero	176	343	450	783
Suburban	1,210	1,380	2,640	2,374
Pickups	9,550	13,149	24,187	29,250
P Models	257	330	646	874
Mediums	1,715	2,522	4,909	6,745
Heavies	739	857	1,739	3,010

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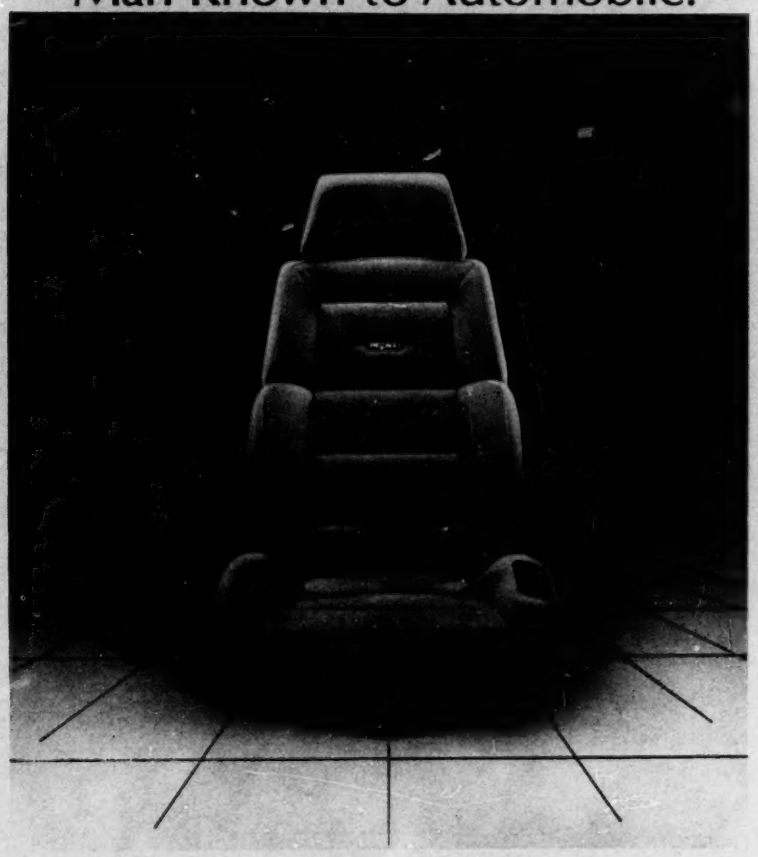

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factories list auction dates

American Motors

April 19—D-A Auto Auction, New Stanton, Pa.; Aptco Auto Auction, Taylor, Mich.

April 20—Central States Auto Auction, Mason City, Iowa; Columbus Fair Auto Auction, Obetz, O.

April 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis North Star Auto Auction, Shakopee, Minn.

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 19—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Dallas Auto Auction, 4266 E. Main, Dallas, Tex.

April 20—Minneapolis North-star Auto Auction, 7700 State Highway 101, Shakopee, Minn.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 21—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 18 — Arena Auto Auction, Chicago, Ill.

April 20 — 166 Auto Auction, Springfield, Mo.

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Used Car Sales

Auction Averages

April to date	$5,045
Month ago	$4,985
Year ago	$4,592

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983.....	$ 9,843	$10,292	$12,350
1982.....	8,004	8,112	7,711
1981.....	6,019	6,046	5,989
1980.....	5,412	5,195	5,013
1979.....	4,741	4,589	4,398
1978.....	3,429	3,496	3,293
1977.....	2,801	2,637	2,378
1976.....	1,866	2,232	1,773
Overall Average	$ 5,045	$ 5,010	$ 4,733

New tire device allows driver to see low pressure

NASHVILLE. — Schrader Automotive Group, Scoville, Inc., has introduced a device which allows drivers to see whether their car's tire pressure is too low merely by walking around the car.

Called the Red Alert Low Tire Pressure Indicator, the unit performs all the functions of a conventional tire valve, but when pressure drops below a predetermined level, a red pin snaps up and is visible inside a clear plastic cap.

"This is the first basic change in automotive tire pressure control since the tire valve was invented in 1896," said Kevin Nameth, the company's general manager. "There is no valve core; the sealing mechanism is located inside the rim, not at the end of the valve stem."

Standard tire servicing equipment is used for inflating, deflating and gauging, he said.

The Red Alert device has only four moving parts. A seal and cap assembly keeps out dirt and moisture and three standard lengths cover all rim configurations, and are applicable to light trucks and other vehicles.

Gartin to follow Thomas as Manheim controller

LANCASTER, Pa. — Robert E. Gartin has been selected to succeed James C. Thomas as vice president and controller of Manheim Auctions, which operates 13 wholesale automobile auctions in 10 states.

Gartin will take over his new duties when Thomas' resignation becomes effective with this summer's move of the auction headquarters from here to Atlanta.

25 years for Prolo

SANTA CRUZ, Calif. — Stanley Prolo, of Prolo Chevrolet Co here, has observed his 25th anniversary as a dealer.

L-M dealership opens

Hollywood Lincoln-Mercury, Hollywood, Calif., opened for business with John and Michael Sullivan, right, heading the operation. Extending congratulations is R. R. Davis, left, Lincoln-Mercury assistant district sales manager. Also joining in the occasion are L. A. Zakin, second left, Lincoln-Mercury zone manager, and Victor Roy, dealership sales manager.

This rust protection system protects cars and car dealers.

It's called Quaker State Metal-Gard. You can't offer better protection for cars or your good name.

	Quaker State Metal-Gard	Your Current Program
1. Is warranty issued and backed by a brand name company with strong consumer recognition and acceptance?	YES	
2. Is it a Fortune 500 Company that has product lines for dealer purchase besides rust protection products to assure continuance in the market place?	YES	
3. Is dealer protected in event of claims for misapplication of product (except outright fraud)?	YES	
4. Does dealer program have registration fees?	YES	
5. Are they refundable?	YES	
6. Do they pay interest?	YES	
7. Are dealers' registration fees kept separate to protect them from other dealer accounts?	YES	
8. Does dealer receive verification of monies mailed in to make sure they were received?	YES	
9. Does dealer receive an annual statement of his fund status and claim activity?	YES	
10. Is dealer serviced by a local distributor?	YES	

Now that you've made the comparison, take the next step. Mail this coupon. Or call 814-676-7989 or 7814.

Coatings Department, Quaker State Oil Refining Corp.
255 Elm Street, Oil City, PA 16301

Please tell me more about Metal-Gard rustproofing.

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Address_____

City_____ State_____ Zip_____

Quaker State Metal-Gard: Today, you need a rust protection system this good.

14 plants work extra hours

Overtime boosts auto production

By Patricia Hoffman
Staff Writer

Overtime schedules at 14 assembly points, plus the return of two General Motors' facilities, upped last week's domestic car production 9.42 percent from the previous week's total.

The car makers targeted 137,541 units last week, up from 125,702 built the previous week and up 19.95 percent from 114,664 assembled in the comparable 1982 period.

Breakdown for the week by company was: General Motors, 58.31 percent; Ford Motor, 23.46 percent; Chrysler Corp., 13.67 percent; American Motors, 2.42 percent; Volkswagen of America, 1.54 percent, and Honda, 0.60 percent.

Year-to-date the manufacturers have finished 1,770,506 units, a 32.79 percent gain from last year's 1,333,326.

GM's Tarrytown facility was closed last week (April 11) for inventory control. Back last week at GM were the Willow Run and Wilmington plants, which also had been down for inventory adjustment.

Ford's Kansas City plant remains idle for changeover to the new Tempo and Topaz models. Job One of the new cars is scheduled for May 2.

AMC's Kenosha point returned to normal five-day operations last week following an extra day of downtime for Easter vacation. The plant was idle Monday, April 4.

Ford's Atlanta, Chicago, Lorain, Wixom and St. Louis plants operated daily overtime last week, with St. Louis working two eight-hour shifts on Saturday.

Also working six days last week were GM's Baltimore, Flint, Janesville, Lansing and Leeds plants, plus Chrysler Corp.'s Newark and St. Louis facilities. Newark, St. Louis and Chrysler's Belvidere and Jefferson plants continued to work daily overtime last week.

The GM Oklahoma City point, source of Chevrolet Citation and Celebrity, and Buick Century models, will be idle one week starting today (April 18) for plant rearrangement. The plant will phase out assembly of the Citation, while production of the Celebrity and Century models continue there. About 2,600 workers will be affected.

Starting May 2, output of the AMC/Renault Alliance will be upped from the current rate of 664 units a day, to 860 units a day at the company's Kenosha plant. About 800 hourly employes will be recalled as a result.

Six U. C. dealers pay fines for odometer rollback

PHILADELPHIA.—Six used-car dealers, accused by Pennsylvania officials of rolling back odometers on used cars they sold, have agreed not to tamper with odometers in the future and will pay some $54,000 in civil penalties.

Dealers involved are: Gordon A. Whitehill, Cornwell Heights and northeast Philadelphia; David Lawrence Newsome, Norristown; John R. Rodgers Jr., Malvern and Philadelphia; Dennis G. Harding, Newtown Square and Philadelphia; John R. Koch and Virginia R. Koch, his mother, Summit Station, and James R. Haslam, Orwigsburg.

The Kochs have agreed to pay a $25,000 civil penalty.

The charges were brought by the state's attorney general.

Ford to expand St. Thomas plant to build big cars

DEARBORN. — Ford Motor Co. will build the Ford Crown Victoria and Mercury Grand Marquis at its plant in St. Thomas, Ont., the company confirmed last week.

That plant will also continue to build the Ford Escort and EXP and Mercury Lynx and LN7. The big cars are currently built at St. Louis, which has been operating at maximum overtime to keep up with market demand, Ford said.

A $62 million, 200,000-square-foot expansion is planned at St. Thomas, which will begin producing the standard-size vehicles for the 1984 model year.

According to Harold A. Poling, executive vice president, Ford North American Automotive Operations, St. Thomas' 3,000 workers will build more than 900 Escort, Lynx, EXP and LN7 models a day on two shifts. Output of the Crown Victoria and Grand Marquis will begin in December and will hit 50 an hour on two shifts at full production.

Workers at the St. Thomas plant recently approved changes in overtime scheduling in order to vie for the big-car production.

According to a Ford spokesman, St. Thomas will be involved in both production and construction simultaneously. It will continue to build the Escort, Lynx, EXP and LN7 while the expansion takes place.

Wage hike averts Ford Mexico strike

MEXICO CITY. — Ford of Mexico has averted a strike by granting its 5,000 employes a 27 percent increase in wages and benefits.

The plant was closed for three weeks because of excessive inventory. A similar measure will be taken in August, according to the union representing the workers.

Canadian output steady with 19,519 cars for week

Canadian car and truck output last week was about the same as in the previous week.

Last week, the auto makers scheduled 19,519 units, compared with the previous week's 19,739, but down 6.37 percent from last year's 20,848.

So far this year, the manufacturers have assembled 276,016 cars, a 10.42 percent gain from last year's 249,958.

Truck output last week was scheduled at 11,854, almost unchanged from 11,893 the previous week, and down 9.29 percent from last year's 13,068.

Year-to-date, the truck makers have finished 144,344 units, down 1.98 percent from 147,261 built in the comparable 1982 period.

Ford Motor Co. has announced plans to expand its St. Thomas car plant and add Crown Victoria and Grand Marquis later this year.

St. Thomas will continue to build Escort, Lynx, EXP and LN7. The plant remained closed last week for inventory control. Operations are slated to resume today (April 18),

Also at Ford, the Oakville car plant, originally scheduled to return last week with production of the new Tempo and Topaz models, will return today. Oakville, which previously assembled Crown Victoria, has been idle since Feb. 21.

All other car and truck plants were operating last week.

Truck production climbs to 51,145, best since June

Overtime at five assembly plants, and the return of the American Motors Toledo (Jeep) facility helped boost last week's domestic truck output to its highest point since June of last year.

Last week, the truck makers scheduled 51,145 units, up 21.38 percent from the previous week's 42,135 and up 26.71 percent from 40,364 built in the comparable 1982 period.

Year-to-date, there have been 604,682 trucks assembled, an 11.65 percent gain from last year's 541,579.

AMC's Toledo plant returned last week (April 11) following a week of downtime to control overstocked inventory.

Daily overtime was scheduled last week at Ford Motor's Michigan and Lorain facilities. The Lorain point also worked an eight-hour shift on Saturday.

General Motors' Detroit, Janesville and St. Louis facilities also worked six days last week.

U. S. CAR PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
AMERICAN MOTORS	3,320	1,400*	2,652	5,972	16,695*	50,124
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,320	.....	2,652	5,972	.....	46,053
Alliance	3,320	.....	2,652	5,972	.....	46,053
CHRYSLER CORP.	18,800	15,674	19,454	38,254	167,765	229,217
Plymouth Total	7,100	6,596	7,316	14,416	70,159	86,427
Horizon	2,800	2,684	2,633	5,433	21,167	28,369
Reliant	4,200	3,912	4,622	8,822	48,992	57,070
Caravelle ('83)	100	.....	61	161	.....	968
Chrysler Total	4,700	2,883	5,246	9,946	31,714	53,157
LeBaron	2,400	2,883	2,253	4,653	31,714	25,521
Chrysler E-Class	2,300	.....	2,993	5,293	.....	27,636
Dodge Total	7,000	6,195	6,892	13,892	65,892	89,633
Omni	2,300	2,277	2,015	4,315	19,899	27,998
Aries	3,200	3,261	3,001	6,201	36,971	40,419
Dodge 400	700	657	1,002	1,702	9,022	9,156
Dodge 600	800	.....	874	1,674	.....	12,060
FORD MOTOR	32,270	29,226	28,655	60,925	270,928	408,701
Ford Division	22,139	18,781	18,727	40,866	166,069	268,534
Escort	6,069	7,832	4,164	10,233	74,801	74,706
Fairmont	.....	3,593	.....	.....	26,232	23,728
Mustang	3,399	3,598	1,725	5,124	30,471	37,534
LTD/Granada	4,508	3,586	4,631	9,139	25,289	52,429
Thunderbird	6,080	.....	5,841	11,921	7,527	53,829
Crown Victoria/Ford	2,083	.....	2,366	4,449	.....	25,300
EXP	.....	172	.....	.....	1,749	1,008
L-M Division	10,131	10,445	9,928	20,059	104,859	140,167
Mercury Total	8,473	8,368	8,259	16,732	76,140	109,761
Lynx	1,331	2,756	1,116	2,447	22,371	18,566
Capri	644	1,000	341	985	8,145	6,636
Zephyr	.....	1,050	.....	.....	8,456	8,601
Marquis/Cougar	1,832	1,713	1,838	3,670	13,114	19,424
Cougar/XR7	3,119	.....	3,136	6,255	2,561	23,758
Gr. Marquis/Marquis	1,547	1,766	1,828	3,375	21,111	32,460
LN7	.....	83	.....	.....	382	316
Lincoln Total	1,358	2,077	1,669	3,327	28,719	30,406
Continental ('82)	165	416	180	345	6,274	5,749
Lincoln	1,089	1,021	1,044	2,133	11,795	14,242
Mark VI	404	640	445	849	10,650	10,415
GENERAL MOTORS	80,206	64,501	72,118	152,324	846,298	1,046,869
Buick Division	18,697	14,181	16,286	34,983	201,480	245,679
Skylark	3,020	3,063	.....	3,020	36,650	27,002
Skyhawk J	1,203	.....	1,301	2,504	22,327	20,084
Century	3,120	2,330	3,531	6,651	36,122	46,812
Regal	5,210	4,609	5,296	10,506	51,111	72,192
Buick	5,205	3,149	5,229	10,434	46,436	68,425
Riviera	939	1,030	929	1,868	8,834	11,164
Cadillac Division	6,240	5,865	6,449	12,689	69,599	100,690
Cimarron	338	.....	522	860	1,401	7,663
Seville	740	642	740	1,480	7,096	10,725
Eldorado	1,562	1,603	1,555	3,117	18,617	23,152
Cadillac	3,600	3,620	3,632	7,232	42,485	59,150
Chevrolet Division	25,221	23,144	21,827	47,048	247,146	313,740
Chevette	4,095	6,541	.....	4,095	52,317	57,801
Cavalier	6,268	.....	6,141	12,409	28,189	62,648
Celebrity	2,120	.....	2,578	4,698	14,473	21,416
Camaro	4,235	5,612	4,101	8,336	61,227	53,016
Citation	617	4,892	1,983	2,600	38,714	32,246
Malibu	3,289	3,261	3,116	6,405	23,541	41,172
Monte Carlo	2,691	1,774	2,055	4,746	14,011	26,546
Chevrolet	1,306	464	1,238	2,544	5,937	13,786
Corvette	600	600	615	1,215	8,737	5,109
Oldsmobile Division	22,372	12,890	20,711	43,083	228,083	281,677
Omega	2,040	1,774	.....	2,040	24,620	19,641
Firenza	1,398	.....	1,111	2,509	23,615	12,916
Cutlass	6,300	2,580	6,260	12,560	59,075	83,425
Cutlass/Ciera	4,420	2,614	4,986	9,406	33,635	50,264
Oldsmobile	7,470	5,333	7,610	15,080	77,113	103,458
Toronado	744	589	744	1,488	10,025	11,973
Pontiac Division	7,676	8,421	6,845	14,521	99,990	105,083
Acadian†	.....	460	.....	.....	2,970	4,821
2000	2,140	.....	2,035	4,175	5,172	25,784
1000	1,505	550	.....	1,505	2,776	11,956
Firebird	1,775	3,067	1,899	3,674	33,529	25,825
Phoenix	.....	1,051	849	849	8,230	8,270
G. Prix/B'ville ('83)	2,256	3,293	2,062	4,318	43,514	28,424
A6000	.....	.....	.....	.....	3,799	.....
HONDA	830	.....	790	1,620	.....	7,611
VOLKSWAGEN	2,115	3,763	2,033	4,148	30,740	27,984
CHECKER	.....	100*	.....	.....	900*	.....
Total Cars, U. S.	137,541	114,664	125,702	263,243	1,333,326	1,770,506

TRUCK PRODUCTION IN U. S.†

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
CHEVROLET	18,512	14,277	17,171	35,683	185,574	210,385
DODGE	3,100	3,211	3,224	6,324	36,921	37,346
FORD	19,323	13,009	13,550	32,873	186,017	237,918
GMC	5,730	5,999	5,889	11,619	68,896	71,841
INTERNATIONAL	1,025	740*	1,025	2,050	15,008	13,548
VOLKSWAGEN	235	558	226	461	5,933	1,471
JEEP	2,170	1,520*	.....	2,170	23,390*	17,473
AM GENERAL	50*	50*	50*	100*	640*	700*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	19,200*	14,000*
Total Trucks, U. S.	51,145	40,364	42,135	93,280	541,579	604,682

CANADIAN TRUCK PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
CHRYSLER CORP.	2,652	2,467	3,228	5,880	27,616	39,480
FORD MOTOR	2,800	3,437	2,972	5,772	36,029	36,576
GENERAL MOTORS	6,160	6,894	5,447	11,607	80,018	66,265
INTERNATIONAL	242	270	246	488	3,598	2,023
Total Trucks, Canada	11,854	13,068	11,893	23,747	147,261	144,344
N. American Trucks	62,999	53,432	54,028	117,027	688,840	749,026

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 16, 1983	Week Ended April 17, 1982	Week Ended April 9, 1983	April to Date	Jan. 1 to April 17, 1982	Jan. 1 to April 16, 1983
AMERICAN MOTORS	710	487	649	1,359	7,775	7,889
CHRYSLER CORP.	4,800	3,471	5,706	10,506	48,462	65,241
FORD MOTOR	824	9,151	296	1,120	77,634	44,361
GENERAL MOTORS	12,960	7,514	12,863	25,823	112,880	155,240
VOLVO	225	225	225	450	3,207	3,285
Total Cars, Canada	19,519	20,848	19,739	39,258	249,958	276,016
N. American Cars	157,060	135,512	145,441	302,501	1,583,284	2,046,522
N. American Trucks	62,999	53,432	54,028	117,027	688,840	749,026
North American Cars and Trucks	220,059	188,944	199,469	419,528	2,272,124	2,795,548

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

April 25, 1983

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Capacious Caprice

American Pullman stretches a Chevy

American Pullman Coachbuilders, Inc., Brooklyn, N. Y., adds 36 inches to the length of Chevrolet's popular full-size car to create its Caprice Corporate Executive Limousine. At a cost of $27,500 to the dealer (including car), the stretched Caprice features rear air-conditioning and heating, rear facing seats, console and power-operated glass divider. As many as 100 will be built this year, the company said.

Peck quits as NHTSA chief

WASHINGTON. — Raymond Peck, the sometimes controversial head of NHTSA, has resigned his post effective May 21.

Peck gave no reason for his leaving office with still more than a year and a half to go on his term. Speculation within the auto community, however, was that he was forced out.

In any case, there was "jubilation in the NHTSA hallways," several agency staffers said.

Clarence Ditlow, director of the Center for Auto Safety, a group that has had frequent run-ins with Peck, said he would not be sorry to see him leave.

"Peck never fulfilled his Congressional mandate and it's time we got someone in there who will enforce the law," Ditlow said. "We call on Transportation Secretary (Elizabeth) Dole to appoint such a person."

A replacement for Peck, even on an interim basis, had not been announced at press time, but speculation is that it will be Diane Steed, the current Deputy Administrator.

Auto industry officials were puzzled by Peck's announced departure and disappointed. "He's the only friend we've had there in a long time," one said, referring to Peck's actions on air bags and bumpers.

Peck leaves behind a legacy of having done, nearly to the letter, what the Reagan Administration said it would do in the auto safety areas. He rescinded the controversial Standard 208, the passive restraint requirement, and rolled back the 5-MPH bumper standard to 2.5 MPH.

Wide-ranging safety bill calls for air bags in '86

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A many-splendored potpourri of a bill packed with a wide range of auto safety ideas, both new and rehashed, has been introduced by Senator John Danforth, Missouri Republican.

Among other things, the bill mandates air bags for '86 models and anti-lacerative windshields, high-mounted rear stoplights and 5-MPH bumpers for '85 models.

It also contains plans to label cars for their crashworthiness, to produce a Car Book of the results, to provide greater protection from side impacts, to strengthen truck safety provisions and to deter drunk and drugged driving.

It even includes provisions for upgrading the handling of hazardous materials.

Joining Danforth, who chairs a Senate subcommittee on surface transportation, is the head of the powerful Senate Commerce Committee, Robert Packwood, Oregon Republican, and Senator Claiborne Pell, Rhode Island Democrat.

• Danforth, who has scheduled more hearings in May, hopes that at least some of his proposals will make it through Congress in this session. So far, there is no parallel House bill, but Rep. Timothy Wirth, Colorado Democrat, shares Danforth's enthusiasm for air bags, stronger bumpers and better consumer information.

Danforth's thesis is: "Highway safety is a matter of life, limb, and dollars. By applying proven technology to cars and trucks, we can reduce dramatically the toll of death and injury on the highways and save billions of dollars in public and private costs."

The air-bag proposal comes just before the oral arguments on the air-bag litigation before the U. S. Supreme Court. Danforth acknowledged that the Reagan Administration might hesitate to take positions on matters in litigation (as are bumpers, as well as air bags), but he said he felt strongly that Congress should not be hamstrung.

If lawmakers were to decide they could not act because of litigation that occurred when the Administration took it upon itself to thwart the will of Congress, said Danforth, that would just play into the Administration's hands.

On the other hand, Danforth does not view the Administration as a "rock-ribbed opponent" and he is not interested in "picking a fight." But he does expect the auto makers to be "very tough" on air-bag and bumper proposals even though he believes both are extremely cost effective.

Besides reinstating the parts of the occupant protection standard and the bumper regulation which NHTSA head Raymond A. Peck rescinded, the Danforth bill would upgrade side protection in cars, light trucks and

Continued on Page 46, Col. 2

Pontiac P-car suffers from a weight problem

By Jim Plegue
Staff Writer

Pontiac's mid-engined Fiero sports car — the P-body — is still scheduled to debut this fall as an '84 model despite being beset with several manufacturing problems during its gestation.

AUTOMOTIVE NEWS has learned that the fiberglass-bodied two-seater, originally targeted to have a curb weight of less than 2,200 pounds, will now be tipping the scales at better than 2,550 pounds.

The weight gain is caused by Pontiac's need to substitute conventional cold-rolled steel for much of the high-strength steel originally slated for the car's skeleton, which engineers call "space frame."

Less than 15 percent of the steel used in the Fiero will be high-strength steel, sources said. The original goal was more than 50 percent.

But the result may be good news for Fiero buyers, according to one expert: Because engineers are more familiar with the properties of cold-rolled steel, fits and finishes will likely be better.

Because Pontiac is the first U. S. car maker to make extensive use of high-strength steel, it also has to develop machine-tooling and engineering processes specifically for that steel.

The inconsistencies of high-strength steel available in the U. S. have also proved troublesome for Pontiac, which found that it had to readjust dies frequently to keep parts consistent.

Pontiac engineers are looking for new areas to shave off weight in order to offset the Fiero's new poundage.

• Fiero will be built at Pontiac's old home plant in Pontiac, at a rate of 110,000 annually. Pilot production begins this summer. Fiero features styling similar to that of Fiat's X 1/9.

The Fiero's extra weight will surely result in a performance penalty, at least during the first year when the only engine offered in the car will be Pontiac's 2.5-liter inline four-cylinder. A four-speed transmission will be standard.

In 1985, however, the Fiero will pick up a new optional 2.9-liter aluminum V-6 engine. The 2.9-liter V-6 is based on Chevy's 2.9-liter V-6 powerplant and will be assembled alongside that engine at Tonawanda, N. Y.

Pontiac will add port injection and turbocharge the 2.9-liter engine for the 1986 model year.

Steel isn't the only problem Pontiac has had to overcome in its attempt to manufacture the P-car.

A top engineer from a GM sister division recently noted that the RRIM plastics Pontiac is planning to use for parts of the Fiero bodies are difficult to produce with a quality good enough for body surfaces.

They have another disadvantage, the engineer said: Over 100,000 units, steel becomes more economical to use.

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breaking news

An 'Encore' for AMC/Renault

DETROIT.—"Encore" will be the name of the new AMC/Renault three-door and five-door hatchbacks, which bow this fall as '84 models. The Alliance-derived FWD models will ride on a 98-inch wheelbase (same as the Alliance sedan), with overall length of 161 inches (three inches less than Alliance) and curb weight of 2,000 pounds. Encore is an appropriate moniker; the Alliance, first product of the AMC/Renault union, has been highly successful. Plans to add an optional 1.6-liter diesel engine to the Alliance line have been put off until next year, according to insiders.

Outline of GM/Toyota/UAW pact due by May 15

DETROIT. — The UAW hopes to have an outline of an agreement with General Motors and Toyota at its Constitutional Convention to be held in Dallas May 15-20. According to a UAW spokesman, it will be only a framework for a possible agreement if and when the FTC approves the venture.

See BREAKING NEWS, Page 8, Col. 1

Chrysler lists record profit

By Kathleen Hamilton
Financial Editor

Chrysler Chairman Lee Iacocca had been promising a $100 million profit for the first quarter, but the earnings he announced late last week far surpassed that: $172.1 million, the highest quarterly profit in Chrysler history.

And the profits came from making and selling cars, not financing or foreign exchange, emphasized Robert S. Miller Jr., executive vice president-finance.

Dealer orders lead Chrysler to believe it will be profitable again in the second quarter, Miller said. But it will take an upturn in the car market for a profitable year, he said.

Nonetheless, the $172.1 million ($1.97 a share) earned last quarter was more than in all of 1982, Miller said. It was 14.8 percent more than in the first quarter of 1982, when Chrysler announced profits of $149.9 million ($1.95 per share).

In that quarter, Chrysler's operation loss was offset by the sale of Chrysler Defense.

Sales of $3.1 billion were a 24-percent increase over the $2.5 billion of a year earlier. Worldwide factory sales of 354,206 units were a 19.3-percent increase.

Cash and marketable securities at the end of the quarter approached $1.4 billion, com-

Continued on Page 42, Col. 3

$475,955 for 130 kits

Arizona police fleet to get air-bag retrofit

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The police car air-bag retrofit program is now officially under way.

Successful bidder is Romeo Kojyo Co., Ltd., a Phoenix firm with Japanese connections.

After NHTSA evaluates the kits and tests them, they will be installed in 130 late-model Ford LTDs (now Crown Victorias) waiting in the Arizona police fleet. Selection of other police fleets and vehicles for the remaining 370 will be made later by NHTSA.

These are driver-only systems and are supposed to supplement the protection given by belts.

NHTSA's other air-bagged test-fleet program is not yet under way although NHTSA and the General Services Administration have agreed on the specifications for the systems, which will be original equipment. So far, Ford is the likely bidder for the 5,000 compact government cars. Response from potential bidders is expected next month.

Romeo Kojyo was formed in mid-1981 by David Romeo, formerly Talley Industries' director of its air bag program. Some cash was put up by Junichiro Takada, president of Takata Kojyo of Tokyo — a maker of seat belts, bags, air cushion systems and operator of test equipment and facilities.

Takata hopes to become an air-bag supplier to Japanese car makers.

Money, office space, facilities and some cash for Romeo's firm came from another Phoenix company, Armel Industries, a cabinet maker for big business and industry. Washington representation for Romeo has come from Al Yamada, of Mike Masaoka Associates, a Washington (D.C.) representative of several Japanese companies, including Takata Kojyo.

Romeo bid $457,955 for the 130 air-bag kits for the Arizona police fleet (that does not equate to $3,522.73 per air-bag system since the successful bid includes development testing and make-ready costs). The bid reportedly was lower than the only other bidder, Breed Corp., a New Jersey company.

Romeo's main mission is to provide complete air-bag retrofit systems including the steering wheel.

The sensors will come from Technar, Inc., Arcadia (Calif), supplier for the air-bag system developed by BMW, and designer and supplier for the B-1 bomber. Technar has also worked with Calspan and Minicars in their experimental vehicle programs and for North American Rockwell and General Dynamics, and has supplied sensors to Ford and General Motors.

The inflator will come from Bayern-Chemie, GmbH, a subsidiary of the German Messerschmitt-Boelkow-Blohm GmbH and the Wasag Group. This is the one bought by Daimler-Benz for the driver air-bag it uses.

The retrofit kits can be adapted with minor hardware changes to Ford, Chrysler and GM police fleet vehicles — ones which are generally on the large size.

So far, besides the interest expressed in Arizona, 17 other states responded to NHTSA inquiries. So did nine specific localities.

Under the contract, the government will do a crash evaluation of the system, both by sled test and actual crash, at its East Liberty (O.) facility.

The specific vehicle and the police fleet for the remaining 370 air-bag kits have not yet been selected.

Retrofit is done by replacing one steering wheel with another, installing crash sensors, and providing a proper electrical circuit.

The government will provide the kits made by Romeo at no cost to the police and Romeo will conduct a training program, but fleet owners will have to provide facilities and labor for installation and maintenance (if any).

Fleet operators must also supply NHTSA with any maintenance records and accident data (if any).

Urban Gorilla

Mitsubishi Motor Sales of America launched the Montero sports utility vehicle in 22 major import markets with an advertising/promotional theme of "Urban Gorilla." The theme underscores Montero's versatility as a commuter or off-roader.

Hoopla and high hopes greet Tempo/Topaz

By Roger Rowand
Engineering Editor

OAKVILLE, Ont. — Ford Motor Co. rolled its symbolic Job One Tempo/Topaz off the line here amid buoyant predictions of soaring sales, the music of a six-man band and the lusty cheers of employes wearing black and white commemorative baseball hats.

The car that was met with all the traditional trappings that go with the first of a series was a four-door academy blue Ford Tempo.

On hand was Harold A. Poling, executive vice president, Ford North American Automotive Operations. He referred to the star of the day as "our billion-dollar one-two punch that will increase our sales and market share in both the Canadian and U. S. markets."

Poling said 30,800 advance orders had been received from dealers. The cars go on sale May 26.

"We're expecting Tempo/Topaz to be the best-selling cars in North America," he said. "And we're expecting the production run starting now to be one of our longest and most successful.

"So today is a historic mo-

Continued on Page 47, Col. 1

GM's profits for quarter top $653 million

General Motors announced first-quarter profits of $653.1 million ($2.08 per share), its best showing since the second quarter of 1979.

The earnings were more than four times as much as in the first quarter of 1982, when net income was $128.3 million (41 cents a share).

GM cited efficiency gains, sales gains by its compact J-cars and midsize A-cars and GMAC profits as the main contributors to its profits gain.

GMAC earnings, including its Motors Insurance subsidiary, were $257.1 million. That was an increase of 88.6 percent from the first quarter of 1982, when GMAC earned $136.3 million. Most of the increase was from financing.

GM's sales volume of $16.74 billion was up 13.7 percent from the first quarter of 1982's $14.72 billion. Worldwide unit sales climbed 21.9 percent, from 1.47 million to 1.79 million for the quarter. GM pointed out that J-car sales climbed 39 percent and A-cars, 55 percent, over the year-ago period.

Overseas retail deliveries of 419,000 cars set a GM record for the first quarter and represented a gain of almost 19 percent over the first quarter of 1982.

GM said its dealer orders in the U. S. are at the highest level in three years. Since the beginning of the year, more than 29,000 GM employes have been recalled from indefinite layoff and another 16,000 are scheduled to return this quarter.

"The fundamentals are in place for a recovery year for the industry, and further improvement in GM's performance is anticipated as the economic upswing continues," the company said.

GM's cash and marketable securities exceeded $4.7 billion at the end of March, compared with $3.1 billion at the end of 1982 and $1.3 billion at the end of March, 1982.

Its working capital also increased significantly, from $1.6 billion at the end of March, 1982, to $1.7 billion at the end of 1982 and $2.6 billion at the end of the most recent quarter.

Biggest FTC case of year, chairman says

Early decision seen for GM-Toyota

By Kathleen Hamilton
Financial Editor

The FTC expects to decide on the General Motors-Toyota joint venture proposal within 60 days, Chairman James C. Miller III said last week.

He said he is pushing for what may be unprecedented public hearings on the linkup of the two auto giants. The case will be the biggest for FTC this year, he said.

Miller also told reporters before his speech to the Economic Club of Detroit that the FTC soon may file some suits against dealers who recently offered low-interest loans in manners the FTC believes is deceptive.

The FTC won't be judging the GM-Toyota joint venture as harshly as it would a potential merger, Miller said. The FTC's equivalent of the Justice Department's Herfindahl index, which analyzes the monopolistic potential of mergers, therefore will not be strictly applicable, Miller said.

The FTC's main criterion in analyzing the proposed joint venture to produce subcompacts in California will be the effect on consumers, Miller said.

Employment will also enter into the picture—not necessarily whether laid-off UAW workers at the Fremont plant will be rehired when GM and Toyota begin producing cars there, but the general effect of the joint venture on the nation's employment levels, Miller said.

Chrysler Corp. is the only auto maker to date that has officially objected to the joint venture, but other makers, including Japanese, have expressed similar concerns, he said.

Although he would not name which Japanese importers objected to the proposed linkup, he said these makers had concerns about their arrangement with U. S. makers.

The FTC has talked to virtually all Japanese auto makers on the issue, Miller said.

Although GM was in contact with the FTC about the potential agreement with Toyota before the papers were actually signed, Miller said this does not make an FTC approval a foregone conclusion. He said he does not believe GM benefited from this contact in drafting the agreement.

Miller said he believes statements by GM and Toyota that they would cancel their plans for a joint venture if faced with significant FTC disapproval.

On the issue of deceptive interest-rate ads by auto dealers, Miller said the problem is just about over. The FTC has sent out interpretations and examples to dealers and their trade groups.

In his speech to the Economic Club, Miller, an economist, decried government intervention to promote high-technology industries and protect declining basic industries.

The U. S. already has a reindustrialization policy under President Reagan, he said: Tax reductions, restraint of the growth of government spending, deregulation and stabilization of monetary aggregates.

Sounds of an Eagle

A Goodyear engineer prepares to measure the sound made by the company's new Eagle GT radial high-performance tire as it rolls on a 10-foot-diameter wheel mounted below the floor of a sound absorbing chamber.

Toyota and AMC granted waivers on diesel NOx

WASHINGTON. — Look for Toyota and American Motors to join the list of makers offering diesel options in their 1984 model year.

The two firms have just won EPA waivers of the critical 1984 oxides of nitrogen emission standards that will permit it.

AMC was given a waiver to the allowable limit of 1.5 grams per mile for a 1.6-liter diesel and Toyota received a waiver to a like limit for a naturally aspirated and a turbocharged 1.8-liter diesel it wants to market.

EPA said neither firm had developed emission control technology capable of meeting the 1.0 gpm NOx standard.

Waivers from that level to a maximum level of 1.5 gpm were established by Congress when it reauthorized the Clean Air Act in 1977.

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58th year — No. 4964

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Big trucks due from Japan, dealers told

By Jack Walsh
Truck Editor

BOSTON. — America's big-truck dealers were warned here to prepare for the "Japanese problem" which long has plagued the nation's auto dealers.

In his keynote address at the 20th annual convention and exposition of NADA's American Truck Dealers Division, John B. Curcio, president, Mack Trucks, Inc., said:

"If you think the Japanese problem was something only your 'cousins' in NADA had to endure, I've got news for you. You're going to have the problem, too, and we all better prepare for it."

Curcio cited an interview in a Canadian newspaper in which he said the head of a major Japanese truck firm (Hino) "made their intentions clear." He quoted the executive:

"I think all of the diesel-truck manufacturers in Japan firmly believe that they can't expect any further growth in sales unless they enter the U. S. market—the U. S. market is the last and biggest market. The four major truck makers in Japan have virtually exhausted the rest of the international market with only the U. S. left untouched."

• Curcio told the dealers "you can be sure that when they come, it will be with the full and total support of their government, and I'll also guarantee you there is no way we will gain the same access to their home market."

Addressing the industry's current problems, he said the entire world is undergoing an economic transformation with "deep-seated effects that won't go away very easily."

"There will be no return to the world that we have per-

Continued on Page 20, Col. 4

Ford offers new tilting hood

A new optional tilting hood and fender front-end assembly will be offered on 1984 Ford F-Series medium and heavy trucks and B-Series school-bus chassis. The full-tilt hood provides easy access to the engine compartment for stand-up servicing, the company said.

1984 Class 6/7 Fords get new brake system

Ford Truck Operations will introduce a new hydraulic power-braking system for its 1984 Class 6 and Class 7 medium and heavy trucks.

The new Ford system meets federal requirements for a split brake system and is powered by an improved integral booster pump, eliminating certain undesirable characteristics of former vacuum booster systems, according to E. T. Mabley, Ford heavy truck development manager. It combines floating caliper front disc brakes with rear drum brakes.

"The new hydraulic brake system, with its spring-set, in-wheel parking brake, opens up many vocational applications previously limited to air-braked vehicles," Mabley said.

"The spring-set parking brake provides a stable platform with no driveline slack as required for boom, bucket, outrigger and cherry-picker equipped trucks. On fire trucks and other emergency vehicles, parking brakes can be released almost immediately upon engine start-up with no waiting for air pressure to build up.

"The inability of unauthorized persons to release the parking brake when the vehicle is shut down will appeal to school bus operators," he added.

"The dash-mounted control knob permits the application of parking brakes without wasted time and effort for rubbish removal, city delivery and other multi-stop operations. And the new system provides virtually unrestricted parking capability for automatic transmission equipped vehicles."

• Power source for the Ford Hydro-Max integral booster master cylinder is an engine-mounted, belt-driven hydraulic pump that delivers fluid under pressure. This activates the dual master cylinder, applying the service brakes.

Ford for 1984 also will introduce a new rear suspension system for tandem-axle highway tractors. Developed by Ford and

Continued on Page 23, Col. 1

Truck Dealer of the Year gets award

Richard L. (Rick) Warner, left, president, Rick Warner Ford, Salt Lake City, was presented the Truck Dealer of the Year award by Terry Sweeney, national automotive manager, Business Week magazine, sponsor of the award. The presentation took place at the 20th annual convention of the NADA American Truck Dealers Division in Boston.

Voice commands reduce fuel use in shifting gears

Trucks operating in heavy urban traffic can get optimum fuel consumption when drivers follow voice commands given by a gear-change indicator, according to its manufacturer, Econocruise Ltd., Rugby, England.

The Gearshift Programmer has a synthesized human voice which instructs the driver to "change up" or "change down" when engine and road speeds require a shift to maintain optimum efficiency. Units can be programmed to speak commands in any language. The efficiency curve of optimum change points for any specified engine is factory computed and fed into the unit's microcomputer.

Reportedly, the device can also reduce the possibility of engine damage that might result from inexperienced drivers.

The unit is fitted under the dashboard and wired into the radio speaker. It comes with an integral speed control system so the driver can select a maximum speed and, at the flick of a switch, maintain that speed without effort.

truck industry news

Light, medium trucks set pace

2-month registrations top year ago by 12 pct.

Two-month registrations of new trucks of all types in the U. S. were almost 12 percent higher than a year ago, with gains in two of the three market segments and four of the eight weight classifications.

R. L. Polk & Co. reported January-February tallies totaled 365,407 units, an increase of 11.9 percent over the 326,674 registered in the comparable period the previous year.

GVW Table on Page 32.

In February, there were 176,611 registrations, an increase of 3.2 percent over the year-earlier 171,075.

Heavy trucks—Groups 7 and 8 vehicles—were the only types to show a decline in the first two months of 1983. Sales and registrations of these units have been steadily declining since 1980, and the outlook for a significant upturn in the short term isn't too bright.

Registrations of medium trucks were higher than a year ago for the two months in spite of a small drop in tallies in February. Light trucks continued their strong showing, with Group 3 registrations the exception.

• Through February, light-truck registrations totaled 342,867, an increase of 13.8 percent over the year-earlier 301,410.

The Group 1 count was 15.1 percent higher than last year, from 167,590 units to 192,833. There were 149,741 Group 2 tallies this year, up 14 percent from the year-ago 131,409.

Group 3 registrations were off 87.8 percent for the first two months, from 2,411 units in 1982 to only 293. February was the second month in a row that the Group 3 count trailed the year-earlier count. In 1982, the tallies were higher than the previous year in each of the 12 months.

Registrations of medium trucks through February totaled 6,100 units, an increase of 7.7 percent over the year-earlier 5,666.

Fifty-three Group 4 trucks were registered in the first two

Continued on Page 31, Col. 4

IH regains lead by slim margin in HD registrations

International regained the lead in heavy-truck registrations in the U. S. in February, marking the first time since the same month a year ago that its totals have topped No. 2 Ford.

International tallies during the month exceeded Ford's by almost 200 units, and gave the former a 22-unit margin for the first two months of 1983.

Through February, according to R. L. Polk & Co. statistics, International had 3,995 Groups 7 and 8 registrations, compared with 3,973 for Ford.

The two-month industry total

Continued on Page 31, Col. 1

U. S. TRUCK REGISTRATIONS

TWO MONTHS, 1983 VS. 1982★

	2 Mos., 1983	Percent Share of '83 market	2 Mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	117,139	32.06	87,651	26.83	+ 5.23
Chevrolet	109,883	30.07	110,805	33.92	− 3.85
GMC	31,200	8.54	28,049	8.59	− 0.05
Dodge	30,108	8.24	30,678	9.39	− 1.15
Jeep	9,517	2.60	8,690	2.66	− 0.06
International	6,305	1.73	6,146	1.88	− 0.15
Mack	1,963	0.54	2,577	0.79	− 0.25
Plymouth*	1,285	0.35	1,924	0.59	− 0.24
Freightliner	1,136	0.31	1,119	0.34	− 0.03
Peterbilt	871	0.24	1,022	0.31	− 0.07
Kenworth	808	0.22	1,220	0.37	− 0.15
Mercedes-Benz	330	0.09	486	0.15	− 0.06
White	307	0.08	320	0.10	− 0.02
Volvo	208	0.06	59	0.02	+ 0.04
Autocar	91	0.02	104	0.03	− 0.01
Western Star	48	0.01	124	0.04	− 0.03
Miscellaneous**	54,208	14.84	45,700	13.99	+ 0.85
TOTALS	365,407	100.00	326,674	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

TWO MONTHS, 1983 VS. 1982★

	2 Mos., 1983	Percent Share of '83 market	2 Mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	3,995	24.30	4,222	21.54	+ 2.76
Ford	3,973	24.17	4,161	21.23	+ 2.94
GMC	2,106	12.81	3,498	17.85	− 5.04
Mack	1,686	10.26	2,204	11.25	− 0.99
Freightliner	1,136	6.91	1,119	5.71	+ 1.20
Chevrolet	978	5.95	1,103	5.63	+ 0.32
Peterbilt	871	5.30	1,022	5.22	+ 0.08
Kenworth	808	4.91	1,220	6.23	− 1.32
White	307	1.87	320	1.63	+ 0.24
Volvo	208	1.26	59	0.30	+ 0.96
Autocar	91	0.55	104	0.53	+ 0.02
Mercedes-Benz	84	0.51	129	0.65	− 0.14
Western Star	48	0.29	124	0.63	− 0.34
Miscellaneous	149	0.91	314	1.60	− 0.69
TOTALS	16,440	100.00	19,596	100.00	.....

★Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982.

BEST AVAILABLE COPY

Automotive World News

Japanese notch one of every 10 new car sales in Europe

Nissan tops Toyota for leadership, mainly on its strength in the United Kingdom

By Richard Feast
European Editor

Japan's auto makers accounted for roughly one of every 10 new car sales in Europe in 1982. An analysis of registrations in national markets by AUTOMOTIVE NEWS reveals that while the Japanese made the deepest inroads into countries with no auto industry, they made the bulk of their sales in two highly industrialized countries: West Germany and the United Kingdom, where more than two of every five sales were made.

Nissan (Datsun) outsold its larger rival Toyota almost entirely on the strength of its popularity in the UK. The British importer of Datsun cars is the most successful Japanese car retailer in all of Europe.

The survey looks at Japanese performance in 12 important European markets. It does not take into account the large (1.686 million) Italian market because Japan's annual quota is restricted there to only 2,200 units.

Full make-by-make details were unavailable from three of the smallest-volume countries—Ireland, Greece and Portugal. Total markets for the three countries last year amounted to some 223,700, of which around 63,400 units (28 percent) were claimed by Japanese makers.

New car sales in the dozen countries surveyed amounted to 8,088,199 last year. Japanese manufacturers retailed just under 890,000, for 10.9 percent of total.

If the whole of western Europe is taken into account—including Italy, Ireland, Greece and Portugal—the total market reaches 9,997,900 units, with the Japanese accounting for 953,600 or 9.5 percent.

The distortion is provided by Italy which keeps such a rigid clamp on Japanese imports that France and the UK look benign in comparison.

Nissan's leading role in Europe came mainly on the strength of its UK presence (93,200). It also did well in Germany, Holland and France, were in Austria, Sweden, Norway and Denmark, where it was the leading Japanese make. But its numbers were best in Germany, which also was the top-

WHERE JAPAN SCORED IN EUROPE

Country (total market)	Daihatsu	Datsun	Honda	Mazda	Mitsubishi	Subaru	Suzuki	Toyota	Total (market share)
Austria (194,150)	422	12,671	3,020	18,788	4,205	3,130	2,528	8,354	53,118 (27.4)
Belgium (344,690)	1,644	12,908	11,435	12,564	11,644	1,080	1,793	21,102	74,170 (21.5)
Denmark (85,113)	1,072	4,403	770	8,064	1,011	235	.....	6,039	21,594 (25.4)
Finland (128,017)	535	18,604	3,599	6,557	4,084	11	831	11,208	45,429 (35.5)
France (2,056,490)	.....	17,726	9,143	15,383	4,032	.....	.....	13,515	59,799 (2.9)
Holland (406,774)	2,619	18,786	14,188	15,045	14,045	1,068	7,417	17,838	91,006 (22.4)
Norway (115,573)	869	8,715	4,443	14,765	3,721	1,020	.....	8,963	42,496 (36.8)
Spain (535,733)	579	941	1,111	1,321	675	182	794	1,872	7,475 (1.4)
Sweden (218,428)	1,396	6,282	4,459	10,800	1,504	.....	.....	8,288	32,729 (15.0)
Switzerland (292,667)	1,097	14,084	8,375	13,525	7,246	8,364	5,301	19,936	77,928 (26.6)
UK (1,555,027)	4,743	93,213	16,333	15,139	8,640	2,700	2,763	27,590	171,121 (11.0)
West Germany (2,155,537)	5,870	42,490	32,072	40,573	33,530	4,700	11,942	40,037	211,214 (9.8)
TOTAL (8,088,199)	20,846	250,823	108,948	172,524	94,337	22,490	33,369	184,742	888,079 (10.9)

This table, compiled from national and industry sources, shows Japanese car manufacturers' strengths and weaknesses in Europe. Figures are registrations for 1982. Missing are Italian statistics because Japanese annual sales there are limited to only 2,200.

Detailed registrations from three other small volume countries were unavailable: Ireland, Greece and Portugal. In Ireland the Japanese had about 29 percent of a 72,200 market. In Greece it was 45 percent of a 79,900 market, and in Portugal about 8.5 percent of 71,600 units.

France limits Japan to no more than 3 percent of the new car market. In the UK a long-standing "gentleman's agreement" puts the share at 11 percent.

The accompanying table indicates how closely the Japanese stick to their commitments — 2.9 percent in France and 11 percent in the UK.

where it outsold other Japanese makes. Its total of 250,800 was well ahead of 184,700 by Toyota, which was the leading Japanese car retailer in Belgium, Switzerland, Finland and Spain, and showed good sales in Germany, the UK and Holland.

Third in the rankings, not far behind, was Toyo Kogyo (Mazda) with 172,500. It's strengths

selling country for Daihatsu, Honda, Mitsubishi, Suzuki and Toyota.

Subaru's best market in terms of volume was Switzerland. Nissan's was the UK.

Germany (211,200) and the UK (171,100) absorbed the most Japanese cars, followed by Holland (91,000), Switzerland (77,900) and Belgium (74,100).

As for market penetration, Japan's was highest in Norway (36.8 percent) and Fnland (35.5 percent). In other markets it reached more than a quarter—Austria, Denmark and Switzerland—and in Belgium and Holland the proportion was over one-fifth.

It seems unlikely the Japanese presence in Europe will expand much from these broad levels, which have been in place for a number of years. Unfavorable exchange rates, a more competitive domestic industry, the existence of quota levels in many countries and governmental desire to protect key industries are some of the reasons.

However, a strengthening Japanese presence will be found over the next few years in other areas. Examples are the joint-venture production between Alfa Romeo and Nissan, Austin Rover and Honda, and Nissan and Motor Iberica on commercial vehicles in Spain.

There also is the prospect of General Motors increasing its light commercial-vehicle presence through its affiliate, Isuzu. Observers also are watching Ford which has been using Toyo Kogyo as a source for some of its "Fords" — including Greece but mainly in the Asia-Pacific.

Ford is known to have completed cost studies between its European plants and TK's, as well as costing the assembly of TK vehicles in Europe. It is understood that results of the studies prompted the company to investigate construction of a plant in Portugal. The future of this project has yet to be decided.

Nissan insists its ambitious plan to build a 200,000-unit-a-year factory in the UK has only been postponed.

The magic number is 11

Renault rolls out its new hatchback

By Richard Feast
European Editor

Renault really needed its 11 hatchback. Sales of the 9 sedan on which the 11 is based fully lived up to the French auto company's high hopes, but lagging interest in the 14 hatchback which the 11 will replace was proving embarrassing.

The 11 fits the market segment Renault calls M1 (lower middle range), competing in Europe with Opel Kadett, Volkswagen Golf, Ford Escort, Fiat Ritmo, Talbot Horizon and BL's Maestro. It is an important segment and, according to Renault, the only one in Europe showing signs of growth. In 1980 M1 took 26.9 percent of the total market, and boosted volume 15 percent from 1978 through '80. Renault believes that by the end of this year M1 sales will represent 32.1 percent of total, an increase in units of 38 percent over the six years. During that time the total European market ranged in size from 9.66 million in 1981 to 10.33 million in 1979.

The company sees several reasons for M1 growth. It identifies tough economic times which kept buyers from moving upmarket. Another factor was the heavy influx of new models such as Escort, Kadett and Renault 9. Another major model launch comes this fall — the VW Golf replacement.

Creating the 11 from the 9 allows Renault to cover the market sector with a wide variety of models. The 11 offers a choice of three- or five-door bodies, four- or five-speed manual transmissions and three-speed automatic, and four gasoline engines (48-HP 1.1-liter, 60-HP, 68-HP or 72-HP 1.4 liter). A diesel version, recently introduced in the 9, cannot be far away, either.

With five equipment levels the car was launched in France last month as an 11-model range. Top models are available with the most ambitious set of electronic aids seen in a European car. The package, comprising electronic instrument panel, voice synthesizer and hi-fi sound system with four 20-watt channels, costs the equivalent of $815 in France.

Renault believes hatchback bodies and electronics will appeal to "active, dynamic and

Renault believes the 11's hatchback body and a batch of electronics will appeal to young, well-to-do buyers.

lively" people who are younger and wealthier than 9 sedan buyers.

According to Michel Dubrulle, Renault's marketing director, the electronics package is essentially for Europeans. If acceptance is good it could go into the American Motors-made version of the 11, modified for U. S. requirements. "With electronics you can do so many things. The difficulty is making the best choice without confusing the driver," Dubrulle maintains.

When Renault introduced the 9 it spoke of producing 2,500 a day within one year. That was achieved. It's aiming for 3,300 a day by the end of this year for the 9 and 11 combined. European production plants are at Douai in northern France and Palencia in Spain.

Renault acknowledges that 11 will take customers from the 9, but believes they will sell in roughly equal numbers, and its flexible production facilities will be able to react swiftly to public demand.

In last year's French market the 9 jumped immediately to No. 2 on the best seller charts. By year-end it had sold just under 200,000 units for 9.7 percent of the market. With 9 and 11 combined, Renault is aiming for 15 percent.

Last year the 14 — the model 11 replaces — accounted for 2.1 percent of sales with 42,900 units. With no possibility of a diesel and without an automatic transmission, appeal was limited. It was outsold by the revised Citroen Visa II in France (95,100) and by imports Escort (60,200) and Golf (51,100).

Renault is looking for improved sales in Spain, where last year it was market leader with a 32 percent share.

While Renault sells very well in France, Spain and Italy — where it grabbed a staggering 11 percent with 185,400 sales — its weaknesses in Europe are West Germany and the United Kingdom, where it hopes the 11 improves its fortunes.

Last year Renault sold 83,900 cars in Germany, a 3.9 percent market share. Three years earlier the figures were 130,400, 5 percent. In the UK last year it sold 64,100 for 4.1 percent. In 1979 it was 93,500 and 5.5 percent.

Overall, Renault's business has steadily increased over the same period. In Europe it has done so on the strength of French, Spanish and Italian sales. The German and UK problems have to be solved if it is to stay on the same course.

BEST AVAILABLE COPY

PRODUCTION OVERSEAS

SPAIN
Cars

	12 mos., 1982	12 mos., 1981
Citroen	94,498	74,495
Fasa-Renault	296,107	269,029
Ford	222,026	248,045
General Motors	21,812	.....
Seat	240,005	204,847
Talbot	53,052	58,909
Total	927,500	855,325
Trucks, buses		
CAF	146	1,298
Citroen	36,335	30,075
Enasa	13,527	11,975
Fasa-Renault	31,306	29,062
Ford	7,521	5,706
Hispavinsa	3,152	3,056
Land Rover	13,380	14,711
Mercedes-Benz	12,232	14,238
Motor Iberica	18,196	20,247
Seat	6,120	1,781
Total	142,007	132,149
Total vehicles	1,069,507	987,474

SWEDEN
Cars

	12 mos., 1982	12 mos., 1981
Saab*	83,556	66,392
Volvo†	213,233	191,869
Total	296,789	258,261
Trucks, buses		
Scania**	20,912	25,207
Volvo**	33,362	30,287
Total	54,274	55,494
Total vehicles	351,063	313,755

*Includes assembly in Finland.
†Includes assembly in Belgium, but not Canada.
**Includes assembly in all other overseas operation

BELGIUM

	12 mos., 1982	12 mos., 1981
Ford	243,289	216,068
General Motors	355,625	306,449
Renault	182,413	181,959
Volkswagen	124,442	107,049
Volvo	44,572	39,698
Total	950,341	851,223
Trucks, buses		
Ford	34,167	31,530
Van Hool	558	506
Volvo	11,006	8,788
Total	45,731	40,824
Total vehicles	996,072	892,047

FRANCE

	2 mos., 1983	2 mos., 1982
Peugeot SA	235,292	217,301
Citroen	95,369	95,696
Peugeot	98,445	84,023
Talbot	41,478	37,582
Renault	258,478	241,402
Total	493,770	458,703
Trucks, buses		
CBM	18	19
Peugeot SA	18,088	23,750
Citroen	4,943	4,667
Peugeot	8,439	16,380
Talbot	4,706	2,703
Renault	28,349	37,862
Sovam	11	8
Unic	1,019	731
Total	47,482	62,370
Total vehicles	541,252	521,073

REGISTRATIONS OVERSEAS

FRANCE
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	31,761	24,923
BL	32,663	23,996
BMW	33,467	24,521
Chrysler	26	58
Datsun	17,726	13,882
Ferrari	140	110
Fiat Auto	101,212	82,485
Ford	132,815	101,332
General Motors	51,823	34,029
Honda	9,143	6,649
Innocenti	838	3,090
Lada	24,185	21,628
Mazda	15,383	12,568
Mercedes-Benz	17,853	16,256
Mitsubishi	4,032	3,213
Peugeot SA	621,979	606,573
Citroen	248,975	260,286
Peugeot	261,394	256,287
Talbot	111,610	90,000
Porsche	1,538	1,283
Polski	1,883	1,639
Renault	604,968	713,195
Saab	333	336
Skoda	3,845	3,892
Toyota	13,515	10,509
VAG	124,410	122,212
Volvo	10,897	9,789
Zastava	759	1,203
Others	57	54
Total	2,056,490	1,834,826

SWITZERLAND
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	8,542	8,467
American Motors	248	605
BL	2,804	2,716
BMW	12,797	11,466
Chrysler	15	36
Daihatsu	1,097	1,415
Datsun	14,084	16,590
Ferrari	247	171
Fiat Auto	24,943	25,782
Ford	23,692	23,635
General Motors	38,889	34,208
Honda	8,375	8,926
Innocenti	66	23
Lada	820	1,100
Mazda	13,525	15,482
Mercedes-Benz	6,544	5,144
Mitsubishi	7,246	6,250
Peugeot SA	23,968	28,067
Citroen	10,290	11,973
Peugeot	9,539	10,686
Talbot	4,139	5,408
Porsche	1,630	1,205
Renault	20,119	19,617
Rolls-Royce	87	113
Saab	1,327	1,624
Skoda	200	417
Subaru	8,364	9,684
Suzuki	5,301	2,965
Toyota	19,936	17,814
VAG	40,933	40,654
Volvo	5,973	5,759
Others	795	1,131
Total	292,667	291,066

SWEDEN
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	557	477
BL	17	55
BMW	3,644	2,909
Daihatsu	1,396	931
Datsun	6,282	4,307
Fiat Auto	4,094	3,294
Ford	22,407	21,128
General Motors	22,352	16,355
Honda	4,459	3,470
Lada	2,948	3,092
Mazda	10,800	9,439
Mercedes-Benz	6,300	5,696
Mitsubishi	1,504	1,881
Peugeot SA	5,483	6,333
Citroen	2,300	2,317
Peugeot	2,598	2,394
Talbot	585	1,622
Porsche	163	110
Renault	2,480	2,341
Saab	30,562	26,741
Skoda	405	319
Subaru	476	.....
Toyota	8,288	5,790
VAG	26,270	24,069
Volvo	57,522	49,766
Others	19	19
Total	218,428	188,522

SPAIN
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	1,376	1,427
BL	1,602	1,742
BMW	5,140	4,677
Datsun	1,027	993
Ford	81,234	70,292
General Motors	17,174	4,185
Mazda	1,255	951
Mercedes-Benz	7,570	7,881
Peugeot SA	92,563	102,625
Citroen	33,089	31,763
Peugeot	17,110	19,211
Talbot	42,364	51,651
Renault	171,593	160,439
Seat	141,809	136,041
Toyota	2,288	2,199
VAG	4,227	4,443
Volvo	1,816	1,896
Others	5,059	5,981
Total	535,733	505,822

PORTUGAL
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	650	492
BL	3,986	3,685
BMW	1,131	864
Datsun	1,956	3,719
Fiat	10,596	9,374
Ford	5,253	4,409
General Motors	5,370	5,099
Mercedes-Benz	734	651
Peugeot SA	13,636	13,335
Citroen	6,542	6,124
Peugeot	4,699	4,614
Talbot	2,195	2,597
Renault	23,196	20,672
Toyota	3,287	3,671
VAG	1,564	1,880
Volvo	966	929
Others	921	1,848
Total	73,246	70,608

FINLAND
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	63	48
American Motors	59	84
BL	85	225
BMW	2,520	1,585
Chrysler	66	360
Daihatsu	535	328
Datsun	18,604	15,202
Fiat Auto	7,109	8,302
Ford	12,450	10,321
FSO	354	571
General Motors	10,860	6,507
Honda	3,599	2,813
Lada	10,715	9,398
Mazda	6,557	3,219
Mercedes-Benz	3,103	2,551
Mitsubishi	4,084	3,447
Moskvich	485	268
Peugeot SA	9,588	7,957
Citroen	906	475
Peugeot	1,638	1,446
Talbot	7,044	6,036
Porsche	6	1
Renault	985	771
Saab	6,751	5,865
Skoda	3,638	2,879
Subaru	11	.....
Suzuki	831	.....
Toyota	11,208	9,528
VAG	6,380	5,539
Volga	19	22
Volvo	6,076	6,019
Wartburg	1,275	1,146
Others	1	5
Total	128,017	104,961
Trucks, buses		
BL	89	163
Daf	5	.....
Datsun	2,022	1,666
Fiat	405	429
Ford	1,579	1,559
FSO	191	19
General Motors	769	1,766
Hoilming	9	23
Isuzu	204	.....
Kamaz	5	1
Magirus-Deutz	14	21
MAN	19	25
Mazda	2	.....
Mercedes-Benz	1,594	1,553
Mitsubishi	235	182
Moskvich	200	396
Peugeot SA	550	400
Renault	95	117
Scania	834	1,000
Sisu	525	704
Suzuki	489	.....
Toyota	5,045	4,816
Volkswagen	1,481	1,265
Volvo	1,123	1,299
Others	6	6
Total	17,519	17,554
Total vehicles	145,536	122,515

WEST GERMANY
Cars

	2 mos., 1983	2 mos., 1982
Alfa Romeo	1,507	1,360
Bertone	65	.....
BL	806	523
BMW	22,991	19,343
Daihatsu	925	45
Datsun	5,977	4,863
Fiat Auto	14,189	15,775
Ford	39,371	34,937
General Motors	65,863	64,120
Honda	4,842	4,541
Lada	1,161	1,023
Mazda	5,144	4,785
Mercedes-Benz	38,079	34,799
Mitsubishi	4,729	3,972
Peugeot SA	12,067	13,839
Citroen	6,038	5,471
Peugeot	3,192	3,435
Talbot	2,837	4,933
Pininfarina	36	.....
Porsche	1,924	1,367
Renault	14,233	12,866
Saab	606	428
Skoda	203	230
Subaru	1,165	754
Suzuki	1,732	1,417
Toyota	6,749	5,148
VAG	92,196	100,329
Audi	23,621	18,834
Volkswagen	68,575	81,495
Volvo	2,135	1,756
Others	213	302
Total	336,908	329,316

UNITED KINGDOM
Cars

	2 mos., 1983	2 mos., 1982
Alfa Romeo	1,297	1,323
BL	54,219	39,962
BMW	3,780	4,600
Daihatsu	797	783
Datsun	11,402	13,374
Fiat Auto	7,677	7,917
Ford	98,306	71,040
FSO	602	400
General Motors	44,616	29,803
Honda	2,316	1,490
Hyundai	459	254
Lada	2,938	1,655
Lotus	93	68
Mazda	2,178	1,637
Mercedes-Benz	3,160	2,818
Mitsubishi	1,575	893
Peugeot SA	19,262	15,675
Citroen	4,640	4,245
Peugeot/Talbot	14,622	11,430
Renault	11,534	11,209
Rolls-Royce	174	205
Saab	1,708	1,835
Skoda	1,571	1,034
Subaru	380	292
Suzuki	517	590
Toyota	3,900	2,703
VAG	20,714	16,392
Volvo	11,459	8,705
Zastava	647	329
Others	921	737
Total	308,202	237,743

No gain in Spain from 'eased' barriers

Concessions affect only 3 percent of the market

The decision by Spain to ease its tariff barriers on cars from Common Market countries will not provide the bonanza that has been predicted in many European quarters.

The tariffs are still high and on a limited number of vehicles. The most that can be said for them is that they constitute an easing towards completely tariff-free barriers which will be necessary when Spain enters the Common Market in the mid-'80s.

The concessions negotiated between the European Commission and Madrid in the middle of last month will affect some 15,000 cars annually — or less than 3 percent of the Spanish market last year, for instance.

At present an EEC car exported to Spain carries an import levy of 36.7 percent. Spanish cars exported to EEC countries are subject to a tariff of 4.2 percent.

The figures go some way towards explaining why imported cars accounted for only 12 percent of a market which amounted to almost 536,000 last year. However, the proportion of imports in Spain has been growing steadily over the past few years.

By contrast, total Spanish car exports last year amounted to just over 495,000, or 53 percent of production. The vast majority were destined for EEC countries.

The country's leading exporter was Ford (158,000), followed by Renault-Fasa (134,200). Seat exported 124,800 vehicles, most of them as Panda models to be sold through the Fiat network as part of the divorce settlement between Seat and Fiat.

Spain's exports will be vastly expanded this year as General Motors' new Zaragosa factory begins turning out Opel Corsas (and Vauxhall Novas) in earnest.

Under the terms of the latest Brussels-Madrid accord, Spain will reduce the tariff on 5,000 cars in the 1.3 to 2-liter category to 19 percent, and on 10,000 cars in the 2 to 2.6-liter segment to 25 percent.

Companies which will benefit most from these reductions will be those with established sales networks in the country. In the main those are the companies which manufacture there—Ford, Renault, PSA and now General Motors.

The Volkswagen group, which is proposing an assembly link with Seat, will also be a beneficiary.

The easing of tariffs will also be seen with pleasure by Daimler Benz and BMW. Each sold around 5,000 units in Spain last year, which made them substantial importers.

The same applies to Volvo, which assembles in the Common Market country of Belgium even though it is basically a Swedish company. Last year Volvo sold 1,600 vehicles in Spain.

It was mainly the higher end of the market which remained buoyant as car sales in general slumped in Spain over the past few years. Last year proved the turning point, though, with sales increasing by just under 6 percent.

Sunshine in South Africa

Convertible Specialists, Gardena, Calif., reports it has developed a convertible top with power option for the Renault Le Car (R-5). The conversion is being done in South Africa for sale there and is being considered for Europe. It is not sold in the U. S.

On remaining '82s

Talk about price cuts: Rolls down by $14,000

By John A. Russell
New York Staff Writer

LYNDHURST, N.J.—In a move reflecting the current strength of the dollar against the British pound sterling, Rolls-Royce Motors has reduced the U. S. prices of all remaining 1982 models $14,000 to $18,000.

The largest reduction of $18,000 is on the sticker price of the Silver Spirit four-door sedan, cutting the car from $111,000 to $93,000.

The Silver Spur four-door sedan was reduced $16,000, from $119,000 to $103,000, while the Corniche convertible was reduced $14,000 from $162,500 to $148,500 and the Carmargue coupe from $158,600 to $144,600, a $14,000 reduction.

This is the first time since 1967 that Rolls-Royce has announced a major price reduction and, according to a company spokesman, the company may be the first importer to recognize the strength of the dollar against other world currencies.

George Lewis, president of Rolls-Royce Motors said the decision to reduce the prices was made "a couple of weeks ago" when the pound dipped below $1.50.

The reduction puts Rolls-Royce in its traditional pricing range of approximately 50 percent above the highest priced Mercedes-Benz, which is "where we should be," according to Lewis. Before the decreases, the Silver Spirit was twice as much as the highest priced Mercedes-Benz.

• In a previous interview with Automotive News, Lewis stressed the effect of the exchange rate on the cars. He said it had driven the price up "stratospherically."

Last week, he said the latest strategy was entirely local, meaning confined to the U. S., and was tied to the exchange rate.

Rolls-Royce sales in the U. S. declined last year to 908 units, 250 less than in 1981. To weather the slump in 1982, the company offered incentives to its dealers. They included floorplan assistance which boosted wholesale orders to over 1,000 for the year.

Lewis said that when the Silver Spirit moved into the six-figure pricing category, combined with high interest rates and the slump in the national economy, there was a sales problem.

Rolls-Royce's problems with the exchange rates were laid directly to the North Sea oil discovery which pushed the pound to $2.44 at its highest point. Since then, it has been gradually coming down.

The current price reductions affect only 1982 models since the 1983 models are not yet in dealer showrooms.

Lewis said the Corniche pricing reflects the '83 model, but pricing decisions on the Spirit and the Spur would wait until the company had enough cars to ship to dealers, which will be in another month. But he indicated the pricing philosophy would be followed through with those models.

Bentley has also benefited from the reduction with the Mulsanne four-door sedan dropping $17,900 to $92,470 and the Corniche convertible being reduced $13,960 to $147,990.

Lewis said there was a current inventory of 160 cars in the pipeline and 290 at the 70 dealerships. He said the norm is 130 cars at Rolls-Royce and between 200 and 220 at the dealerships.

2-month truck registrations top year ago by 12 pct.

Continued from Page 16

months, compared with only four a year ago. The 1983 Group 4 count was the highest since 1979, when 2,555 of these units were tallied through February.

Two-month Group 5 tallies were off 21.4 percent, from 145 units in 1982 to 114. The Group 6 total was 5,933 units, a gain of 7.5 percent over last year's 5,517.

• Heavy-truck registrations through February dropped 16.1 percent to 16,440 units, compared with 19,598 a year ago.

Group 7 tallies this year totaled 7,121 units, a decline of 14.4 percent from last year's 8,320. There were 9,319 Group 8 registrations, down 17.4 percent from the 11,278 units tallied in the first two months of 1982.

Through February, No. 1 Ford accounted for 32.06 percent of the industry total with 117,139 registrations. Its share was 5.23 percentage points higher than a year ago, when it accounted for 26.83 percent with 87,651 tallies.

Runner-up Chevrolet's two-month registrations were down slightly from last year when it was the industry leader, and its share of the industry total was off almost four percentage points.

Through February, Chevrolet tallies totaled 109,883, which accounted for 30.07 of the total. At the same time in 1982, Chevrolet had 33.92 percent of the count with 110,805 tallies.

IH regains lead by slim margin in HD registrations

Continued from Page 16

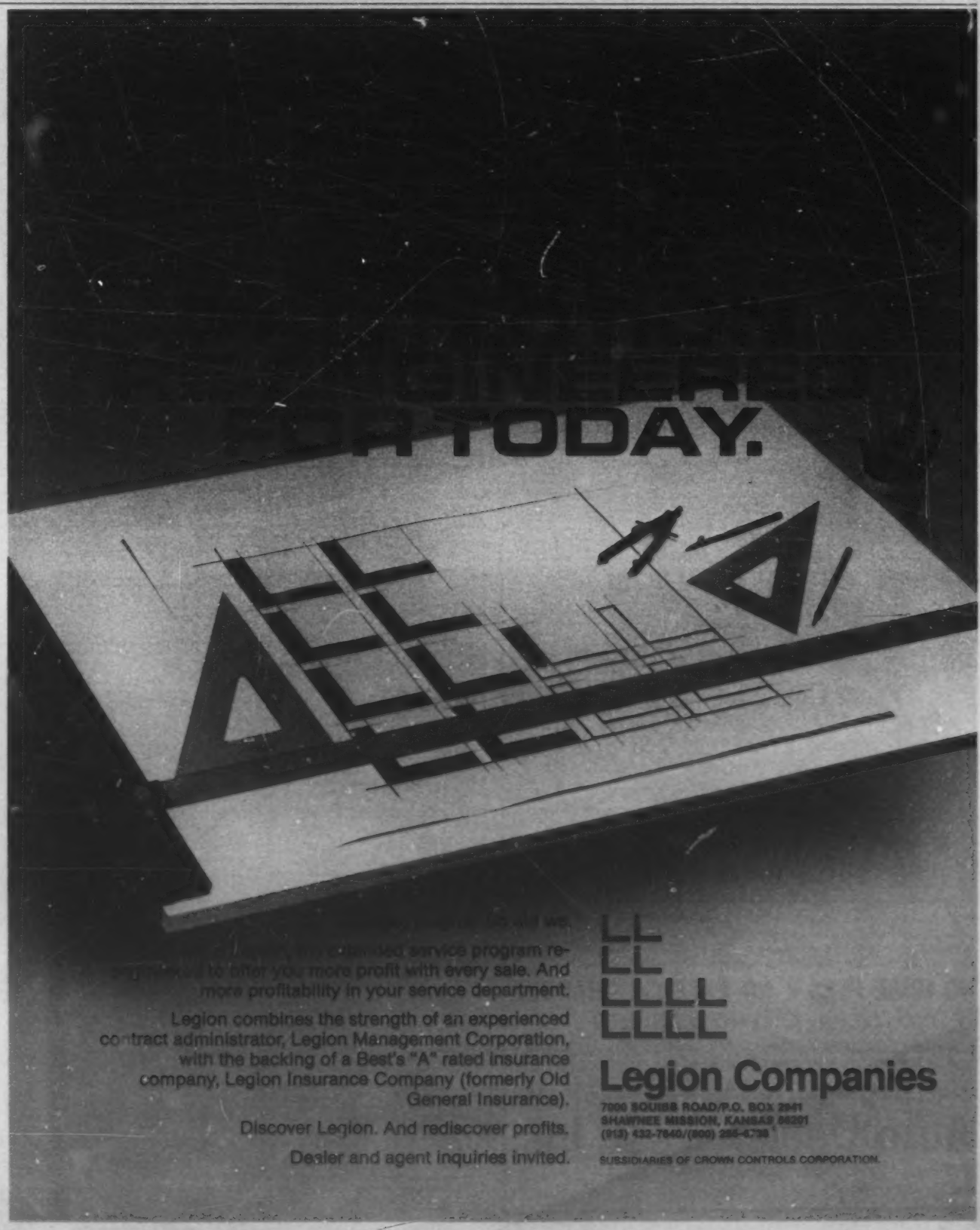
was off 16.1 percent from the like period a year ago, 16,440 versus 19,598. In February, 7,624 big trucks were registered, a decline of 18.6 percent from the year-earlier 9,371.

International and Ford shares of the total industry tallies for the first two months were up over 1982 and came at the expense of GMC, whose penetration dropped five percentage points from last year.

International registrations accounted for 24.30 percent of the total, a gain of 2.76 percentage points over 1982. Ford took 24.17 percent, 2.94 points higher than last year.

The GMC share for the first two months was 12.81 percent on 2,106 tallies, compared with 17.85 percent on 3,498 a year ago.

Last year at this time, GMC was working on a big order of medium trucks for the Ryder System. Group 7 registrations in the first two months of 1983 were 1,415, compared with 2,248 a year ago.



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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

TWO MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Feb., '83	.....	.....	.....	.....	.....	.....	.....	62	62
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	46	46
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	91	91
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	104	104
BROCKWAY	Feb., '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	Feb., '83	29,040	23,797	199	.....	21	315	479	57	53,908
	Feb., '82	33,654	24,155	984	.....	68	602	997	50	60,510
	Year to Date '83	60,036	47,675	286	.....	48	662	900	78	109,883
	Year to Date '82	60,203	46,563	2,150	.....	73	713	999	104	110,805
(Memo Units) #	Feb., '83	20,001	9,797	.....	.....	.....	.....	.....	.....	29,798
	Feb., '82	19,486	7,284	.....	.....	.....	.....	.....	.....	26,770
	Year to Date '83	41,185	18,282	.....	.....	.....	.....	.....	.....	59,467
	Year to Date '82	34,409	13,930	.....	.....	.....	.....	.....	.....	48,339
DODGE	Feb., '83	9,788	6,014	.....	.....	.....	.....	.....	.....	15,802
	Feb., '82	10,168	5,115	4	.....	.....	.....	.....	.....	15,287
	Year to Date '83	18,962	11,126	.....	.....	.....	.....	.....	.....	30,108
	Year to Date '82	20,229	10,438	11	.....	.....	.....	.....	.....	30,678
(Memo Units) #	Feb., '83	6,009	4,240	.....	.....	.....	.....	.....	.....	10,249
	Feb., '82	6,233	3,498	.....	.....	.....	.....	.....	.....	9,731
	Year to Date '83	11,855	7,885	.....	.....	.....	.....	.....	.....	19,740
	Year to Date '82	12,544	6,974	.....	.....	.....	.....	.....	.....	19,518
FORD	Feb., '83	19,797	34,330	.....	.....	.....	660	1,141	476	56,404
	Feb., '82	14,628	29,215	.....	.....	.....	789	1,470	533	46,635
	Year to Date '83	41,640	70,097	.....	.....	.....	1,429	2,942	1,031	117,139
	Year to Date '82	25,722	56,220	.....	.....	.....	1,548	2,913	1,248	87,651
(Memo Units) #	Feb., '83	14,611	13,613	.....	.....	.....	.....	.....	.....	28,224
	Feb., '82	5,463	9,947	.....	.....	.....	.....	.....	.....	15,410
	Year to Date '83	30,869	27,809	.....	.....	.....	.....	.....	.....	58,678
	Year to Date '82	10,141	19,516	.....	.....	.....	.....	.....	.....	29,657
FREIGHTLINER	Feb., '83	.....	.....	.....	.....	.....	.....	.....	582	582
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	497	497
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,136	1,136
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,119	1,119
GMC	Feb., '83	6,375	7,432	7	.....	31	652	796	337	15,630
	Feb., '82	6,439	6,667	124	.....	24	255	966	554	15,029
	Year to Date '83	13,347	14,666	7	.....	65	1,009	1,415	691	31,200
	Year to Date '82	11,187	12,442	250	.....	71	601	2,248	1,250	28,049
(Memo Units) #	Feb., '83	3,708	2,776	.....	.....	.....	.....	.....	.....	6,484
	Feb., '82	2,955	1,720	.....	.....	.....	.....	.....	.....	4,675
	Year to Date '83	7,704	4,742	.....	.....	.....	.....	.....	.....	12,446
	Year to Date '82	5,036	3,263	.....	.....	.....	.....	.....	.....	8,299
INTERNATIONAL	Feb., '83	.....	.....	.....	.....	.....	832	694	1,111	2,637
	Feb., '82	.....	.....	.....	.....	.....	973	860	1,075	2,908
	Year to Date '83	.....	.....	.....	.....	.....	2,310	1,506	2,489	6,305
	Year to Date '82	.....	.....	.....	.....	.....	1,924	1,866	2,356	6,146
(Memo Units) #	Feb., '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	Feb., '83	2,687	1,882	.....	.....	.....	.....	.....	.....	4,569
	Feb., '82	2,130	1,790	.....	.....	.....	.....	.....	.....	3,920
	Year to Date '83	5,190	4,327	.....	.....	.....	.....	.....	.....	9,517
	Year to Date '82	4,474	4,216	.....	.....	.....	.....	.....	.....	8,690
(Memo Units) #	Feb., '83	2,687	1,582	.....	.....	.....	.....	.....	.....	4,269
	Feb., '82	2,130	1,338	.....	.....	.....	.....	.....	.....	3,468
	Year to Date '83	5,190	3,613	.....	.....	.....	.....	.....	.....	8,803
	Year to Date '82	4,474	3,122	.....	.....	.....	.....	.....	.....	7,596
KENWORTH	Feb., '83	.....	.....	.....	.....	.....	.....	.....	364	364
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	548	548
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	808	808
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,220	1,220
MACK	Feb., '83	.....	.....	.....	.....	.....	120	64	691	875
	Feb., '82	.....	.....	.....	.....	.....	193	58	830	1,081
	Year to Date '83	.....	.....	.....	.....	.....	277	117	1,569	1,963
	Year to Date '82	.....	.....	.....	.....	.....	373	102	2,102	2,577
MERCEDES-BENZ	Feb., '83	.....	.....	.....	.....	.....	150	49	.....	199
	Feb., '82	.....	.....	.....	.....	.....	166	52	.....	218
	Year to Date '83	.....	.....	.....	.....	.....	246	84	.....	330
	Year to Date '82	.....	.....	.....	.....	.....	358	128	.....	486
PETERBILT	Feb., '83	.....	.....	.....	.....	.....	.....	.....	372	372
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	401	401
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	871	871
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,022	1,022
PLYMOUTH	Feb., '83	401	286	.....	.....	.....	.....	.....	.....	687
	Feb., '82	686	305	.....	.....	.....	.....	.....	.....	991
	Year to Date '83	759	526	.....	.....	.....	.....	.....	.....	1,285
	Year to Date '82	1,271	653	.....	.....	.....	.....	.....	.....	1,924
VOLVO	Feb., '83	.....	.....	.....	.....	.....	.....	59	41	100
	Feb., '82	.....	.....	.....	.....	.....	.....	13	10	23
	Year to Date '83	.....	.....	.....	.....	.....	.....	129	79	208
	Year to Date '82	.....	.....	.....	.....	.....	.....	36	23	59
WESTERN STAR	Feb., '83	.....	.....	.....	.....	.....	.....	.....	27	27
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	69	69
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	48	48
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	124	124
WHITE	Feb., '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Feb., '82	.....	.....	.....	.....	.....	.....	.....	174	174
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	307	307
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	320	320
MISCELLANEOUS*	Feb., '83	23,821	504	.....	48	.....	.....	13	83	24,267
	Feb., '82	22,067	500	.....	2	1	.....	20	148	22,738
	Year to Date '83	52,879	1,124	.....	53	3	.....	28	121	54,208
	Year to Date '82	44,504	877	.....	4	1	.....	28	286	45,700
TOTALS	Feb., '83	91,709	74,245	206	48	52	2,729	3,296	4,329	176,611
	Feb., '82	89,772	67,747	1,112	2	93	2,978	4,436	4,935	171,075
	Year to Date '83	192,833	148,741	293	53	114	5,933	7,121	9,319	365,407
	Year to Date '82	167,590	131,409	2,411	4	145	5,517	8,320	11,278	326,674

★—No registrations for Oklahoma, 1983 and 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks, Ford Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes Imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Tells Ohio group innovation is goal of Buick City

Reuss: Efficiency a must to compete

LAKE BUENA VISTA, Fla.—The American consumer is, at long last, returning to the marketplace — but as a far different consumer than business has seen before, said Lloyd E. Reuss, Buick general manager.

"The consumer has learned from the recent past as much as we have," Reuss told the 50th convention of the Ohio Automobile Dealers Assn., "so business will have to change its concepts to meet the demands of that changed consumer."

Reuss said, "The consumer has learned to prioritize his purchases, and he knows the increased competition in today's marketplace gives him the opportunity to buy only products of the highest quality, the most durability and reliability, those with superior overall value.

"And," he cautioned the dealers, "if you and I don't offer that quality and value, someone else will."

Characterizing the consumer of the 1980s and 1990s, Reuss said people will be buying only those products and services which best meet their individual needs. Efficiency of products also will be a prime factor in the buying decision but, with respect to automobiles, not only MPG efficiency.

"The question won't be 'How inexpensive is this car to operate?' but 'Does the car perform the duty cycle I want in the most efficient way possible?' So, the goal of the manufacturer must be to design vehicles for a variety of transportation needs, vehicles that meet each of those needs efficiently," he said.

• Underlying those consumer characteristics and demands, Reuss said, is one foundation of business success — the customer's total satisfaction with the goods and services offered.

Delivering that total customer satisfaction requires manufacturers to be more innovative than ever in their products, processes and procedures and in the ways they deal with people, he said.

Buick's definition of performance includes fuel economy, Reuss said, but it also means "acceleration, speed when it's needed, precise handling at all times, positive braking. In other words, total performance."

Innovation in the entire manufacturing process is the goal of Buick City, the manufacturing and assembly operation which will produce a new Buick passenger car for the 1986 model year.

"It's going to be the most technically, logistically and socially sophisticated complex in the world," Reuss said.

Buick City will employ just-in-time inventory supply. "This 'stockless inventory' has already been proven — compared to 1979, our 1982 inventories were reduced by $100 million," he said.

"But methods and machines are only a small step in the quality and customer satisfaction process," Reuss said. "The real determinant lies with the men and women of the organization.

"Some of our employes have told me Buick used to hire peoples' hands and backs, but that now we're using their minds, as well. And that's the essence of successful competition in our constantly changing environment," he said.

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factories list auction dates

American Motors

April 27—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.

April 28—Minneapolis North Star Auto Auction, Shakopee, Minn.

April 29—Concord Auto Auction, Acton, Mass.; Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

April 26—Harrisonburg Auto Auction, Interstate 81—Exit 52, Harrisonburg, Va.

April 27—Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.; Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

General Motors

April 26 — Dallas Auto Auction, Grand Prairie, Tex.

April 28 — Butler Auto Auction, Gibsonia, Pa.

Used Car Sales

Auction Averages

April to date	$5,036
Month ago	$5,010
Year ago	$4,711

Model breakdown

Auction Averages

	APRIL TO DATE	MARCH	FEBRUARY
1983.....	$ 9,252	$10,292	$12,350
1982.....	8,073	8,112	7,711
1981.....	6,097	6,046	5,989
1980.....	5,395	5,195	5,013
1979.....	4,512	4,589	4,398
1978.....	3,481	3,496	3,293
1977.....	2,828	2,837	2,378
1976.....	1,921	2,232	1,773
Overall Average	$ 5,036	$ 5,010	$ 4,733

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Watch for the introduction of the 1983 Convertible Corvette, currently in the prototype phase of construction.

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Special Thanks: Joe Morrison Jr., Chevrolet Sales Mgr., Detroit Zone.

Total is 132,387, a dip of 2 pct.

Auto production slips for week

By Patricia Hoffman
Staff Writer

Last week's domestic car production was down 2.86 percent from the previous week's total, but it was up 12.48 percent from that of the comparable 1982 period.

The makers targeted output last week at 132,387 cars, down from the previous week's 136,287, but up from 117,703 built the same week last year.

Breakdown for last week by company was: General Motors, 57.40 percent; Ford Motor, 24.55 percent; Chrysler Corp., 13.29 percent; American Motors, 2.51 percent; Volkswagen of America, 1.60 percent and Honda, 0.65 percent.

Year-to-date, the manufacturers have finished 1,901,639 units, a 30.95 percent gain from last year's 1,452,142.

The GM Oklahoma City point, source of Citation, Celebrity and Century models, was idle last week (April 18) for plant rearrangement. The facility phased out Citation production and will resume today (April 25) with Celebrity and Century.

Ford's Kansas City plant remained closed last week for changeover to Tempo and Topaz. Assembly of Fairmont and Zephyr ended there March 14. Production of the new cars is slated to begin May 2.

Ford's St. Louis and Chicago facilities will work two nine-hour shifts Monday through Friday this week and worked two eight-hour shifts last Saturday (April 23). In addition, the Lorain plant will work two 10-hour shifts Monday through Friday this week.

GM's Willow Run plant, source of Omega and Skylark, is closed this week (April 25) for inventory adjustment. The plant is scheduled to reopen May 2. About 4,500 workers will be temporarily laid off.

Six GM assembly lines worked overtime last Saturday (April 23): Arlington, Baltimore, Doraville, Norwood and the LeSabre and Regal lines at Flint. The LeSabre line worked one eight-hour shift while the Regal line worked two eight-hour shifts.

All Chrysler plants will operate on overtime this week. Belvidere, Jefferson and Newark will work two nine-hour shifts Monday through Friday. Jefferson also worked two eight-hour shifts last Saturday (April 23).

Hoopla and high hopes greet Tempo/Topaz Job One

Continued from Page 3

ment, a major $1 billion step in the strengthening of our North American Operations."

Poling said those operations are showing a profit for the first time in about four years.

• Robert White, president of the UAW in Canada, had a quip or two.

"Glad to see you're in the black, Harold," he told Poling in reference to concessions his union has made recently.

White also had what he called a suggestion for future collective bargaining.

"After seeing the enthusiasm here this morning, I think perhaps we should have time set aside every Monday morning for a band concert," he said.

He also noted that the plant's 39 robots — more than in any other Ford plant—were not on hand for the festivities.

White took advantage of the occasion to blast Japanese car makers as he has in the past. He said he expects that the Canadian government soon will be urged by a study committee on which he sits to get tough with the Japanese.

"We'll tell the Japanese, 'if you want to sell here you've got to build here—there are no two ways about it,'" he said.

After the roll-off, Poling said he expects no swift jump upwards from a persisting industry annual car sales level of around 6 million units.

"By the end of the year we could be at a 9.5 million to 10 million unit rate," he said.

Fraser to teach after leaving UAW

DETROIT. — UAW President Douglas A. Fraser will join the faculty of Wayne State University as University Professor of Labor Studies after he retires as UAW President next month.

Fraser will join the faculty on a part-time basis. He has also accepted a teaching position at the University of Michigan.

Truck production holds at 48,854; all plants work

With all truck assembly plants reported working for the second consecutive week, last week's output was about the same as the previous week's total.

Last week, the truck manufacturers scheduled 48,854 units, compared with the previous week's 48,543, and output rose 4.47 percent from 46,765 built in the comparable 1982 period.

So far this year, the makers have finished 650,934 trucks, a 10.60 percent gain from last year's 588,537.

Saturday overtime was scheduled last week at General Motors' Pontiac point.

Monday through Friday this week, Ford Motor Co.'s Twin Cities plant will work two nine-hour shifts; the Michigan Truck plant in Wayne will work one nine-hour shift, and the Lorain van plant will work two 10-hour shifts.

Chrysler's St. Louis and Warren points are slated to work one nine-hour shift daily this week with no Saturday overtime.

Volkswagen of America announced that production of pickups at its Westmoreland point will continue into May. Pickup production had been scheduled to end April 21 with no date set for resumption.

Canadian output climbs 32 pct.; Tempo-Topaz roll

Last week's Canadian auto output jumped 32.25 percent from the previous week's total as production of the new Tempo and Topaz models got underway at Ford Motor's Oakville assembly point. First-week production of the new models was 970.

Also helping boost last week's total was the return of Ford's St. Thomas facility following downtime for inventory control.

The makers scheduled 25,287 cars last week, up from 19,121 built the prior week, and up 20.15 percent from 21,046 units in the comparable 1982 period.

Year-to-date, the car manufacturers have finished 300,905 units, an 11.07 percent gain over last year's 270,915.

Truck production for the week was targeted at 11,979, a 2.58 percent drop from the previous week's 12,297, and down 8.92 percent from last year's 13,152.

So far this year, there have been 156,766 trucks assembled, down 2.50 percent from 160,786 built in the comparable period last year.

Job One of the Tempo/Topaz line was built last week at Ford's Oakville car assembly point. The facility was idled two months for the changeover from the Ford Crown Victoria previously built there.

Tempo-Topaz production currently is 25 per hour on two shifts. It is scheduled to rise to 60 an hour on two shifts within six to eight weeks.

Also back in production was Ford's St. Thomas car plant following two weeks of downtime due to overstocked inventory. St. Thomas, source of the Ford Escort, EXP, Lynx, and LN7 models, will begin assembly of the 1984 Crown Victoria and Grand Marquis models in December. The two standard-sized cars are currently built at Ford's St. Louis facility which is working overtime to keep up with market demand.

U. S. CAR PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 18, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
AMERICAN MOTORS	3,329	1,400*	3,355	9,327	18,085*	53,479
AMC Total	—	—	—	—	—	4,071
Concord	—	—	—	—	—	3
Eagle	—	—	—	—	—	4,068
Renault Total	3,329	—	3,355	9,327	—	49,408
Alliance	3,329	—	3,355	9,327	—	49,408
CHRYSLER CORP.	17,600	15,735	19,182	58,236	183,938	247,199
Plymouth Total	6,000	6,866	6,936	20,252	77,255	92,263
Horizon	2,799	2,728	2,629	7,962	23,851	30,918
Reliant	3,200	4,138	4,189	12,011	53,404	60,259
Caravelle ('83)	100	—	118	279	—	1,086
Chrysler Total	4,400	2,808	4,649	14,295	34,097	57,506
LeBaron	2,000	2,808	2,188	6,441	34,097	27,309
Chrysler E-Class	2,400	—	2,461	7,854	—	30,197
Dodge Total	7,200	6,061	7,597	21,689	72,587	97,430
Omni	2,700	2,306	2,508	7,223	22,376	30,906
Aries	3,900	3,255	3,364	9,365	40,232	43,583
Dodge 400	700	500	848	2,550	9,979	10,004
Dodge 600	800	—	877	2,551	—	12,937
FORD MOTOR	32,496	31,384	32,452	93,603	302,294	441,379
Ford Division	22,114	20,792	22,121	62,962	186,540	290,630
Escort	7,122	8,457	5,923	17,206	83,084	81,679
Fairmont	—	3,567	—	—	29,820	23,728
Mustang	3,419	3,803	3,398	8,542	34,131	40,952
LTD/Granada	3,935	3,504	4,595	13,161	28,798	56,451
Thunderbird	5,275	1,264	6,135	17,251	8,785	59,159
Crown Victoria/Ford	2,341	—	2,073	6,780	—	27,631
EXP	22	197	—	22	1,922	1,030
L-M Division	10,382	10,592	10,331	30,641	115,754	150,749
Mercury Total	8,891	8,502	8,665	25,815	84,952	118,844
Lynx	2,009	2,585	1,460	4,585	25,118	20,704
Capri	653	760	680	1,674	9,048	7,325
Zephyr	—	1,055	—	—	9,507	8,601
Marquis/Cougar	1,701	1,791	1,781	5,320	14,890	21,074
Cougar/XR7	2,676	360	3,147	8,959	2,916	26,462
Gr. Marquis/Marquis	1,845	1,839	1,597	5,270	22,952	34,355
LN7	7	112	—	7	521	323
Lincoln Total	1,491	2,090	1,666	4,826	30,802	31,905
Continental ('82)	150	418	166	496	6,690	5,900
Lincoln	975	1,050	1,084	3,103	12,841	15,212
Mark VI	366	622	416	1,227	11,271	10,793
GENERAL MOTORS	75,996	69,084	78,521	226,635	915,776	1,121,180
Buick Division	18,243	14,361	18,544	53,073	215,681	263,769
Skylark	3,035	3,101	3,067	6,102	39,736	30,084
Skyhawk J	1,203	—	1,460	3,964	22,327	21,544
Century	2,581	2,289	2,583	8,695	38,449	48,856
Regal	5,290	4,567	5,337	15,923	55,720	77,609
Buick	5,197	3,433	5,156	15,582	49,585	73,573
Riviera	937	969	941	2,807	9,864	12,103
Cadillac Division	6,182	5,662	6,248	18,879	75,464	106,880
Cimarron	284	—	283	1,089	1,401	7,892
Seville	738	606	745	2,223	7,738	11,468
Eldorado	1,560	1,524	1,569	4,684	20,220	24,719
Cadillac	3,600	3,532	3,651	10,883	46,105	62,801
Chevrolet Division	22,029	25,718	24,294	68,150	273,115	334,842
Chevette	4,120	6,149	4,370	8,490	58,378	62,196
Cavalier	5,788	1,400	6,488	18,417	29,679	68,656
Celebrity	—	2,246	2,000	4,578	16,673	21,296
Camaro	4,235	5,046	3,653	11,989	66,274	56,669
Citation	—	4,788	594	2,577	43,786	32,223
Malibu	3,289	3,334	3,475	9,880	26,802	44,647
Monte Carlo	2,891	1,677	1,706	6,452	15,785	28,252
Chevrolet	1,306	470	1,389	3,933	6,401	15,175
Corvette	600	608	619	1,834	9,337	5,728
Oldsmobile Division	20,661	12,800	21,468	62,838	241,044	301,432
Omega	2,025	1,695	2,006	4,031	26,394	21,632
Firenza	1,183	—	1,349	3,643	23,615	14,050
Cutlass	5,400	2,548	6,285	17,945	61,655	88,810
Cutlass/Ciera	4,741	2,556	3,571	13,298	36,252	54,156
Oldsmobile	6,567	5,461	7,507	21,684	82,514	110,062
Toronado	745	540	748	2,237	10,614	12,722
Pontiac Division	8,881	10,543	7,969	23,695	110,472	114,257
Acadian†	—	493	536	536	3,400	5,357
2000	2,140	1,350	2,131	6,306	6,402	27,915
1000	1,480	883	1,261	2,741	3,836	13,195
Firebird	1,967	2,743	1,780	5,646	36,232	27,797
Phoenix	850	1,082	—	1,699	9,316	9,120
G. Prix/B'ville ('83)	2,444	3,305	2,261	6,767	46,807	30,873
A6000	—	687	—	—	4,479	—
HONDA	860	—	801	2,451	—	8,442
VOLKSWAGEN	2,115	—	1,976	6,124	30,938	29,960
CHECKER	—	100*	—	—	1,100*	—
Total Cars, U. S.	132,387	117,703	136,287	394,376	1,452,142	1,901,639

CANADIAN CAR PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
AMERICAN MOTORS	800	608	820	2,269	8,382	8,799
CHRYSLER CORP.	5,032	3,465	4,856	15,594	51,933	70,329
FORD MOTOR	5,910	9,326	568	6,774	86,784	50,015
GENERAL MOTORS	13,320	7,422	12,652	38,835	120,384	168,252
VOLVO	225	225	225	675	3,432	3,510
Total Cars, Canada	25,287	21,046	19,121	64,147	270,915	300,905
N. American Cars	157,674	138,749	155,408	458,523	1,723,057	2,202,544
N. American Trucks	60,833	59,917	60,840	175,701	749,323	807,700
North American Cars and Trucks	218,507	198,666	216,248	634,224	2,472,380	3,010,244

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
CHEVROLET	16,544	14,807	15,946	49,661	201,176	224,363
DODGE	3,000	3,124	3,250	9,474	40,132	40,496
FORD	19,262	19,268	19,187	51,999	205,337	257,044
GMC	5,638	5,829	5,704	17,231	74,553	77,453
INTERNATIONAL	1,025	1,167	1,024	3,074	15,748*	14,572
VOLKSWAGEN	235	—	220	681	5,776	1,691
JEEP	2,100	1,520*	2,162	4,262	24,910	19,565
AM GENERAL	50*	50*	50*	150*	690*	750*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	20,200*	15,000*
Total Trucks, U. S.	48,854	46,765	48,543	139,532	588,537	650,934

CANADIAN TRUCK PRODUCTION

	Week Ended April 23, 1983	Week Ended April 24, 1982	Week Ended April 16, 1983	April to Date	Jan. 1 to April 24, 1982	Jan. 1 to April 23, 1983
CHRYSLER CORP.	2,882	2,545	2,732	8,612	30,466	42,212
FORD MOTOR	2,924	3,613	2,985	8,881	39,555	39,685
GENERAL MOTORS	6,160	6,729	6,335	17,942	86,888	72,600
INTERNATIONAL	243	265	245	734	3,877	2,269
Total Trucks, Canada	11,979	13,152	12,297	36,169	160,786	156,766
N. American Trucks	60,833	59,917	60,840	175,701	749,323	807,700

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

Detroit, April 27, 1983

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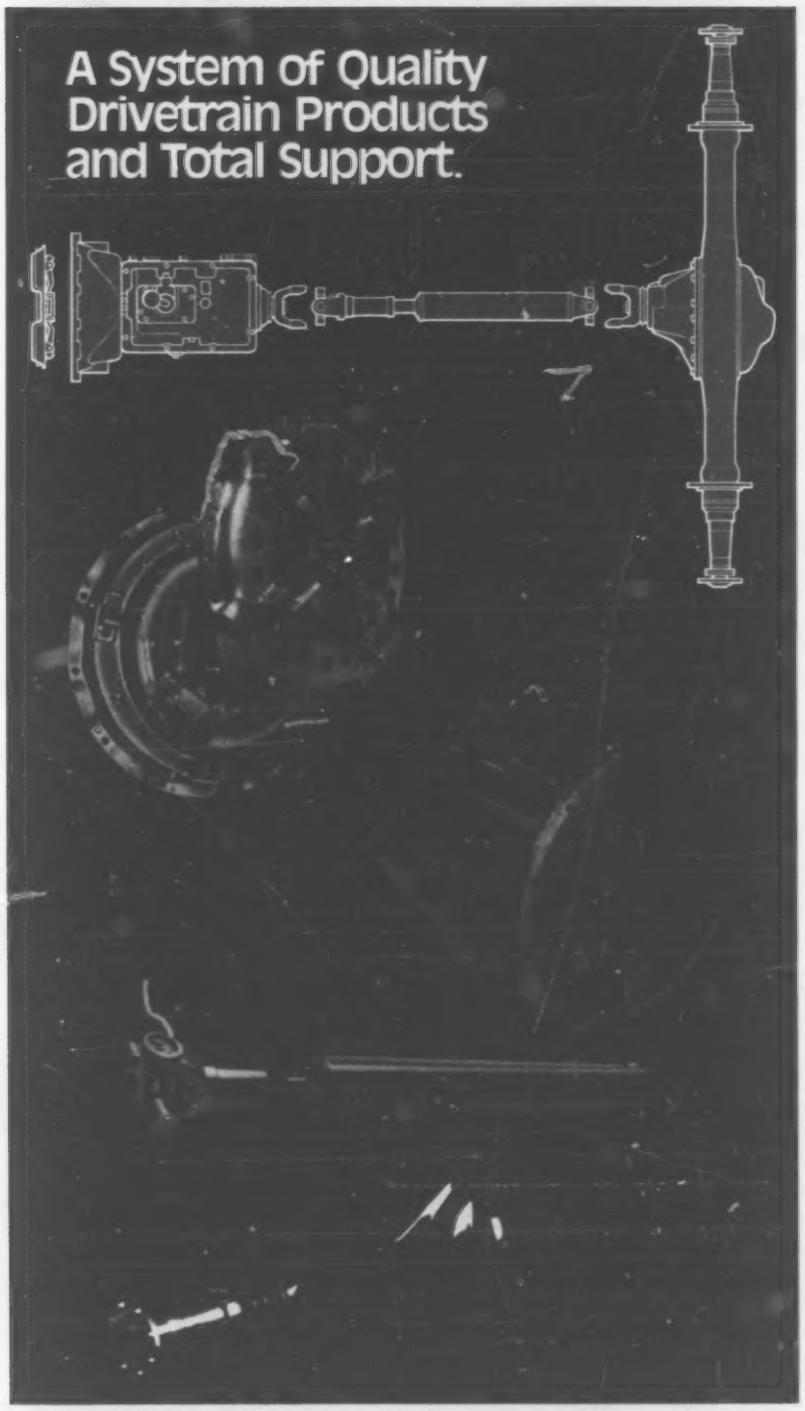

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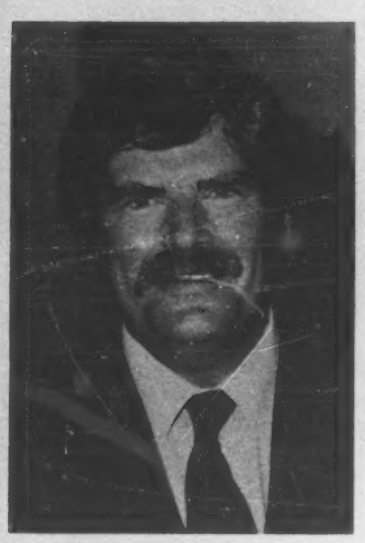
Historic patterns, emerging trends



A lot happened to the automotive business on the way to 1983. It tripped over a staggering U. S. and world economy, and motor vehicle sales in most nations fell again in 1982.

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The Market Data Book is more than a compilation of statistics. Mindful reading and analysis of the data and charts will help define historic patterns and future trends. That's important to those who need to understand the changes the motor vehicle industry—manufacturers, dealers, suppliers—is experiencing.

You will find the 1983 Market Data Book issue to be a valuable and continuing source of information throughout the year.

Keith E. Crain

Keith E. Crain
Publisher and Editorial Director

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PRODUCTION

U.S. automobile makers wrapped up the 1982 calendar year with production of 5.1 million units, down 18.8 percent from 1981 (6,280,045), and the lowest total since 1958 (4,244,045). U.S. truck makers, however, turned out 1.9 million units in calendar 1982, a 12.2 percent gain over 1981 (1,701,122), and the highest yearly output since 1979 (2,973,498). The world motor industry, with a few exceptions, experienced production declines in 1982 as a result of delayed economic recovery.

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PRODUCTION

WORLD CAR AND TRUCK PRODUCTION, 1982 VS. 1981 BY LEADING COUNTRIES

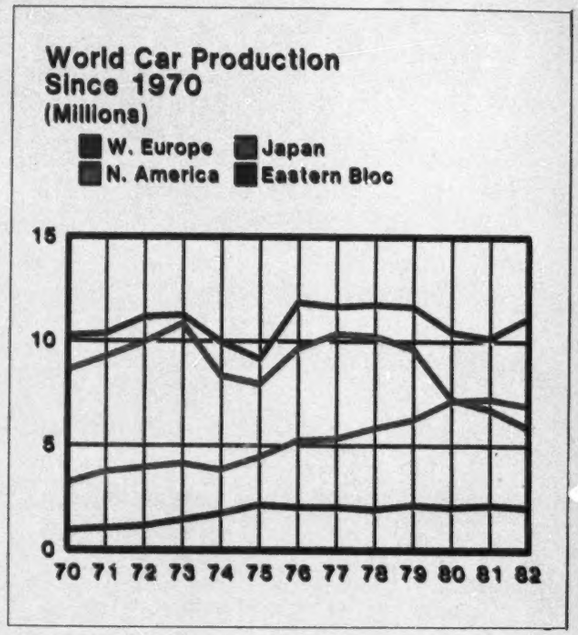
	Cars		Trucks		Total	
	1982	1981	1982	1981	1982	1981
North America						
United States	4,973,870	6,280,045	1,902,164	1,701,122	6,876,034	7,942,916
Canada	806,822	743,570	466,495	617,264	1,273,317	1,322,780
TOTAL	5,780,692	7,023,615	2,368,659	2,318,386	8,149,351	9,265,696
Latin America						
Mexico	300,579	355,497	172,048	241,621	472,627	597,118
Brazil	718,845	406,004	140,450	373,832	859,295	779,836
Argentina	106,880	139,428	25,236	32,922	132,116	172,350
TOTAL	1,126,304	900,929	337,734	648,375	1,464,038	1,549,304
Western Europe						
W. Germany	3,761,436	3,577,807	301,229	319,200	4,062,665	3,897,007
France	2,777,125	2,611,864	371,682	407,506	3,148,807	3,019,370
Italy	1,297,351	1,257,340	155,692	176,403	1,453,043	1,433,743
United Kingdom	887,679	954,650	268,798	229,555	1,156,477	1,184,205
Spain	927,500	855,325	142,007	132,149	1,069,507	987,474
Belgium	243,289	216,055	34,726	41,401	278,095	257,456
Sweden	294,790	258,261	54,805	55,494	349,595	313,755
Holland	86,000	77,922	10,050	12,011	96,050	89,933
Austria	7,055	7,073	8,130	7,847	15,185	14,920
TOTAL	10,282,225	9,816,297	1,347,119	1,381,566	11,629,424	11,197,863
Asia						
Japan	6,886,866	6,974,131	3,850,168	4,205,831	10,737,034	11,179,962
S. Korea	94,460	68,760	74,025	64,324	168,485	133,084
India	42,673	42,206	109,577	106,781	152,250	148,887
TOTAL	7,023,999	7,085,097	4,033,770	4,376,936	11,057,769	11,461,933
Australia	371,400	351,570	37,150	40,044	408,550	391,614
Eastern Europe						
Soviet Union	1,325,000	1,324,000	900,000	873,000	2,225,000	2,197,000
Poland	208,000	247,500	58,000	59,200	266,000	306,700
Czechoslovakia	182,000	170,590	50,000	48,923	232,000	229,513
Yugoslavia	220,000	239,554	20,000	26,869	240,000	266,423
E. Germany	178,000	180,000	40,000	39,400	218,000	219,400
Romania	76,000	76,000	51,000	51,000	127,000	127,000
Hungary	.....	.....	13,000	13,788	13,000	13,788
TOTAL	2,189,000	2,247,144	1,132,000	1,112,180	3,321,000	3,359,824
WORLD TOTAL	26,773,620	27,424,652	9,219,282	9,877,487	36,030,132	37,226,234

Source: Automotive News, MVMA

12 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1982	1981	1980
General Motors	6,244,000	6,762,000	7,101,000
Ford Motor Co.	4,326,072	4,402,462	4,426,151
Toyota	3,144,557	3,254,942	3,249,271
Nissan	2,750,000*	2,811,580	2,832,390
Volkswagen	2,130,075	2,196,000	2,478,000
Renault	1,966,701	1,527,000	1,713,000
Peugeot-Citroen	1,615,600	1,585,000	1,779,000
Fiat	1,300,000*	1,364,000	1,687,000
Toyo Kogyo	1,208,244	1,230,000	1,153,100
Honda	1,010,000*	1,045,000	875,000
Mitsubishi	975,000*	1,095,000	915,000
Chrysler Corp.	967,000	1,082,500	1,018,400

*Estimate.



WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	.....	.....	170,695	34,625	28,983	14,921	.....	.....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	.....	.....	242,107	96,062	43,736	11,320	.....	.....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	.....	.....	261,009	137,383	59,953	20,367	.....	760	9,497	507,608	5,220,755	197,056	61,196	28,275	6,564,850
1949	.....	.....	290,664	198,372	86,054	28,700	.....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	.....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	382,985	306,034	48,529	10,577,813
1951	129,259	.....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,683	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	.....	434,102	496,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	.....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	.....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	.....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	906,702	128,180	13,742,690
1956	204,176	.....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,615	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,580	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	282,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,851	145,674	386,923	1,244,223	759,140	613,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,588	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,815,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,857	734,299	22,014,424
1965	407,596	185,155	846,609	1,841,896	1,175,548	1,875,614	96,654	228,935	205,717	2,177,281	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,385	361,637	214,580	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,483	30,029,284
1970	473,790	416,047	1,159,504	2,750,066	1,854,252	5,289,147	192,841	536,026	310,887	2,096,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	380,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,206	1,866,930	33,265,240
1976	456,216	985,439	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	288,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,986	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,807,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,661	3,613,456	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467
1980	364,109	1,165,207	1,374,329	3,378,433	1,611,856	11,042,884	490,006	1,181,659	298,400	1,312,914	8,009,841	2,197,000	3,878,415	2,055,495	38,360,548
1981	391,614	779,835	1,280,499	3,019,370	1,433,086	11,179,962	597,118	987,474	313,755	1,184,205	7,940,781	2,197,000	3,897,007	2,605,873	37,807,568
1982	408,550	860,593	1,235,668	3,148,807	1,453,043	10,737,034	472,637	1,069,507	345,150	1,156,477	6,985,313	2,210,000	4,062,665	2,587,685	36,733,129

PRODUCTION

1982 U. S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	1982 Total
AMERICAN MOTORS	3,979	4,155	5,201	13,335	5,615	5,749	4,553	15,917	10,815	12,411	12,126	35,352	16,514	16,421	12,013	44,948	109,552
AMC Total	3,979	4,155	5,201	13,335	5,615	5,749	3,407	14,771	5,776	6,104	3,191	15,071	3,396	3,252	1,975	8,623	51,800
Concord	1,596	1,838	2,117	5,551	2,003	2,040	1,539	5,582	2,675	2,201	279	5,155	544	255	65	864	17,152
Spirit	648	996	1,550	3,194	1,988	2,417	1,466	5,871	1,873	1,975	38	3,886	.....	.....	.....	.....	12,951
SX-4 Eagle	1,735	1,321	1,534	4,590	1,624	1,292	402	3,318	1,228	1,928	2,874	6,030	2,852	2,997	1,910	7,759	21,697
Renault Total	.....	.....	.....	.....	.....	.....	1,146	1,146	5,039	6,307	8,935	20,281	13,118	13,169	10,038	36,325	57,752
Alliance	.....	.....	.....	.....	.....	.....	1,146	1,146	5,039	6,307	8,935	20,281	13,118	13,169	10,038	36,325	57,752
CHRYSLER CORP.	36,905	39,685	60,338	136,928	62,389	53,645	57,082	173,096	43,029	33,121	58,041	134,191	54,926	50,935	50,426	156,287	600,502
Plymouth Total	15,751	16,958	24,985	57,694	26,597	21,775	20,798	69,170	18,692	11,524	21,764	51,980	23,012	19,069	20,256	62,337	241,181
Horizon	6,153	4,327	6,554	17,034	9,477	4,968	7,947	22,392	7,034	2,784	9,022	18,840	7,459	4,381	7,466	19,306	77,572
Reliant	9,598	12,631	18,431	40,660	17,120	16,807	12,851	46,778	11,658	8,524	12,183	32,365	15,275	14,395	12,580	42,250	162,053
Caravelle	.....	.....	.....	.....	.....	.....	.....	.....	.....	216	559	775	278	293	210	781	1,556
Chrysler Total	6,792	6,007	12,721	25,520	11,620	11,059	12,868	35,547	7,000	8,858	11,429	27,287	7,947	9,555	8,587	26,089	114,443
LeBaron	6,792	6,007	12,721	25,520	11,620	11,059	12,868	35,547	7,000	5,726	6,692	19,418	4,742	5,297	4,836	14,875	95,360
Chrysler E-Class	.....	.....	.....	.....	.....	.....	.....	.....	.....	3,132	4,737	7,869	3,205	4,258	3,751	11,214	19,083
Dodge Total	14,362	16,720	22,632	53,714	24,172	20,811	23,396	68,379	17,337	12,739	24,848	54,924	23,967	22,311	21,583	67,861	244,878
Omni	5,186	4,280	6,720	16,186	8,430	4,574	8,000	21,004	6,581	2,470	8,202	17,253	6,961	4,336	6,716	18,013	72,456
Aries	7,012	9,997	13,053	30,062	13,080	12,386	11,423	36,889	8,162	6,253	10,765	25,180	13,371	13,119	10,614	37,104	129,235
Diplomat	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Dodge 400	2,164	2,443	2,859	7,466	2,662	3,851	3,973	10,486	2,594	2,349	2,153	7,096	1,545	2,168	1,720	5,433	30,481
Dodge 600	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,667	3,728	5,395	2,090	2,688	2,533	7,311	12,706
FORD MOTOR	40,832	68,778	102,251	211,861	123,648	134,048	134,985	392,679	66,691	73,283	77,638	217,612	92,839	101,281	87,802	281,922	1,104,074
Ford Division	22,880	41,642	62,866	127,388	81,512	90,878	86,215	258,605	39,929	43,260	48,979	132,168	55,807	61,447	55,240	172,494	690,655
Escort	9,489	17,412	32,073	58,974	32,226	37,458	27,314	96,998	12,784	20,242	19,446	52,472	20,163	18,792	17,573	56,528	264,972
Fairmont	3,084	6,951	9,088	19,123	14,327	17,139	17,226	48,692	6,485	11,803	8,308	26,576	9,527	14,251	10,350	34,128	128,519
Mustang	4,311	8,975	9,873	23,159	15,116	16,339	16,611	48,066	7,853	6,679	13,494	28,026	7,706	8,765	11,649	28,120	127,371
LTD/Granada	3,235	6,840	8,642	18,717	13,760	13,674	18,963	46,397	8,937	.....	7,371	16,308	17,916	19,183	13,513	50,612	132,034
Thunderbird	2,528	1,176	2,376	6,080	5,260	5,070	5,299	15,629	3,549	4,068	.....	7,617	.....	10	.....	10	29,336
Crown Victoria/Ford	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	55	1,979	2,034	2,034
EXP	233	268	814	1,335	823	1,198	802	2,823	341	468	360	1,169	495	391	176	1,062	6,389
L-M Division	17,952	27,136	39,385	84,473	42,136	43,168	48,770	134,074	26,762	30,023	28,659	85,444	37,032	39,834	32,562	109,428	413,419
Mercury Total	11,467	18,632	29,801	59,900	33,796	34,157	39,339	107,292	22,281	23,000	19,915	65,196	28,364	30,529	24,518	83,411	315,799
Lynx	2,178	5,298	10,015	17,491	10,325	10,091	9,216	29,632	5,740	7,222	5,102	18,064	6,129	5,215	4,583	15,927	81,114
Capri	1,020	1,921	3,275	6,216	3,476	3,183	4,836	11,495	3,386	2,840	3,684	9,910	1,796	1,742	1,545	5,083	32,704
Zephyr	1,472	2,302	2,525	6,299	4,240	5,496	6,275	16,011	2,589	3,679	1,780	8,048	2,865	4,110	3,073	10,048	40,406
Marquis/Cougar	2,043	3,662	4,360	10,065	6,505	6,181	8,276	20,962	4,926	.....	2,624	7,550	7,447	7,560	7,227	22,234	60,811
Cougar/XR-7	737	457	889	2,083	1,554	1,419	2,189	5,162	1,082	2,253	.....	3,335	.....	10	.....	10	10,590
Mercury	3,935	4,934	8,624	17,493	7,355	7,661	8,353	23,369	4,406	6,875	6,561	17,842	9,937	11,726	8,037	29,700	88,404
LN7	82	58	113	253	341	126	194	661	152	131	164	447	190	166	53	409	1,770
Lincoln Total	6,485	8,504	9,584	24,573	8,340	9,011	9,431	26,782	4,481	7,023	8,744	20,248	8,668	9,305	8,044	26,017	97,620
Continental	1,825	1,702	1,917	5,444	1,669	1,801	1,885	5,355	893	1,406	1,749	4,048	1,735	1,861	1,609	5,205	20,052
Lincoln	2,511	3,491	3,834	9,836	4,068	4,618	4,623	13,309	2,207	3,180	4,462	9,849	5,076	5,579	3,960	14,615	47,609
Mark VI	2,149	3,311	3,833	9,293	2,603	2,592	2,923	8,118	1,381	2,437	2,533	6,351	1,857	1,865	2,475	6,197	29,959
GENERAL MOTORS	178,095	188,759	280,645	647,499	275,596	296,307	340,428	912,331	305,173	234,841	277,242	817,256	243,381	226,680	225,736	695,797	3,072,883
Buick Division	43,472	55,991	68,359	167,822	66,164	73,396	81,045	220,605	73,765	59,214	60,504	193,483	59,559	54,604	55,259	169,422	751,332
Skyhawk	3,281	8,599	6,820	18,700	7,447	13,947	4,254	25,648	3,564	246	4,091	7,901	5,524	2,971	4,805	13,300	65,549
Skylark	4,455	9,500	16,257	30,212	12,452	12,802	15,358	40,612	16,566	10,928	14,656	42,150	8,557	7,450	8,829	24,836	137,810
Century	8,656	10,578	11,820	31,054	9,643	10,785	15,041	35,469	14,748	8,107	2,951	25,806	4,358	7,707	7,304	19,369	111,698
Regal	11,584	13,995	15,877	41,456	18,868	18,207	22,356	59,431	20,948	20,178	16,879	58,005	17,003	16,403	16,770	50,176	209,068
Buick	13,309	12,099	14,117	39,525	13,719	13,437	19,186	46,342	16,709	16,878	16,354	49,941	17,872	16,139	13,506	47,517	183,325
Riviera	2,187	1,220	3,468	6,875	4,035	4,218	4,850	13,103	1,230	2,877	5,573	9,680	6,245	3,934	4,045	14,224	43,882
Cadillac Division	20,112	15,658	21,672	57,442	23,752	21,319	24,627	69,698	11,640	11,746	24,383	47,769	23,557	25,888	22,000	71,445	246,354
Cimarron	493	.....	908	1,401	.....	.....	571	571	1,467	125	1,465	3,057	1,421	1,891	2,063	5,375	10,404
Seville	1,363	1,581	2,898	5,842	2,521	2,346	1,510	6,377	371	1,130	2,599	4,100	2,244	2,358	1,785	6,387	22,706
Eldorado	4,252	4,602	6,631	15,485	6,304	4,501	6,397	17,202	1,625	2,855	5,204	9,684	5,074	5,054	4,127	14,255	56,626
Cadillac	14,004	9,475	11,235	34,714	14,927	14,472	16,149	45,548	8,177	7,636	15,115	30,928	14,818	16,585	14,025	45,428	156,618
Chevrolet Division	51,961	36,735	100,882	191,578	102,642	103,752	113,587	319,981	109,939	82,502	88,100	280,541	72,462	59,872	69,744	202,078	994,178
Chevette	3,333	3,362	31,020	37,715	26,622	25,069	25,281	76,992	23,901	14,544	16,463	54,908	15,310	7,282	16,210	38,802	208,417
Cavalier	13,469	.....	12,632	26,101	4,794	5,827	7,129	17,750	9,752	3,812	9,566	23,130	11,210	9,151	8,749	29,110	96,091
Celebrity	3,637	2,487	5,684	11,808	7,635	9,098	6,406	23,139	5,729	2,688	10,888	19,305	4,226	3,528	4,355	12,109	66,361
Camaro	12,877	15,196	21,113	49,186	22,158	20,847	22,757	65,762	21,253	23,666	17,977	62,896	10,573	12,518	13,147	36,238	214,082
Citation	11,144	3,675	15,047	29,866	18,304	20,800	22,358	61,462	20,703	13,392	9,311	43,406	9,204	6,991	8,140	24,335	159,069
Malibu	1,869	5,558	6,900	14,327	11,386	10,752	12,287	34,425	10,829	8,104	7,126	26,059	9,874	10,092	8,714	28,680	103,491
Monte Carlo	2,003	4,481	3,767	10,251	7,260	7,055	9,835	24,150	7,464	7,051	8,434	22,949	8,940	8,252	6,839	23,831	81,181
Chevrolet	1,272	1,693	1,946	4,911	1,945	1,862	4,868	8,675	7,767	7,583	5,791	21,141	2,116	2,025	3,780	7,921	42,648
Corvette	2,357	2,283	2,773	7,413	2,538	2,422	2,666	7,626	2,541	1,662	2,544	6,747	1,009	33	10	1,052	22,838
Oldsmobile Division	50,768	68,705	67,035	186,508	55,008	58,691	75,519	189,218	66,879	54,193	72,337	193,409	64,541	68,674	57,294	190,509	759,644
Omega	4,901	5,494	7,727	18,122	7,061	6,916	8,218	22,195	9,969	5,699	5,045	20,713	3,126	3,338	3,901	10,365	71,395
Firenza	3,285	8,590	5,668	17,543	3,135	3,985	1,747	8,867	3,691	126	1,557	5,374	2,957	3,280	2,621	8,858	40,642
Cutlass Sup./Cutlass	9,532	18,170	14,321	42,023	9,164	11,402	21,278	41,844	21,266	11,887	22,592	55,745	21,587	21,548	19,313	62,448	202,060
Oldsmobile	21,427	21,168	25,005	67,600	22,625	21,447	27,996	72,068	23,753	23,531	25,011	72,295	25,836	25,602	21,038	72,476	284,439
Cutlass Ciera	8,980	12,236	10,704	31,920	10,751	11,522	12,441	34,714	7,230	11,231	14,787	33,248	7,034	11,366	7,748	26,148	126,030
Toronado	2,643	3,047	3,610	9,300	2,272	3,419	3,839	9,530	970	1,719	3,345	6,034	4,001	3,540	2,673	10,214	35,078
Pontiac Division	11,782	9,670	22,697	44,149	28,030	39,149	45,650	112,829	42,950	27,186	31,918	102,054	23,262	17,642	21,439	62,343	321,375
Acadian	.....	.....	1,842	1,842	2,292	1,355	1,116	4,763	1,523	520	726	2,769	276	209	134	619	9,993
2000	1,838	.....	2,194	4,032	3,871	4,883	7,489	16,243	7,163	1,441	3,008	11,612	2,627	2,306	5,002	9,935	41,822
1000	240	342	1,424	2,006	2,715	6,261	6,768	15,744	6,290	3,748	1,764	11,802	2,383	369	2,549	5,281	34,833
Firebird	6,773	8,730	11,510	27,013	12,308	13,931	14,965	41,204	14,133	15,882	12,539	42,554	6,824	5,122	5,360	17,306	128,077
Phoenix	2,931	598	2,829	6,358	4,310	6,556	8,403	19,269	7,336	2,871	2,644	12,851	2,936	2,068	1,981	6,985	45,463
Grand Prix	.....	.....	.....	.....	.....	.....	.....	.....	.....	7	1,888	1,895	4,043	3,785	3,207	11,035	12,930
Bonneville	.....	.....	.....	.....	.....	.....	55	55	584	1,795	4,848	7,227	4,040	3,783	3,206	11,029	18,311
6000	.....	.....	2,898	2,898	2,534	6,163	6,854	15,551	5,921	922	4,501	11,344	153	.....	.....	153	29,946
HONDA*	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	320*	320*	320*
VOLKSWAGEN	6,996	10,268	7,005	24,267	6,671	9,084	9,333	25,088	10,805	.....	.....	10,805	7,537	6,925	7,624	24,086	84,246
CHECKER	51	283	368	702	303	411	446	1,160	131	.....	.....	131	.....	.....	.....	.....	1,993
TOTAL CARS, U.S.	268,858	311,926	455,808	1,034,592	474,222	499,242	548,807	1,520,271	436,644	353,656	425,047	1,215,347	415,197	404,542	383,921	1,203,660	4,973,870

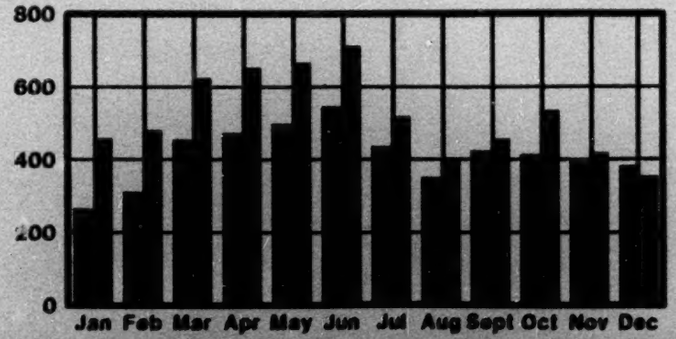
* 1982 Honda figures were estimated by Automotive News. Actual Honda totals were not reported until Spring, 1983.

U.S. Car Production by Month 1982 vs. 1981

(Thousands)

■ 1982

■ 1981



PRODUCTION

1982 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
FORD	11,655	16,091	31,257	59,003	36,940	36,235	36,699	109,874	9,054	28,657	22,201	59,912	15,475	19,380	19,357	54,212	283,001
EXP	857	1,175	1,504	3,536	1,886	1,888	1,708	5,482	400	2,049	3,210	5,659	644	811	802	2,257	16,934
Escort	1,626	2,025	11,201	14,852	13,964	13,759	13,492	41,215	3,331	5,105	5,533	13,969	3,809	6,831	7,531	18,171	88,207
Fairmont	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Mustang	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	118	118	334	218	250	802	920
Granada	601	860	723	2,184	595	649	671	1,915	.....	1,248	.....	1,248	.....	.....	.....	.....	5,347
Thunderbird	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Ford	6,789	10,166	12,267	29,222	14,321	13,728	16,620	44,669	4,022	15,585	10,888	30,495	7,533	8,184	8,962	24,679	129,065
LN7	477	374	373	1,224	923	567	546	2,036	185	1,087	719	1,991	297	381	411	1,089	6,340
Lynx	563	549	3,782	4,894	4,110	4,076	2,187	10,373	816	2,298	985	4,099	965	1,555	859	3,379	22,745
Zephyr	165	461	546	1,172	251	630	417	1,298	.....	.....	.....	.....	.....	.....	.....	.....	2,470
Capri	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Cougar	289	385	477	1,151	506	602	674	1,782	108	1,155	.....	1,263	.....	.....	.....	.....	4,196
XR7	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Marquis	288	96	384	768	384	336	384	1,104	192	16	94	302	510	408	.....	918	3,092
Lincoln	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Mark VI	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Continental	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
LTD ('83)	.....	.....	.....	.....	.....	.....	.....	.....	.....	12	174	186	1,191	944	542	2,677	2,863
Grand Marquis ('83)	.....	.....	.....	.....	.....	.....	.....	.....	.....	102	480	582	192	48	.....	240	822
* Ford totals include OKd units.																	
AMC	1,389	2,371	2,805	6,565	2,433	2,436	2,677	7,546	2,054	5,345	2,382	9,781	1,962	2,437	2,053	6,452	30,344
Spirit	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	74	74	466	303	153	922	996
Concord	.....	.....	168	168	1,773	1,352	611	3,736	1,523	3,161	1,131	5,815	514	1,229	899	2,642	12,361
SX/4	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	153	153	982	905	680	2,567	2,720
Eagle	1,389	2,371	2,637	6,397	660	1,084	2,066	3,810	531	2,184	1,024	3,739	.....	.....	321	321	14,267
CHRYSLER	13,137	13,018	15,924	42,079	14,203	14,781	17,466	46,450	7,186	16,168	15,144	38,498	12,469	2,932	7,014	22,415	149,442
Caravelle	182	211	466	859	459	366	124	949	131	102	97	330	106	30	105	243	2,381
Diplomat	2,122	2,779	3,608	8,509	3,246	3,179	3,582	10,007	1,220	2,461	1,457	5,138	987	328	854	2,169	25,823
Cordoba	1,687	1,863	1,657	5,207	1,450	1,221	1,918	4,589	857	1,980	2,056	4,893	1,593	326	653	2,572	17,261
Mirada	668	839	691	2,198	677	409	568	1,654	232	1,011	1,068	2,311	819	103	285	1,207	7,370
Imperial	116	107	169	392	205	291	188	684	47	171	164	382	163	40	85	288	1,746
Gran Fury	1,615	1,985	3,177	6,777	2,563	2,344	2,233	7,140	1,010	1,039	811	2,860	803	237	617	1,657	18,434
New Yorker	6,747	5,234	6,156	18,137	5,603	6,971	8,853	21,427	3,689	9,404	9,491	22,584	7,996	1,868	4,415	14,279	76,427
GENERAL MOTORS	21,192	27,128	34,316	82,636	32,430	30,210	36,116	98,756	27,194	16,475	30,784	74,453	23,479	31,388	21,326	76,193	332,038
Oshawa #1	6,786	17,245	15,834	41,865	18,491	16,932	20,762	56,185	14,215	13,382	18,220	45,817	9,407	14,375	8,347	32,129	175,996
Oshawa #2	2,533	3,048	11,386	16,967	7,101	6,114	7,889	21,104	7,254	.....	5,297	12,551	6,693	7,888	6,073	20,654	71,276
Ste. Theresa	9,873	6,835	7,096	23,804	6,838	7,164	7,465	21,467	5,725	3,093	7,267	16,085	7,379	9,125	6,906	23,410	84,766
VOLVO	767	767	856	2,390	595	548	174	1,317	925	113	551	1,589	827	399	338	1,564	6,860
TOTAL	48,140	59,375	85,150	192,673	86,601	84,210	93,132	263,943	46,413	66,758	71,062	184,233	54,212	56,536	50,088	160,836	801,685

CANADIAN CAR OUTPUT BY CALENDAR YEAR

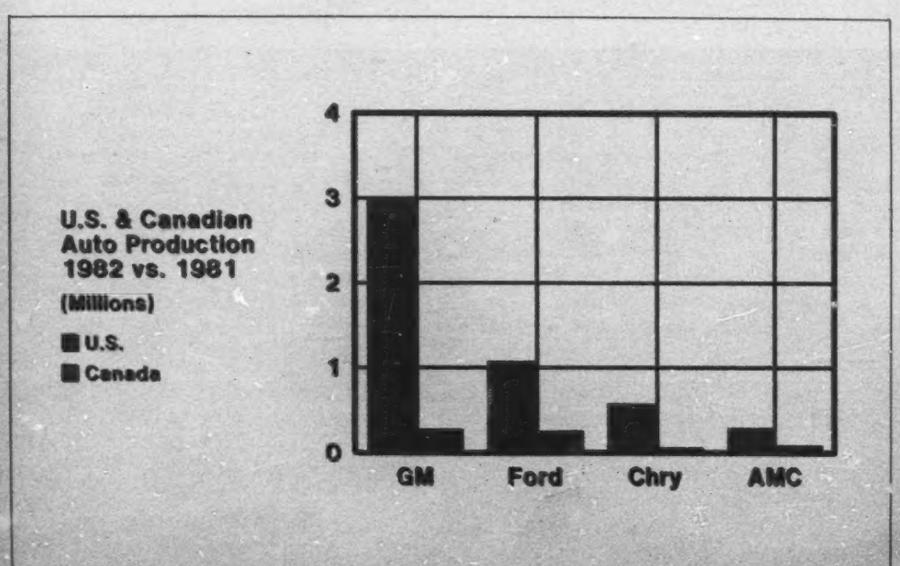
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

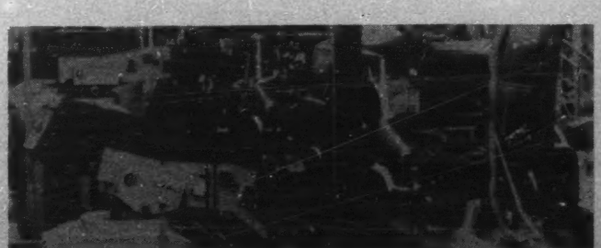
CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1982	468,327
1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

CANADIAN OUTPUT SHARES '82 VS. '81

	Total Output 1982	Pct. of 1982 Output	Total Output 1981	Pct. of 1981 Output	Pct. Pt. Change '82 vs. '81
CARS					
AMERICAN MOTORS	30,344	3.79	34,535	4.65	− 0.86
Eagle/SX4	16,987	2.12	19,719	2.65	− 0.53
Concord	12,361	1.54	14,816	2.00	− 0.46
Spirit	996	0.13	.....	.....	+ 0.13
CHRYSLER	149,442	18.64	69,149	9.30	+ 9.34
Cordoba	17,261	2.15	19,493	2.62	− 0.47
Mirada	7,370	0.92	9,762	1.31	− 0.39
Imperial	1,746	0.22	3,466	0.47	− 0.25
LeBaron	.....	.....	6,597	0.89	− 0.89
Caravelle	2,381	0.30	1,904	0.26	+ 0.04
Diplomat	25,823	3.22	10,804	1.45	+ 1.77
Gran Fury	18,434	2.30	3,813	0.51	+ 1.79
New Yorker	76,427	9.53	13,310	1.79	+ 7.74
FORD	263,001	35.30	191,928	25.81	+ 9.49
Escort	88,207	11.00	1,713	0.23	+10.77
Mustang	920	0.11	4,506	0.61	− 0.50
Fairmont	.....	.....	72	0.01	− 0.01
Granada	5,347	0.67	1,783	0.24	+ 0.43
Ford	129,065	16.10	75,162	10.11	+ 5.99
Lynx	22,745	2.84	431	0.06	+ 2.78
Zephyr	2,470	0.31	9,511	1.28	− 0.97
Cougar	4,196	0.52	3,987	0.53	− 0.01
Marquis	3,092	0.39	78	0.01	+ 0.38
EXP	16,934	2.11	71,874	9.66	− 7.55
LN7	6,340	0.79	22,811	3.07	− 2.28
LTD	2,863	0.36	.....	.....	+ 0.36
Grand Marquis	822	0.10	.....	.....	+ 0.10
GENERAL MOTORS	332,038	41.42	437,622	58.85	−17.43
Chevrolet	N.A.		N.A.	N.A.	
Pontiac	N.A.		N.A.	N.A.	
Monte Carlo	N.A.		N.A.	N.A.	
Malibu	N.A.		N.A.	N.A.	
LeMans	N.A.		N.A.	N.A.	
Cutlass	N.A.		N.A.	N.A.	
Grand Prix	N.A.		N.A.	N.A.	
VOLVO	6,860	0.85	10,336	1.39	− 0.54
TOTAL	801,685	100.00	743,570	100.00	
TRUCKS					
CHRYSLER	95,410	20.37	85,427	13.84	+ 6.53
GENERAL MOTORS	229,492	49.00	242,275	39.25	+ 9.75
FORD	132,531	28.30	278,810	45.17	−16.87
INTERNATIONAL	10,894	2.33	10,752	1.74	+ 0.59
TOTALS	468,327	100.00	617,264	100.00	





PRODUCTION

1982 TRUCKS — U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	48,553	49,153	57,553	155,259	59,798	66,869	75,808	202,275	67,746	42,889	54,450	165,085	49,748	43,477	42,222	135,447	658,066
Dodge	9,747	7,220	13,920	30,887	12,098	11,520	13,592	37,210	12,036	8,216	10,995	31,247	7,675	8,130	6,767	22,572	121,916
Ford	32,650	54,052	82,068	168,770	72,802	70,605	82,544	225,951	45,830	61,525	53,678	161,033	56,074	47,594	54,004	157,672	713,426
GMC	17,337	17,057	22,093	56,487	23,350	24,495	26,401	74,246	22,443	13,190	15,463	51,096	14,555	12,516	14,272	41,343	223,172
International	4,478	3,579	4,795	12,852	4,499	4,312	5,089	13,900	1,384	4,843	2,419	8,646	3,330	3,078	3,308	9,716	45,114
Jeep	4,286	5,589	6,456	16,331	6,648	8,721	3,749	19,118	7,643	7,288	6,724	21,655	5,630	7,520	5,015	18,165	75,269
AM General *	150	150	230	530	200	200	230	630	225	220	220	665	210	220	160	590	2,415
Miscellaneous *	5,600	5,600	5,800	17,000	4,000	4,000	4,600	12,600	4,500	4,400	4,400	13,300	4,200	4,400	3,200	11,800	54,700
Volkswagen	1,303	2,044	1,390	4,737	1,039	1,286	1,024	3,349	.....	.....	.....	.....	.....	.....	.....	.....	8,086
Total Trucks U. S.	124,104	144,444	194,305	462,853	184,434	192,008	212,837	589,279	161,807	142,571	148,349	452,727	141,422	126,935	128,948	397,305	1,902,164

*The actual figures for AM General and miscellaneous trucks were not reported in 1982. These figures have been estimated by Automotive News.

1982 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	6,035	7,433	10,255	23,723	9,585	10,075	11,202	30,862	4,694	10,010	10,511	25,215	9,293	1,976	4,341	15,610	95,410
Ford Motor	6,071	7,504	15,058	28,633	13,793	15,712	16,795	46,300	7,117	16,026	6,573	29,716	9,429	10,281	8,172	27,882	132,531
General Motors	15,942	18,210	27,456	61,608	27,594	23,327	26,091	77,012	13,892	10,089	17,369	41,350	18,217	17,655	13,650	49,522	229,492
International	987	878	1,226	3,071	1,074	1,019	1,155	3,248	315	1,110	370	1,795	743	1,157	880	2,780	10,894
TOTAL	29,015	34,025	53,995	117,035	52,046	50,133	55,243	157,422	26,018	37,235	34,823	98,076	37,682	31,069	27,043	95,794	468,327

*Mack and White no longer supply figures.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818
1981	241,889	56,633	298,522
1982	344,302	29,079	373,381

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614
1981	25,979	3,451	29,430
1982	31,793	1,040	32,833

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146
1981	209,394	27,776	237,170
1982	219,748	16,853	236,601

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	90,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319
1981	83,103	16,414	99,517
1982	59,170	7,176	66,346

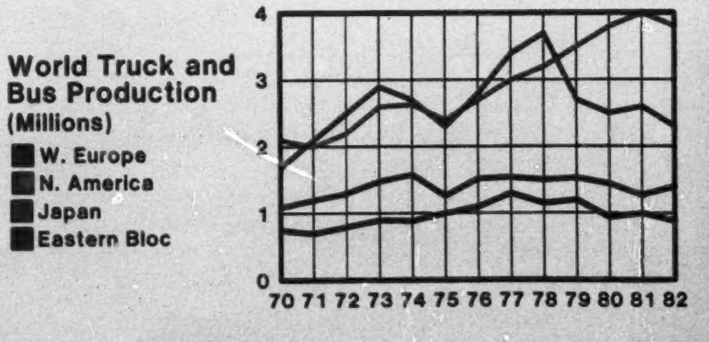
Source: Motor Vehicle Manufacturers Assn.

U. S. AUTO PRODUCTION BY MONTHS

	1978	1979	1980	1981	1982
January	688,096	786,839	531,670	459,862	266,858
February	689,355	738,806	624,301	482,098	311,926
March	905,041	889,775	643,200	623,571	455,808
April	875,652	723,248	580,855	653,306	474,222
May	929,094	935,198	527,353	666,389	499,242
June	872,012	826,678	534,085	712,524	546,807
July	524,766	583,765	417,038	518,456	436,644
August	512,073	445,349	312,758	397,334	353,656
September	741,768	622,851	534,480	457,731	425,047
October	915,978	783,843	675,001	535,129	415,197
November	862,127	627,346	562,380	418,948	404,542
December	637,336	454,669	473,764	354,697	383,921
Yearly Totals	9,153,298	8,418,369	6,416,885	6,280,045	4,973,870

U. S. VAN AND LIGHT TRUCK PRODUCTION '82 vs. '81

	Total Output 1982	Pct. of 1982 Output	Total Output 1981	Pct. of 1981 Output	Pct. Pt. Change '82 vs. '81
CHEVROLET	658,066	38.14	548,379	34.46	+ 3.68
Blazer	24,238	1.40	25,274	1.59	− 0.19
El Camino	22,621	1.31	30,185	1.90	− 0.59
Pickups	268,080	15.54	403,867	25.38	− 9.84
Chevyvan/Sportvan	98,764	5.73	63,307	3.98	+ 1.75
Suburban	34,846	2.02	25,696	1.61	+ 0.41
Compact Pickups	209,517	12.14	.....	.....	+12.14
CHRYSLER	121,916	7.06	98,240	6.17	+ 0.89
Ramcharger	12,996	0.76	4,436	0.28	+ 0.48
Pickups	88,600	5.13	88,886	5.58	− 0.45
Rampage	18,191	1.05	4,655	0.29	+ 0.76
Scamp	2,129	0.12	.....	.....	+ 0.12
Trail Duster	.....	.....	263	0.02	− 0.02
FORD	668,200	38.73	679,445	42.70	− 3.97
Bronco	41,500	2.41	38,268	2.41	− 0.00
Club Wagon	34,938	2.02	27,532	1.73	+ 0.29
Econoline	138,034	8.00	123,794	7.78	+ 0.22
Pickups	294,297	17.06	489,851	30.78	−13.72
Ranger	159,431	9.24	.....	.....	+ 9.24
GMC	193,916	11.24	135,650	8.52	+ 2.72
Jimmy	11,013	0.64	6,832	0.43	+ 0.21
Caballero	1,905	0.11	3,837	0.24	− 0.13
Suburban	23,945	1.39	14,388	0.90	+ 0.49
Pickups	143,518	8.32	100,189	6.30	+ 2.02
Vandura/Bally Vans	13,535	0.78	10,404	0.65	+ 0.13
AMC-JEEP	75,269	4.36	92,248	5.80	− 1.44
Cherokee	8,911	0.40	6,321	0.40	0.00
CJ	37,221	2.16	64,138	4.03	− 1.87
Pickups	6,113	0.35	8,048	0.51	− 0.16
Wagoneer	18,709	1.08	13,741	0.86	+ 0.22
Scrambler	6,315	0.37	.....	.....	+ 0.37
VOLKSWAGEN	8,086	0.47	37,392	2.35	− 1.88
Pickups	8,086	0.47	37,392	2.35	− 1.88
TOTAL	1,725,453	100.00	1,591,354	100.00	



PRODUCTION

U. S. CAR PRODUCTION — 1982 VS. 1981

How calendar year output was shared

	Total Output 1982	Total Pct. of Output	Total Output 1981	Pct. of Total Output	Pct. pt. Change '82 vs. '81
AMERICAN MOTORS	109,552	2.20	109,319	1.74	+ 0.46
AMC Total	51,800	1.04	109,319	1.74	− 0.70
Concord	17,152	0.34	49,480	0.79	− 0.45
Spirit	12,951	0.26	35,143	0.56	− 0.30
SX-4/Eagle	21,697	0.44	24,696	0.39	+ 0.05
Renault Total	57,752	1.16	.....	.....	+ 1.16
Alliance	57,752	1.16	.....	.....	+ 1.16
CHRYSLER CORP.	600,502	12.07	749,687	11.94	+ 0.13
Plymouth Total	241,181	4.85	365,841	5.83	− 0.98
Horizon	77,572	1.56	139,353	2.22	− 0.66
Gran Fury	.....	.....	7,448	0.12	− 0.12
Reliant	162,053	3.26	216,901	3.45	− 0.19
Caravelle	1,556	0.03	2,139	0.04	− 0.01
Chrysler Total	114,443	2.30	57,340	0.91	+ 1.39
LeBaron	95,360	1.92	52,478	0.83	+ 1.09
Chrysler/E-Class	19,083	0.38	4,862	0.08	+ 0.30
Dodge Total	244,878	4.92	326,506	5.20	− 0.28
Omni	72,456	1.46	126,224	2.01	− 0.55
Aries	129,235	2.60	170,139	2.71	− 0.11
Diplomat	.....	.....	12,644	0.20	− 0.20
Dodge 400	30,481	0.61	13,817	0.22	+ 0.39
Dodge 600	12,706	0.25	.....	.....	+ 0.25
St. Regis	.....	.....	3,682	0.06	− 0.06
FORD MOTOR CO.	1,104,074	22.20	1,320,196	21.02	+ 1.18
Ford Division	690,655	13.89	892,043	14.20	− 0.31
Escort	264,972	5.33	351,437	5.59	− 0.26
Fairmont	128,519	2.58	176,246	2.81	− 0.23
Mustang	127,371	2.56	153,719	2.45	+ 0.11
LTD/Granada	132,034	2.65	103,702	1.65	+ 1.00
Thunderbird	29,336	0.59	64,328	1.02	− 0.43
Crown Victoria/Ford	2,034	0.05	40,886	0.65	− 0.60
EXP	6,389	0.13	1,725	0.03	+ 0.10
L-M Division	413,419	8.31	428,155	6.82	+ 1.49
Mercury Total	315,799	6.35	363,970	5.80	+ 0.55
Lynx	81,114	1.63	116,905	1.86	.....
Capri	32,704	0.66	50,336	0.80	− 0.14
Zephyr	40,406	0.81	51,868	0.83	− 0.02
Marquis/Cougar	60,811	1.22	49,831	0.79	+ 0.43
Cougar/XR-7	10,590	0.21	28,223	0.45	− 0.24
Mercury	88,404	1.78	65,720	1.05	+ 0.73
LN7	1,770	0.04	1,097	0.02	+ 0.02
Lincoln Total	97,620	1.96	64,185	1.02	+ 0.94
Continental	20,052	0.40	11,694	0.10	+ 0.30
Lincoln	47,609	0.96	26,651	0.42	+ 0.54
Mark VI	29,959	0.60	25,640	0.41	+ 0.19
GENERAL MOTORS	3,072,883	61.78	3,930,176	62.58	− 0.80
Buick Division	751,332	15.11	839,966	13.37	+ 1.74
Skyhawk	65,549	1.32	6	.....	+ 1.32
Skylark	137,810	2.77	239,175	3.81	− 1.04
Century	111,698	2.25	102,968	1.64	+ 0.61
Regal	209,068	4.20	267,708	4.26	− 0.06
Buick	183,325	3.69	171,834	2.74	+ 0.95
Riviera	43,882	0.88	58,275	0.92	− 0.04
Cadillac Division	246,354	4.95	259,135	4.13	+ 0.82
Cimarron	10,404	0.21	22,308	0.36	− 0.15
Seville	22,706	0.46	23,344	0.37	+ 0.09
Eldorado	56,626	1.14	57,861	0.92	+ 0.22
Cadillac	156,618	3.14	155,622	2.48	+ 0.66
Chevrolet Division	994,178	19.99	1,463,165	23.30	− 3.31
Chevette	208,417	4.19	360,848	5.75	− 1.56
Cavalier	96,091	1.93	139,817	2.22	− 0.29
Celebrity	66,361	1.33	23,833	0.37	+ 0.96
Camaro	214,082	4.30	99,050	1.58	+ 2.72
Citation	159,069	3.20	300,653	4.79	− 1.59
Malibu	103,491	2.09	223,749	3.56	− 1.47
Monte Carlo	81,181	1.63	139,899	2.23	− 0.60
Chevrolet	42,648	0.86	147,332	2.35	− 1.49
Corvette	22,838	0.46	127,984	0.45	+ 0.01
Oldsmobile Division	759,644	15.27	825,540	13.14	+ 2.13
Omega	71,395	1.44	121,617	1.94	− 0.50
Firenza	40,642	0.82	.....	.....	+ 0.82
Cutlass Sup./Cutlass	202,060	4.06	361,640	5.76	− 1.70
Oldsmobile	284,439	5.71	274,373	4.37	+ 1.34
C-Ciera	126,030	2.53	24,035	0.38	+ 2.15
Toronado	35,078	0.71	43,875	0.69	+ 0.02
Pontiac Division	321,375	6.46	542,370	8.64	− 2.18
Acadian	9,993	0.21	18,138	0.29	− 0.08
2000	41,822	0.84	91,465	1.46	− 0.62
1000	34,833	0.70	88,871	1.42	− 0.72
Firebird	128,077	2.57	48,970	0.77	+ 1.80
Phoenix	45,463	0.91	96,597	1.54	− 0.63
Grand Prix	12,930	0.26	97,051	1.55	− 1.29
Bonneville	18,311	0.37	30,176	0.48	− 0.11
6000	29,946	0.60	19,011	0.30	+ 0.30
LeMans	.....	.....	42,027	0.67	− 0.67
Pontiac	.....	.....	10,064	0.16	− 0.16
HONDA	620*	0.01	.....	.....	+ 0.01
VOLKSWAGEN	84,248	1.69	167,755	2.67	− 0.98
CHECKER	1,993	0.05	2,910	0.05	.....
Total U. S. Cars	4,973,870	100.00	6,280,045	100.00	

*—Acadians built for sale in Canada only.

U. S. CALENDAR YEAR OUTPUT

By size classification

1982	1982 Total	Make	1981 Total	1981 Position
SUBCOMPACTS				
1	264,972	Escort	351,437	2
2	208,417	Chevette	360,848	1
3	84,246	Rabbit	167,755	3
4	81,114	Lynx	116,905	7
5	77,572	Horizon	139,353	5
6	72,456	Omni	126,224	6
7	57,752	Alliance	.....	....
8	34,833	T1000	88,871	9
9	12,951	Spirit	35,143	10
10	9,993	Acadian	18,138	11
11	6,974	SX-4	17,421	12
12	6,389	EXP	1,725	13
13	1,770	LN7	1,087	14
14	620*	Honda	.....	....
....	.....	Cavalier	139,817	4
....	.....	J2000	91,465	8
....	.....	Skyhawk	6	15
	920,059	TOTAL	1,656,195	
COMPACTS				
1	214,082	Camaro	99,050	8
2	162,053	Reliant	216,901	3
3	129,235	Aries	170,139	5
4	128,519	Fairmont	176,246	4
5	128,077	Firebird	48,970	13
6	127,371	Mustang	153,719	6
7	96,091	Cavalier	.....	....
8	95,360	LeBaron	.....	....
9	65,549	Skyhawk	.....	....
10	41,822	J-2000	.....	....
11	40,642	Firenza	.....	....
12	40,406	Zephyr	51,868	10
13	32,704	Capri	50,336	11
14	30,481	D400	.....	....
15	10,404	Cimarron	.....	....
....	.....	Citation	300,653	1
....	.....	Skylark	239,175	2
....	.....	Omega	121,617	7
....	.....	Phoenix	96,597	9
....	.....	Concord	49,480	12
....	.....	Eagle	7,275	14
	1,342,796	TOTAL	1,782,026	
INTERMEDIATES				
1	209,068	Regal	267,708	2
2	202,060	Cutlass	361,640	1
3	159,069	Citation	.....	....
4	137,810	Skylark	.....	....
5	132,034	LTD/Granada	103,702	5
6	126,030	Cutlass/Ciera	24,035	14
7	111,698	Century	102,968	6
8	103,491	Malibu	223,749	3
9	81,181	Monte Carlo	139,899	4
10	71,395	Omega	.....	....
11	66,361	Celebrity	23,833	15
12	60,811	Cougar	49,831	10
13	45,463	Phoenix	.....	....
14	29,946	6000	19,011	16
15	29,336	Thunderbird	64,328	8
16	19,083	Chrysler/E Class	.....	....
17	18,311	Bonneville	30,176	12
18	17,152	Concord	.....	....
19	14,723	Eagle	.....	....
20	12,930	Grand Prix	97,051	7
21	12,706	Dodge 600	13,817	17
22	10,590	XR-7	28,223	13
23	1,556	Caravelle	2,139	19
....	.....	LeBaron	52,478	9
....	.....	LeMans	42,027	11
....	.....	Diplomat	12,644	18
	1,672,804	TOTAL	1,659,259	
STANDARDS				
1	284,439	Oldsmobile	274,373	1
2	183,325	Buick	171,834	2
3	88,404	Mercury	65,720	4
4	42,648	Chevrolet	147,332	3
5	2,034	Crown Victoria/Ford	40,886	5
6	1,993	Checker	2,910	10
....	.....	Pontiac	10,064	6
....	.....	Gran Fury	7,448	7
....	.....	Chrysler	4,862	8
....	.....	St. Regis	3,682	9
	602,843	TOTAL	729,111	
LUXURY				
1	156,618	Cadillac	155,622	1
2	56,626	Eldorado	57,861	3
3	47,609	Lincoln	26,651	6
4	43,882	Riviera	58,275	2
5	35,078	Toronado	43,875	4
6	29,959	Mark VI	25,640	7
7	22,838	Corvette	27,984	5
8	22,706	Seville	23,344	8
9	20,052	Continental	11,894	10
....	.....	Cimarron	22,308	9
	435,368	TOTAL	453,454	
	4,973,870	GRAND TOTAL	6,280,045	

How calendar output was shared

U. S. CAR MODEL-YEAR OUTPUT, '82 VS. '81

	1982 Model Year	Pct. of Output	1981 Model Year	Pct. of Output	Pct. Pt. Change '82 vs. '81
AMERICAN MOTORS	70,898	1.30	137,125	2.07	− 0.77
Concord	33,693	0.62	55,097	0.83	− 0.21
Spirit	20,182	0.37	44,599	0.67	− 0.30
Eagle/SX4	17,023	0.31	37,429	0.57	− 0.26
CHRYSLER CORP.	592,605	10.88	791,258	11.91	− 1.03
Plymouth Total	247,936	4.55	393,633	5.93	− 1.38
Horizon	85,356	1.57	151,415	2.28	− 0.71
Reliant	162,580	2.98	229,283	3.45	− 0.47
Gran Fury	.....	0.00	8,608	0.13	− 0.13
Caravelle	.....	0.00	4,327	0.07	− 0.07
Chrysler Total	103,310	1.90	56,726	0.85	+ 1.05
LeBaron	103,310	1.90	43,490	0.65	+ 1.25
Chrysler	.....	0.00	13,236	0.20	− 0.20
Dodge Total	241,359	4.43	340,899	5.13	− 0.70
Omni	82,003	1.50	128,116	1.93	− 0.43
Aries	125,016	2.30	180,880	2.72	− 0.42
Diplomat	.....	0.00	25,777	0.39	− 0.39
D400	34,340	0.63	.....	0.00	+ 0.63
St. Regis	.....	0.00	6,126	0.09	− 0.09
FORD MOTOR	1,162,642	21.34	1,395,594	21.02	+ 0.32
Ford Division	748,732	13.74	950,301	14.31	− 0.57
Mustang	130,418	2.39	182,562	2.75	− 0.36
Fairmont	127,739	2.34	160,828	2.42	− 0.08
Granada	120,323	2.21	121,341	1.82	+ 0.39
Thunderbird	45,142	0.83	86,693	1.31	− 0.48
Ford	.....	0.00	78,150	1.18	− 1.18
Escort	318,418	5.85	320,727	4.83	+ 1.02
EXP	6,692	0.12	.....	0.00	+ 0.12
L-M Division	413,910	7.60	445,293	6.71	+ 0.86
Mercury Total	328,597	6.03	375,756	5.66	+ 0.37
Capri	36,134	0.66	58,936	0.89	− 0.23
Zephyr	39,092	0.72	52,276	0.79	− 0.07
Cougar	56,950	1.05	53,653	0.81	+ 0.24
XR-7	16,867	0.31	37,275	0.56	− 0.25
Mercury	77,157	1.42	61,638	0.92	+ 0.50
Lynx	100,113	1.83	111,978	1.69	+ 0.14
LN7	2,284	0.04	.....	0.00	+ 0.04
Lincoln Total	85,313	1.57	69,537	1.05	+ 0.52
Lincoln	35,069	0.65	32,839	0.50	+ 0.15
Mark IV	26,336	0.48	36,698	0.55	− 0.07
Continental	23,908	0.44	.....	0.00	+ 0.44
GENERAL MOTORS	3,516,326	64.55	4,133,392	62.25	+ 2.30
Buick Division	739,984	13.58	856,996	12.90	+ 0.68
Skylark	144,560	2.65	262,326	3.95	− 1.30
Skyhawk J	47,918	0.88	.....	0.00	+ 0.88
Century/Regal	328,383	6.03	384,467	5.79	+ 0.24
Buick	175,052	3.21	158,194	2.38	+ 0.81
Riviera	44,071	0.81	52,007	0.78	+ 0.03
Cadillac Division	235,584	4.33	240,189	3.62	+ 0.71
Cimarron	25,968	0.48	.....	0.00	+ 0.48
Seville	19,998	0.37	28,631	0.43	− 0.06
Cadillac	137,600	2.53	150,915	2.28	+ 0.25
Eldorado	52,018	0.95	60,643	0.91	+ 0.04
Chevrolet Division	1,297,357	23.82	1,673,093	25.20	− 1.38
Chevette	243,463	4.47	453,982	6.84	− 2.37
Camaro	178,808	3.28	126,138	1.89	+ 1.39
Citation	165,647	3.04	413,378	6.23	− 3.19
Malibu	116,125	2.13	226,727	3.41	− 1.28
Monte Carlo	92,391	1.71	157,115	2.37	− 0.66
Chevrolet	188,178	3.45	184,992	2.79	+ 0.66
Corvette	25,407	0.47	45,631	0.69	− 0.22
Cavalier	195,024	3.58	65,130	0.98	+ 2.60
Celebrity	92,314	1.69	.....	0.00	+ 1.69
Oldsmobile Division	702,340	12.89	873,678	13.16	− 0.27
Firenza	30,106	0.55	.....	0.00	+ 0.55
Omega	77,469	1.42	147,918	2.28	− 0.81
Cutlass/Ciera	101,320	1.86	.....	0.00	+ 1.86
Cutlass	194,337	3.57	414,588	6.24	− 2.67
Oldsmobile	265,173	4.87	268,568	4.05	+ 0.82
Toronado	33,928	0.62	42,604	0.64	− 0.02
Pontiac Division	541,061	9.93	489,436	7.37	+ 2.56
6000	40,459	0.74	.....	0.00	+ 0.74
Firebird	116,364	2.13	70,899	1.07	+ 1.06
Bonneville	80,440	1.48	.....	0.00	+ 1.48
Grand Prix	80,650	1.48	106,344	1.63	− 0.15
J-2000	118,859	2.18	.....	0.00	+ 2.18
T1000	44,469	0.82	70,194	1.06	− 0.24
Phoenix	49,165	0.90	127,869	1.93	− 1.03
Acadian	10,655	0.20	20,363	0.30	− 0.10
Pontiac	.....	0.00	19,819	0.30	− 0.30
LeMans	.....	0.00	71,948	1.08	− 1.08
VOLKSWAGEN	102,664	1.89	179,635	2.71	− 0.82
CHECKER MOTORS	2,000	0.04	2,950	0.04	0.00
Total Cars, U. S.	5,447,135	100.00	6,639,954	100.00	.....

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

1982	1982 Total	Make	1981 Total	1981 Position
SUBCOMPACTS				
1	318,418	Escort	320,727	2
2	243,463	Chevette	453,982	1
3	102,664	Rabbit	179,635	3
4	100,113	Lynx	111,978	6
5	85,356	Horizon	151,415	4
6	82,003	Omni	128,116	5
7	44,469	T1000	70,194	7
8	20,182	Spirit	44,599	9
9	10,965	SX-4	22,943	10
10	10,655	Acadian	20,363	11
11	6,692	EXP	.....	....
12	2,284	LN7	.....	....
....	.....	Cavalier	65,130	8
	1,027,264	TOTAL	1,569,082	
COMPACTS				
1	195,024	Cavalier	.....	....
2	178,808	Camaro	126,138	9
3	162,580	Reliant	229,283	3
4	130,418	Mustang	182,562	4
5	127,739	Fairmont	160,828	6
6	125,016	Aries	180,880	5
7	118,859	J-2000	.....	....
8	116,364	Firebird	70,899	10
9	103,310	LeBaron	.....	....
10	47,918	Skyhawk	.....	....
11	39,092	Zephyr	52,276	13
12	36,134	Capri	58,936	11
13	34,340	Dodge 400	.....	....
14	30,108	Firenza	.....	....
15	25,968	Cimarron	.....	....
....	.....	Citation	413,378	1
....	.....	Skylark	262,328	2
....	.....	Omega	147,918	7
....	.....	Phoenix	127,869	8
....	.....	Concord	55,097	12
....	.....	Eagle	14,486	14
	1,471,678	TOTAL	2,082,878	
INTERMEDIATES				
1	328,383	Century/Regal	384,467	2
2	194,337	Cutlass	414,588	1
3	165,647	Citation	.....	....
4	144,560	Skylark	.....	....
5	120,323	Granada	121,341	5
6	116,125	Malibu	226,727	3
7	101,320	C-Ciera	.....	....
8	92,391	Monte Carlo	157,115	4
9	92,314	Celebrity	.....	....
10	80,650	Grand Prix	106,344	6
11	80,440	Bonneville	.....	....
12	77,469	Omega	.....	....
13	56,950	Cougar	53,653	9
14	49,165	Phoenix	.....	....
15	45,142	Thunderbird	86,693	7
16	40,459	6000	.....	....
17	33,693	Concord	.....	....
18	16,867	XR-7	37,275	11
19	6,058	Eagle	.....	....
....	.....	LeMans	71,948	8
....	.....	LeBaron	43,490	10
....	.....	Diplomat	25,777	12
....	.....	Caravelle	4,327	13
	1,842,293	TOTAL	1,735,745	
STANDARDS				
1	265,178	Oldsmobile	268,568	1
2	188,178	Chevrolet	184,992	2
3	175,052	Buick	158,194	3
4	77,157	Mercury	61,638	5
5	2,000	Checker	2,950	10
....	.....	Ford	78,150	4
....	.....	Pontiac	19,819	6
....	.....	Chrysler	13,236	7
....	.....	Gran Fury	8,608	8
....	.....	St. Regis	6,126	9
	707,565	TOTAL	802,281	
LUXURY				
1	137,600	Cadillac	150,915	1
2	52,018	Eldorado	60,643	2
3	44,071	Riviera	52,007	3
4	35,069	Lincoln	32,839	7
5	33,928	Toronado	42,604	5
6	26,336	Mark VI	36,698	6
7	25,407	Corvette	45,631	4
8	23,908	Continental	.....	....
9	19,998	Seville	28,631	8
	398,335	TOTAL	449,968	
	5,447,135	GRAND TOTAL	6,639,954	

PRODUCTION

WHERE '83 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis. — Concord, Spirit, Eagle, SX/4, Renault Alliance

CHRYSLER CORP.

Belvidere, Ill. — Omni, Horizon
Jefferson (Detroit) — Reliant, Aries, Dodge 400, LeBaron, Dodge 600 Caravelle, Chrysler E-Class
Newark, Del. — Reliant, Aries
St. Louis, Mo. — Reliant, Aries, Dodge 400, LeBaron, Caravelle

FORD MOTOR CO.

Atlanta — LTD, Marquis, Thunderbird
Chicago — LTD, Marquis
Dearborn — Mustang, Capri
Kansas City — Fairmont, Zephyr
Lorain, O. — Thunderbird, XR-7
Metuchen, (Edison) N. J. — Escort, Lynx
St. Louis — Grand Marquis, *Crown Victoria
San Jose — Escort, Lynx, EXP, LN7
Wayne, Mich. — Escort, Lynx
Wixom, Mich. — Lincoln, Mark, Continental

GENERAL MOTORS

Arlington, Tex. — Malibu, Monte Carlo, Regal
Baltimore, Md. — Malibu, Monte Carlo, Bonneville, Grand Prix
Bowling Green, Ky. — Corvette
Detroit — Cadillac
Doraville, Ga. — Cutlass Ciera, Century
Fairfax, Kan. — Chevrolet, Oldsmobile 88, Buick
Flint — Regal, Buick
Framingham, Mass. — Celebrity, 6000
Janesville, Wis. — Cavalier, Cimarron
Lakewood, Ga. — Chevette, Acadian
Lansing — Cutlass Supreme, Oldsmobile
Leeds, Mo. — Firenza, Skyhawk
Linden, N. J. — Seville, Cadillac, Riviera, Eldorado, Toronado
Lordstown, O. — Cavalier, 2000
Norwood, O. — Camaro, Firebird
Oklahoma City — Citation, Century
Tarrytown, N. Y. — Citation, Skylark, Phoenix
Van Nuys, Calif. — Camaro, Firebird
Willow Run, Mich. — Omega, Skylark
Wilmington, Del. — Chevette, 1000

AMERICAN HONDA MOTOR CO.

Marysville, O. — **Accord

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — Rabbit

(* Production of the Ford Crown Victoria to begin November 29, 1982).
(** Production of the Honda Accord began in the U.S. November 1, 1982).

Canada

AMERICAN MOTORS

Brampton, Ont. — Spirit, Concord, SX-4, Eagle

CHRYSLER CORP.

Windsor, Ont. — Gran Fury, Diplomat, Caravelle Salon, Cordoba, Mirada, New Yorker, Imperial

FORD MOTOR

Oakville, Ont. — Ford
St. Thomas, Ont. — Escort, Lynx, EXP, LN-7

GENERAL MOTORS

Oshawa, Ont. — Chevrolet, Celebrity, Impala, 6000, B-Pontiac
Ste. Therese, Que. — Oldsmobile, Cutlass Supreme, Grand Prix
London, Ont. — Buses

VOLVO

Halifax, N. S. — Volvo

WHERE '83 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Arlington, Tex. — light Chevrolet and GMC trucks
Detroit — Chevrolet P-models, GMC Value vans
Flint — light-duty Chevrolet and GMC pick-ups and Suburbans, Chevrolet Blazers, GMC Jimmys
Janesville, Wis. — light-duty Chevrolet and GMC pick-ups
Lordstown, O. — Chevrolet and GMC vans
Moraine, O. — Chevrolet S-10 trucks, GMC S-15 trucks
Pontiac — light and medium-duty Chevrolet and GMC trucks, Chevrolet S-10 trucks, GMC S-15 trucks, Chevrolet and GMC small truck Blazers
Shreveport, La. — Chevrolet and GMC small truck Blazers, Chevrolet S-10 trucks, GMC S-15 trucks
St. Louis — light-duty Chevrolet and GMC pick-ups

FORD MOTOR

Kansas City — light trucks
Kentucky — medium, heavy and extra-heavy trucks
Lorain, O. — Econoline vans and wagons
Louisville, Ky. — Ranger
Norfolk, Va. — light trucks
Michigan — light trucks, Bronco
San Jose — light trucks
Twin Cities, Minn. — light trucks

CHRYSLER CORP.

Belvidere, Ill. — Rampage, pick-ups
Warren, Mich. — light-duty pick-ups, sport utility vehicles

INTERNATIONAL HARVESTER

Fort Wayne — heavy-duty trucks
Springfield, O. — medium and heavy-duty trucks, buses

AMERICAN MOTORS

Toledo, O. — Jeep CJ, Scrambler, Cherokee, Wagoneer, pick-ups

AM GENERAL

South Bend — military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — light trucks

Canada

CHRYSLER CORP.

Windsor (Pillette Rd.), Ont. — Ram van, Ram wagon, Voyager wagon

FORD MOTOR

Oakville, Ont. — light trucks

GENERAL MOTORS

Oshawa, Ont. — Chevrolet and GMC light-duty pick-ups
Scarborough, Ont. — Chevrolet and GMC vans
London, Ont. — buses

INTERNATIONAL HARVESTER

Chatham, Ont. — medium trucks, buses
Vancouver, B. C. — heavy-duty off-highway trucks

Geographical Trends in U. S. Car Output

Breakdown by States, '82 vs. '81

	Total Output 1982	Pct. of Output 1982	Overall Pos., 1982	Total Output 1981	Pct. of Output 1981	Overall Pos., 1981	Pct. Pt. Change '82 vs. '81
Michigan	1,711,081	34.40	1	1,857,175	32.44	1	+ 1.96
Delaware	370,817	7.46	2	439,094	7.63	2	— 0.17
Georgia	334,666	6.73	3	393,233	6.83	3	— 0.10
Kansas	318,935	6.41	4	256,585	4.46	8	+ 1.95
Missouri	298,477	6.00	5	275,804	4.79	6	+ 1.21
California	297,920	5.99	6	260,238	4.52	7	+ 1.47
Illinois	290,385	5.84	7	382,895	6.65	4	— 0.81
Ohio	272,067	5.47	8	216,086	3.75	11	+ 1.72
New Jersey	239,316	4.81	9	379,314	6.59	5	— 1.78
New York	176,636	3.55	10	198,471	3.45	13	+ 0.10
Wisconsin	152,327	3.06	11	253,104	4.40	9	— 1.34
Texas	142,242	2.86	12	233,480	4.06	10	— 1.20
Maryland	107,922	2.17	13	89,016	1.55	16	+ 0.62
Pennsylvania	84,246	1.69	14	167,755	2.91	14	— 1.22
Oklahoma	79,109	1.59	15	209,291	3.64	12	— 2.05
Massachusetts	74,686	1.51	16	93,386	1.62	15	— 0.11
Kentucky	22,838	0.46	17	40,886	0.71	17	— 0.25
TOTALS	4,973,870	100.00		5,755,613	100.00		

U. S. CAR OUTPUT BY MODEL YEAR

1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,896
1966	8,606,166
1965	7,882,679
1964	7,992,090
1963	7,339,992
1962	6,666,749
1961	5,407,258
1960	6,011,482
1959	5,566,527

U. S. CAR OUTPUT BY CALENDAR YEAR

1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,389
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,783
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,844,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,590,471

SALES/REGISTRATIONS

A continuing economic recession pushed new-car sales in the U.S. in 1982 (7,977,570) 6.4 percent below 1981 (8,531,514), and nearly 3.5 million units below record year 1973 when a total of 11,427,478 domestic and import makes were purchased. Sales of imported new cars continued their fourth straight year of increased penetration by taking a record share (27.8 percent) of the U.S. market. Retail sales of new trucks in 1982 were the highest since 1979.

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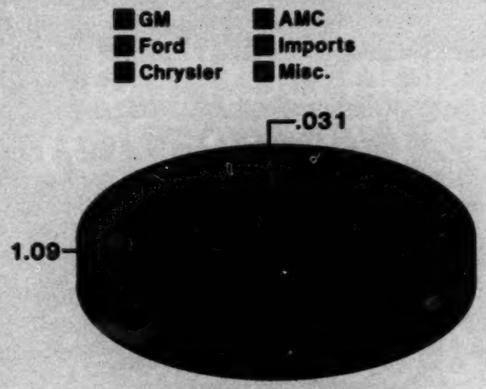
SALES/REGISTRATIONS

U.S. New-Car Registrations by Corporations 1982



U.S. New-Car Registrations by Size Class 1982

U. S. NEW-CAR REGISTRATIONS, 1982-81

	1982	1981
AMC Spirit	16,797	33,842
Concord	23,000	43,198
Concord SW	8,565	15,005
Eagle 4WD	5,801	6,650
Eagle 4WD SW	19,019	17,225
Eagle 5X4 4WD	10,887	17,535
TOTAL AMC	84,069	133,455
Chrysler LeBaron '81		32,598
LeBaron '81 SW		5,232
LeBaron FWD	77,325	9,129
LeBaron SW FWD	8,659	1
E Class/NY FWD	7,953	
Cordoba	15,372	25,114
Newport		4,131
New Yorker '81		5,659
NY/NY Fifth Ave.	59,966	5,301
Imperial	2,603	4,940
Total	171,878	92,105
Plymouth Horizon FWD	72,436	130,106
Turismo FWD	10,457	
Reliant FWD	104,199	143,765
Reliant SW FWD	41,017	53,751
Gran Fury '81		6,721
Gran Fury	15,410	1,348
Total	243,519	335,691
Dodge Omni FWD	62,958	110,209
Charger FWD	15,214	
Aries FWD	77,921	111,859
Aries SW FWD	33,725	40,704
Dodge 400 FWD	27,466	2,843
Diplomat	23,094	23,799
Diplomat SW	74	2,631
Mirada	7,172	14,695
Dodge 600 FWD	4,559	
St. Regis		5,084
Total	252,183	311,824
TOTAL CHRYSLER CORP.	667,580	739,620
Ford Escort FWD	248,882	175,798
Escort SW FWD	79,983	110,174
EXP FWD	38,421	51,685
Pinto		9,368
Pinto SW		2,770
Fairmont	129,439	144,683
Fairmont SW	2,057	44,647
Tempo FWD	9	
Granada	61,945	97,899
Granada SW	33,606	6,853
LTD	14,478	
LTD SW	4,752	
LTD '82	44,349	50,256
LTD Crn. Victoria	53,183	39,648
LTD Crn. Vict. SW	21,027	19,237
Mustang	115,095	153,211
Thunderbird	42,244	69,083
Total	889,470	975,312
Lincoln Town Car	40,087	28,695
Mark VI	25,929	29,265
Continental	21,804	3,815
Total	87,820	61,775
Mercury Lynx FWD	73,526	61,769
Lynx SW FWD	20,434	31,983
LN7 FWD	12,829	17,210
Capri	30,162	47,553
Bobcat		2,122
Bobcat SW		487
Zephyr	40,256	42,489
Zephyr SW	815	11,189
Cougar	28,632	42,597
Cougar SW	13,150	3,284
Marquis	5,189	
Marquis SW	2,677	
Marquis '82	7,292	7,686
Marquis Brougham '82	14,486	12,575
Grand Marquis	41,419	24,303
Marquis '82 SW/G Mrq. SW	9,868	7,124
XR7	15,558	28,497
Total	316,293	340,868
Lincoln-Mercury Div. Total	404,113	402,643

	1982	1981
TOTAL FORD MOTOR CO.	1,293,583	1,377,955
Buick Skylark FWD	143,012	200,350
Skyhawk FWD	44,141	
Skyhawk SW FWD	845	
Century FWD	98,548	1,812
Regal/Century	207,111	316,998
Regal/Century SW	14,372	15,060
LeSabre	29,791	22,782
LeSabre Limited	61,904	46,962
Electra	57,930	56,264
Buick SW	14,918	10,855
Riviera FWD	43,099	47,221
Total	713,671	718,304
Cadillac deVille	109,584	99,179
Cimarron FWD	13,195	13,406
Fleetwood & Chas.	38,627	35,586
Eldorado FWD	55,761	53,233
Seville FWD	23,030	23,054
Total	240,197	224,458
Chevrolet Chevette	229,164	347,488
Camaro	173,686	93,706
Monza		16,088
Cavalier FWD	91,170	55,107
Cavalier SW FWD	26,940	17,031
Citation FWD	184,396	302,301
Malibu	64,998	153,396
Malibu SW	42,766	56,126
Celebrity FWD	96,799	935
Monte Carlo	95,619	159,863
Impala	49,619	61,165
Caprice	101,990	99,230
Chevrolet SW	44,015	45,018
Corvette	21,462	29,637
Total	1,222,624	1,437,091
Oldsmobile Omega FWD	71,711	109,189
Firenza FWD	26,004	
Firenza SW FWD	806	
Cutlass Ciera FWD	109,942	2,007
Cutlass Salon '81		155,088
Cutlass Sup./Calais '81		263,425
Cutlass Sup./Calais	256,025	22
Cutlass SW	20,003	30,598
Delta 88	8,387	11,759
Delta Royale	145,723	124,690
98	85,005	79,932
Oldsmobile SW	19,729	17,319
Toronado FWD	32,367	36,863
Total	775,702	830,892
Pontiac 1000	49,286	53,365
Firebird	98,114	51,576
Sunbird		28,203
2000 FWD	47,425	40,479
2000 SW FWD	8,277	6,971
Phoenix FWD	48,130	83,299
LeMans/Bonneville	58,751	51,499
LeMans/Bonneville SW	14,182	22,691
6000 FWD	52,687	864
Grand Prix	80,158	126,714
Catalina	453	6,053
Bonneville '81	1,711	37,944
Bonneville Brougham '81	1,500	29,441
Pontiac SW	475	7,837
Total	461,149	546,936
TOTAL GM CORP.	3,413,343	3,757,681
(Checker)	2,151	2,939
Misc. Domestic	2,499	3,528
Domestic Station Wgn. Total	506,756	601,803
Domestic Grand Total	5,461,074	6,012,239
Import Total	2,293,268	2,431,680
Grand Total All Registrations	7,754,342	8,443,919

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

U. S. TRUCK REGISTRATIONS, 1982-81

	1982	Percent Share of '82 market	1981	Percent Share of '81 market	Pct. pt. Change, '82-'81
Chevrolet	758,107	31.19	650,460	29.76	+ 1.43
Ford	733,120	30.16	697,213	31.90	— 1.74
Dodge	218,078	8.97	166,363	7.61	+ 1.36
GMC	212,908	8.76	160,703	7.35	+ 1.41
Jeep	62,097	2.56	58,257	2.67	— 0.11
International	45,902	1.89	61,792	2.83	— 0.94
Mack	15,590	0.64	19,698	0.90	— 0.26
Plymouth*	10,174	0.42	14,976	0.69	— 0.27
Kenworth	7,344	0.30	10,379	0.47	— 0.17
Freightliner	7,292	0.30	9,095	0.42	— 0.12
Peterbilt	5,781	0.24	6,654	0.30	— 0.06
Mercedes-Benz	2,960	0.12	3,542	0.16	— 0.04
White	2,669	0.11	2,857	0.13	— 0.02
Volvo	763	0.03	1,644	0.08	— 0.05
Western Star	638	0.03	780	0.04	— 0.01
Autocar	596	0.03	1,125	0.05	— 0.02
Miscellaneous**	346,452	14.25	319,951	14.64	— 0.39
TOTALS	2,430,471	100.00	2,185,489	100.00	.....

—No registrations for Oklahoma, 1982 and 1981.
*Plymouth trucks are Trail Duster, Voyager and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

SALES PER OUTLET BY MAKE, 1961-1982

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Oldsmobile	254	263	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	247	244	239	234	256	245	244	171	141	224	198	200	160	220	203	182	183	195	154	145	128	93
Chevrolet	238	259	303	364	394	381	350	302	332	408	352	355	258	326	323	307	330	365	317	319	305	231
Ford	197	197	204	269	326	335	308	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Volkswagen†	164	241	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Pontiac	162	179	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Cadillac	157	144	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Mercury	125	127	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Dodge	105	126	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	98	129	97	110	133	143	174	127	176	216	187	185	186	174	186	165	157	166	138	131	96	88
Chrysler	66	35	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	64	43	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	36	31	31	30
AMC	53	85	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Renault††	51	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Imperial*	6	11	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

† Volkswagen counted as domestic since 1981. †† Renault counted as domestic since 1982. * Imperial marketed as Chrysler nameplate 1971-75. Not sold 1976-1979.

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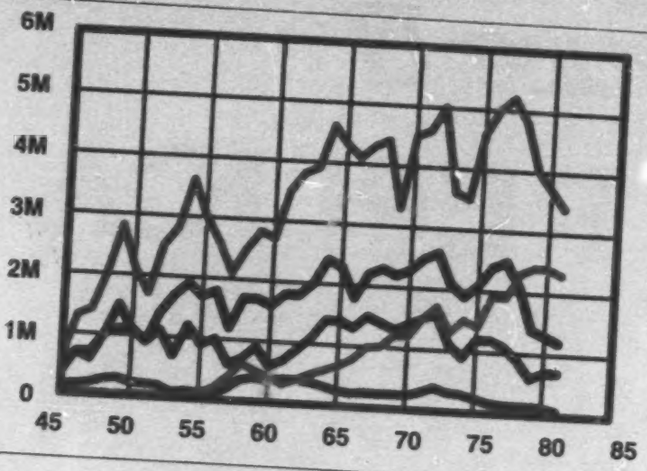
SALES/REGISTRATIONS

U.S. Registrations Since WW II

(Millions)

- General Motors
- Ford Motor Co.
- Chrysler Corp.
- American Motors Corp.
- Imports



SALES PER OUTLET BY MAKE: DOMESTICS

Sales per U. S. new-car franchise

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Oldsmobile	254	263	251	286	302	294	272	192	158	241
Buick	247	244	239	234	256	245	244	171	141	224
Chevrolet	238	259	303	364	394	381	350	302	332	408
Ford	197	197	204	269	326	335	308	276	318	380
Volkswagen	164	241†	—	—	—	—	—	—	—	—
Pontiac	162	179	195	241	277	249	233	155	151	244
Cadillac	157	144	133	193	215	207	190	166	138	178
Mercury	125	127	117	172	195	172	143	119	117	145
Dodge	105	126	106	133	158	162	166	117	149	196
Plymouth	98	129	97	110	133	143	174	127	176	216
Chrysler	66	35	50	76	89	96	86	70	36	51
Lincoln	64	43	45	80	115	112	76	62	56	76
AMC	53	65	88	97	105	112	140	177	176	205
Renault	51††	—	—	—	—	—	—	—	—	—
Imperial	6	11	6	—	—	—	—	—	—	—

† VW was considered an import prior to 1981. Includes U. S. and imported cars.
†† Renault now classified as domestic. Includes U. S. and imported cars.

TRUCK REGISTRATIONS PER OUTLET

	1982	1981	1980	1979	1978	1977	1976
Ford	156	142	152	201	233	199	169
Chevrolet	146	120	129	161	215	187	188
GMC	96	63	70	106	121	102	93
Dodge	83	64	89	115	141	145	126
Mack	66	81	88	116	105	100	46
Peterbilt	66	75	58	76	86	121	51
Kenworth	61	80	93	124	128	139	66
International	49	52	56	74	70	65	52
Freightliner	41	50	55	72	62	.....	.....
Jeep	40	34	45	77	93	71	57
White	23	24	33	51	54	83	47
Mercedes-Benz	17	21	.....	.....	.....	.....	.....
Volvo	7	14	8	.....	.....	.....	.....
Plymouth*	4	6	12	17	7	2	1

*—Plymouth trucks are four-wheel-drive Trail Duster, Arrow and Scamp compact pickups and Voyager window vans.
NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Toyota	484	528	541	485	423	479	347	295	251	307
Honda	455	470	496	488	396	339	252	214	109	132
Nissan	428	421	475	445	323	384	278	280	200	250
Oldsmobile	254	263	251	286	302	294	272	192	158	241
Buick	247	244	239	234	256	245	244	171	141	224
Chevrolet	238	259	303	364	394	381	350	302	*82	357
Mazda	213	218	213	213	114	95	69	154	318	380
Ford	197	197	204	269	326	335	308	276	318	380
Subaru	195	201	191	175	145	118	76	72	41	71
Volvo	185	159	140	136	120	103	89	126	120	145
Volkswagen†	164	241	264	274	213	252	187	232	283	401
Pontiac	162	179	195	241	277	249	233	155	151	244
Mercedes	161	154	132	130	115	119	107	112	98	110
Cadillac	157	144	133	193	215	207	190	166	138	178
BMW	132	112	103	88	92	93	89	68	60	54
Mercury	125	127	117	172	195	172	143	119	117	145
Audi	108	118	97	98	95	85	79	124	150	168
Dodge	105	126	106	133	158	162	166	117	149	186
Plymouth	98	129	97	110	133	143	174	127	176	216
Isuzu	77	98	.....	.....	.....	.....	.....	.....	.....	.....
Chrysler	66	35	50	76	89	96	86	70	36	51
Lincoln	64	43	45	80	115	112	76	62	56	76
Saab	60	47	44	48	48	42	29	35	33	46
Mitsubishi	59	.....	.....	.....	.....	.....	.....	.....	.....	.....
AMC	53	65	88	97	105	112	140	177	176	205
Renault ††	51	22	24	44	47	46	24	28	28	27
Jaguar	49	20	11	14	17	15	13	11	6	12
Porsche	44	35	32	43	54	65	47	54	71	87
Peugeot	43	51	42	42	32	35	32	42	29	17
Fiat	30	59	61	90	89	93	85	140	105	87
Alfa Romeo	17	16	19	18	35	39	29	33	25	25
Dodge Colt	16	19	24	27	21	37	28	33	25	23
Plymouth Colt	15	19	27	22	15	28	.....	.....	.....	.....
DeLorean	8	.....	.....	.....	.....	.....	.....	.....	.....	.....
Imperial	6	11	6	.....	.....	.....	.....	.....	.....	.....
Challenger	6	6	6	7	9	.....	.....	.....	.....	.....
Sapporo	5	6	5	5	.....	.....	.....	.....	.....	.....

† Volkswagen listed as domestic make since 1981. Includes imports.
†† Renault joined domestics in 1982. Average includes imported Fuegos and U. S.-built Alliances.

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IMPORTED CAR SALES

	1982	1981
Alfa Romeo	2,194	2,301
Audi	45,954	50,817
BMW	52,393	41,761
Challenger	14,128	12,690
Colt/Champ	37,129	42,128
Colt	37,902	42,796
Datsun	470,246	464,805
DeLorean	2,830	3,009
Fiat	14,113	32,185
Fiesta	.....	32,856
Honda	385,865	370,705
Isuzu	15,462	17,805
Jaguar	10,349	4,695
Lancia	1,174	1,068
Mazda	163,150	166,088
Mitsubishi	3,950	.....
Mercedes-Benz	65,963	63,059
MG	.....	3,712
Peugeot	14,323	16,937
Porsche	14,407	11,241
Renault	37,540	30,869
Rover	.....	781
Saab	18,463	14,613
Sapporo	13,068	13,326
Subaru	150,335	152,062
Toyota	530,246	576,491
Triumph	.....	9,768
Volkswagen	67,352	82,173
Volvo	72,374	64,477
TOTAL	2,220,910	2,325,218

*Not available

BIG THREE TRUCK SALES

	1982	1981
Ford		
Vans	125,478	108,658
Club Wagon	33,666	24,669
Ranger	104,396	.....
Courier	32,967	63,925
Bronco	41,228	35,680
Conventional Pickups	408,899	432,134
Mediums	44,911	42,087
Heavies	.....	9,696
Chevrolet		
Vans	101,932	86,727
Sportvan	15,843	13,576
S-10	177,758	15,473
S-10 Blazer	8,161	.....
LUV	22,304	61,724
El Camino	22,732	33,066
Blazer	24,103	21,390
Suburban	28,004	19,518
Conventional Pickups	393,277	403,487
Mediums	14,891	20,638
Chrysler		
Vans	60,780	49,639
Voyager	4,715	4,739
Ram Wagon	28,486	19,985
Scamp	691	.....
Rampage	17,067	.....
Arrow	5,202	8,728
Ram-50	34,614	25,174
Trail Duster	244	1,624
Ramcharger	11,504	5,209
Conventional Pickups	82,452	71,523
GMC		
Vans	27,861	22,982
Caballero	2,573	3,994
S-15 Jimmy	1,229	.....
S-15	39,358	2,314
Jimmy	6,574	4,689
Suburban	9,490	4,349
Conventional Pickups	109,762	97,539
P models	3,765	3,454
Mediums	20,123	20,347
Heavies	8,399	11,823

DOMESTIC CAR SALES

	1982	1981
Renault Alliance	30,173	.....
Spirit	16,182	33,504
Concord	30,872	59,946
Pacer	.....	111
Eagle	35,206	43,221
AMERICAN MTRS.*	112,433	136,682
Horizon	46,907	75,377
Turismo/TC3	39,704	51,815
Reliant/Volare	146,762	196,997
Plymouth	18,255	1,409
Total Plymouth	251,628	325,598
LeBaron	.....	36,311
LeBaron K	38,575	10,680
Cordoba	15,828	23,904
N. Yorker 5th Av.	62,725	5,894
E-Class	9,122	.....
Chrysler N. Y. E	119	17,080
Total Chrysler	176,369	93,869
Total Imperial	2,601	4,649
Omni	40,002	56,038
Charger/024	41,275	51,743
Aries/Aspen	113,076	149,653
Dodge 400	28,946	3,150
Diplomat	24,866	25,596
Mirada/Magnum	7,316	13,947
Dodge 600	5,624	.....
Dodge St. Regis	.....	5,629
Total Dodge	261,105	305,757
CHRYSLER CORP.	691,703	729,873
Pinto	.....	10,037
EXP	39,021	54,502
Escort	337,667	284,907
Mustang	119,526	154,985
Fairmont	139,056	182,909
Granada	94,750	106,996
Thunderbird	42,585	69,775
LTD '83	26,820	.....
Ford Crn. Victoria	126,065	113,109
Ford Division	925,490	977,220
Bobcat	.....	2,169
LN7	13,107	18,217
Lynx	95,959	92,809
Zephyr	42,363	50,603
Cougar/Monarch	40,829	46,750
XR-7	15,609	28,706
Capri	31,280	47,151
Marquis '83	10,645	.....
Merc. Gd. Marq.	77,348	53,145
TOTAL Mercury	327,142	339,550
Cont./Versailles	22,611	4,919
Lincoln	42,537	29,178
Mark VI	27,920	29,733
Total Lincoln	93,068	63,830
L-M Division	420,208	403,380
FORD MOTOR	1,345,698	1,380,600
Skyhawk	46,942	.....
Skylark	141,766	200,460
Century FD	99,873	2,691
Regal Sedan	78,860	123,678
Regal Coupe	143,309	208,329
LeSabre	108,969	82,263
Electra	59,599	57,234
Riviera	43,673	47,964
Buick Division	723,011	722,617
Cimarron	13,774	14,604
Seville	24,029	22,724
Cadillac	154,229	138,948
Eldorado	57,263	54,389
Cadillac Division	249,295	230,665
Chevette	231,927	346,307
Cavalier/Monza	121,392	88,072
Citation/Nova	186,782	300,184
Camaro	182,848	94,606
Celebrity	101,311	1,361
Malibu	110,736	211,130
Monte Carlo	98,954	161,158
Chevrolet	204,193	210,424
Corvette	22,477	29,039
Chevrolet Division	1,260,620	1,442,218
Firenza/Starfire	28,282	.....
Omega	72,392	109,981
Cutlass Ciera	113,921	2,882
Cutlass	.....	187,952
Supreme	280,566	266,070
Olds 88	180,840	158,662
Olds 98	89,222	84,583
Toronado	34,362	38,609
Oldsmobile Div.	799,585	848,739
T-1000	51,257	55,668
J-2000/Sunbird	57,048	75,884
Phoenix	49,527	82,285
Firebird	105,686	52,188
6000	55,794	1,325
Bonne./LeMans	78,063	73,988
Grand Prix	83,598	128,236
Pontiac	4,176	82,620
Pontiac Division	483,149	552,394
GENERAL MOTORS	3,515,660	3,796,606
VOLKSWAGEN	91,186	162,445
DOMESTIC TOTAL	5,756,660	6,206,296
IMPORT TOTAL	2,220,910	2,325,218
INDUSTRY TOTAL	7,977,570	8,531,514

*—AMC does not issue a comparable breakdown for 10-day periods.

SALES/REGISTRATIONS

SALES PER OUTLET BY MARKET CLASS

SUBCOMPACT

1982 Position		1981 Position
1—94	Rabbit	160— 1
2—72	Escort	57— 3
3—43	Chevette	63— 2
4—37	Lynx	34— 6
5—34	Horizon/TC3	50— 4
6—33	Omni/024	45— 5
7—23	Cavalier	16—10
7—23	Alliance	....†
9—19	2000	25— 7
10—17	1000	2—13
11—16	Skyhawk	....†
12—10	Spirit	20— 8
13— 9	EXP	11—11
13— 9	Firenza	....†
15— 5	LN7	7—12

COMPACT

1982 Position		1981 Position
1—58	Reliant	78— 1
2—48	Skylark	68— 2
3—46	Aries	62— 3
4—36	Citation	29— 4
5—35	Firebird	16—14
6—34	Camaro	17—13
7—30	Fairmont	37— 5
8—25	Mustang	31— 6
9—23	Omega	34— 7
9—23	Eagle	26— 9
11—20	Concord	37— 5
12—16	Phoenix	26— 9
12—16	Zephyr	19—11
14—12	Capri	18—12

INTERMEDIATE

1982 Position		1981 Position
1—89	Cutlass Sup./Sedan	141— 1
2—78	Regal Coupe/Sedan	113— 2
3—36	Cutlass Ciera	1—17
4—34	Century	1—17
5—33	LeBaron (FWD)	4—15
6—28	Grand Prix	42— 3
7—25	Bonneville	27— 8
8—24	New Yorker	2—18
9—21	Malibu	38— 4
10—20	Granada	22— 7
11—19	Monte Carlo	29— 5
11—19	Celebrity	....†
13—18	6000	....†
14—16	Cougar	17— 8
15—11	Dodge 400	1—17
16—10	Diplomat	11—11
17— 9	Thunderbird	14— 9
18— 7	Gran Fury	1—17
19— 6	XR-7	11—11
19— 6	Cordoba	9—13
19— 6	'83 LTD	....†
22— 4	'83 Marquis	....†
23— 3	E-Class	....†
23— 3	Mirada	6—14
25— 2	Dodge 600	....†

STANDARD

1982 Position		1981 Position
1—86	Oldsmobile 88/98	76— 1
2—58	LeSabre/Electra	47— 2
3—38	Chevrolet	38— 3
4—29	Grand Marquis	20— 6
5—26	Crown Victoria	23— 5
6— 1	'81 Bonneville	27— 4
.....	Chrysler	7— 7
.....	Gran Fury	3— 8
.....	St. Regis	2— 9

LUXURY

1982 Position		1981 Position
1—97	Cadillac	67— 1
2—36	Eldorado	34— 2
3—29	Lincoln	20— 4
4—19	Mark VI	21— 3
5—16	Seville	15— 6
6—15	Riviera	16— 5
6—15	Continental	3—11
8—11	Toronado	12— 7
9— 9	Cimarron	9— 9
10— 6	Imperial	11— 8
11— 4	Corvette	5—10

† New nameplates

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1975 - FEBRUARY, 1983 — BY YEAR, 1971 - 1982

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,883
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,398
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
	1983	11.32	14.97	24.67	12.98	5.37	30.89	595,746
February	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.85	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
	1983	11.79	14.85	24.68	13.87	5.17	29.64	628,853
March	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,063,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
	1982	18.86	20.42	20.83	9.21	4.78	25.90	776,793
April	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,026,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
	1982	15.48	17.96	23.14	12.10	5.91	25.41	668,463
May	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
	1982	16.04	17.78	24.09	11.63	5.94	24.52	773,864
June	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.89	10.53	4.52	28.41	723,342
	1982	15.13	16.68	21.47	11.19	4.92	30.61	650,523
July	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
	1982	16.07	16.09	20.59	10.77	4.80	31.68	629,272
August	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	18.62	4.42	21.55	957,260
	1979	10.33	21.72	23.89	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
	1982	16.07	16.75	19.46	10.09	4.89	32.74	608,752
September	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	870,901
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
	1982	19.10	15.42	21.62	10.85	5.80	27.21	671,051
October	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.96	21.79	10.34	6.08	24.23	648,184
	1982	14.98	16.43	22.99	13.17	6.77	25.66	656,250
November	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
	1982	16.58	17.79	22.33	12.00	6.40	24.90	743,205
December	1975	12.95	21.58	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.66	5.74	18.76	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.89	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
	1982	15.93	16.67	20.27	11.72	6.32	29.09	631,875
Total for Year	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,677,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,090,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,939
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,841,879
	1980	15.41	20.96	21.37	11.09	4.49	26.69	8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	8,531,531
	1982	16.85	17.51	19.03	13.39	5.58	27.84	7,977,570

*—Import yearly total adjusted in each grand total.

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,626,234
1972	10,487,794
1979	10,356,695
1971	9,830,628
1976	9,751,485
1969	9,448,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1960	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,085,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,850
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,969

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1974	2,856,918
1972	2,513,952
1980	2,476,777
1982	2,430,471
1975	2,397,417
1981	2,185,489
1971	1,993,188
1969	1,888,812
1970	1,790,177
1968	1,775,801
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,860
1949	961,961
1955	957,001
1960	943,485
1959	942,133

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	5,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,856
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,869,689
1974	7,448,921
1975	7,050,120
1976	8,806,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296
1982	5,756,660

SALES/REGISTRATIONS

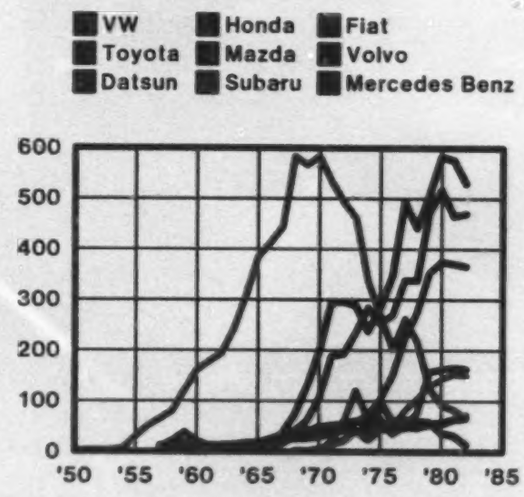
IMPORTED NEW-CAR SALES IN U.S. SINCE 1974

	1982	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	2,194	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	45,954	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	52,393	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	—	—	—	—	4,079	22,458	29,904	54,586	75,260
Challenger	14,128	12,690	12,924	14,166	17,649	1,832	—	—	—
Champ	—	42,128	55,474	48,860	28,296	47,345	30,430	—	—
Colt	75,031	42,796	50,689	62,705	44,570	70,679	46,542	60,356	42,925
Datsun	470,246	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
DeLorean	2,830	3,009	—	—	—	—	—	—	—
Ferrari	N.A.	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	14,113	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	—	32,856	68,595	76,109	76,145	40,549	—	—	—
Honda	365,865	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	15,462	17,805	—	—	—	—	—	—	—
Jaguar	10,349	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	1,174	1,068	2,100	1,602	2,811	5,500	—	—	—
Mazda	163,150	166,105	161,623	156,533	75,309	50,609	35,383	65,351	61,190
Mercedes-Benz	65,963	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	—	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Mitsubishi	3,950	—	—	—	—	—	—	—	—
Opel	—	—	—	13,815	19,222	29,067	10,483	39,730	59,279
Peugeot	14,323	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	14,407	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	37,540	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	N.A.	1,158	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover	—	—	481	—	—	—	—	—	—
Saab	18,463	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo	13,068	13,326	10,263	12,322	12,777	1,406	—	—	—
Subaru	150,335	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	530,246	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	—	9,768	14,939	12,733	16,447	29,256	28,232	22,803	18,396
Volkswagen	67,352	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	72,352	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,220,911	2,326,376	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

NEW IMPORTED-CAR SALES BY MODEL, 1982-1981

	1982	1981
Alfa Romeo	2,194	2,301
Audi	45,954	50,817
4000	13,164	18,644
4000d	3,172	297
5000	16,721	17,610
5000d	1,394	6,137
5000 Turbo	4,130	5,576
5000 TD	2,849	.....
Coupe	4,235	2,553
Quattro	289	.....
BMW	52,393	41,761
320	36,462	31,902
528	10,539	6,267
633	1,515	1,138
733	3,877	2,454
Chrysler/Mitsubishi	102,227	110,940
Colt	75,031	84,924
Sapporo	13,068	13,326
Challenger	14,128	12,690
DeLorean	2,830	3,009
Fiat	14,113	32,186
Strada	4,478	6,873
Brava	2,452	7,380
X 1/9	2,359	6,343
Spider	4,824	11,570
Miscellaneous	.....	20
Honda	365,865	370,705
Civic	132,469	154,698
Accord	195,524	172,557
Prelude	37,872	43,450
Isuzu	15,462	17,805
Jaguar Rover Triumph	10,349	18,937
XJ-6	8,904	4,444
XJ-S	1,409	232
MG	.....	3,712
Rover	.....	781
Triumph	.....	9,768
Lancia	1,174	1,068
Mazda	163,150	166,088
GLC	54,348	62,195
626	58,740	60,475
RX-7	50,062	43,418
Mercedes-Benz	65,963	63,059
240D	13,480	14,612
300D	17,263	13,688
300CD	1,726	1,432
300TD	2,896	3,330
300SD	16,686	16,292
280E	34	1,186
280CE	2	590
380SEL	3,691	2,436
380SL	8,402	7,998
380SEC	1,761	1,402
Miscellaneous	22	93
Mitsubishi	3,950	.....
Starion	1,164	.....
Cordia	1,471	.....
Tredia	1,315	.....
Nissan	470,246	464,805
210	59,664	159,939
Sentra	131,789	.....
310	43,562	77,980
Pulsar	9,251	.....
510	.....	37,558
Stanza	59,152	8,523
Maxima	54,187	35,853
200SX	48,436	77,062
280SX	57,260	62,800
Hawaii	6,552	4,990
Other	393	100
Peugeot	14,323	16,937
504D	1,547	.....
505	4,985	2,274
505D	716	4,618
505TD	5,979	9,248
604TD	820	474
Tourist	276	201
Other	.....	111
Porsche	14,407	11,241
924	1,677	3,251
924 Turbo	644	1,937
944	5,125	.....
911SC	4,784	4,034
928	2,177	2,019
930 Turbo	.....	.....
Renault	37,540	30,869
Le Car	20,101	19,336
18i	7,559	11,533
Fuego	9,880	.....
Rolls Royce	.....	1,158
Saab	18,463	14,613
99	1	316
900	4,468	2,226
900S	4,055	4,640
Turbo	9,655	7,323
Tourist	284	108
Subaru	150,335	152,062
Toyota	530,246	576,491
Starlet	19,339	32,825
Corolla	175,199	241,603
Tercel	135,986	121,328
Celica	115,690	103,879
Supra	34,046	16,146
Corona	3,109	22,337
Cressida	37,448	29,583
Land Cruiser	3,088	2,027
Hawaii	6,431	6,704
Miscellaneous	.....	59
Volkswagen	67,352	82,173
Rabbit Convertible	8,985	12,114
Jetta	20,301	27,972
Vanagon	12,847	10,882
Quantum	11,362	2,325
Dasher	627	11,852
Scirocco	13,227	17,043
Volvo	72,375	64,477
DL	39,430	39,288
GL	11,525	10,228
GTL	197	3,562
GTL Turbo	10,216	3,636
GLE	2,685	4,032
DL Diesel	516	1,522
GL Diesel	6,889	432
Coupe	78	1,126
Tourist	807	374
760	32	.....
GT	.....	277
TOTAL IMPORTS	2,220,911	2,326,376

Import Sales Since 1950 (Thousands)



IMPORT SALES PER OUTLET, 1973-1982

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Toyota	484	528	541	485	423	479	347	295	251	307
Honda	455	470	496	488	396	339	252	214	109	132
Nissan	428	421	475	445	323	384	279	280	200	250
Mazda	213	218	213	213	114	95	69	154	182	357
Subaru	195	201	191	175	145	118	76	72	41	71
Volvo	185	159	140	136	120	103	89	126	120	145
Volkswagen	—	—	264	274	213	252	187	232	283	401
Mercedes	161	154	132	130	115	119	107	112	98	110
BMW	132	112	103	98	92	93	89	68	60	54
Audi	108	113	97	96	95	85	79	124	150	168
Isuzu	77	98	—	—	—	—	—	—	—	—
Saab	60	47	44	46	48	42	29	35	33	46
Mitsubishi	59	—	—	—	—	—	—	—	—	—
Renault	—	22	24	44	47	46	24	26	28	27
Jaguar	49	20	11	14	17	15	13	11	6	12
Porsche	44	35	32	43	54	65	47	54	71	87
Peugeot	43	51	42	42	32	35	32	42	29	17
Fiat	30	59	61	90	89	93	85	140	105	87
Alfa Romeo	17	16	19	18	35	39	29	33	25	25
Dodge Colt	16	19	24	27	21	37	26	33	25	23
Ply. Colt	15	19	27	22	15	28	—	—	—	—
DeLorean	8	—	—	—	—	—	—	—	—	—
Challenger	6	6	6	7	9	—	—	—	—	—
Sapporo	5	6	5	5	—	—	—	—	—	—

NEW-CAR REGISTRATIONS IN U.S. BY STATES, 1982-1981

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	"Miscellaneous	TOTAL		Car registrations by states as compiled by R. L. Polk & Co.
Alabama	'82	280	1906	2735	1374	6015	11017	684	3468	15810	12080	2813	18230	11078	6813	51300	27313	108716	'82	Alabama
	'81	490	790	3130	2040	5881	13625	690	3748	18363	11870	2313	20748	11748	8842	54819	22390	112251	'81	
Alaska	'82	794	306	825	885	1586	2345	111	668	3112	836	187	1982	690	822	4145	5728	15335	'82	Alaska
	'81	871	178	724	790	1682	1904	70	814	2868	828	167	1965	731	657	4036	7223	16882	'81	
Arizona	'82	844	1527	1342	1624	4383	10436	1068	2308	13801	6243	2580	13394	6991	2198	31374	24721	75033	'82	Arizona
	'81	1539	1118	2105	2159	5381	12987	751	2790	16488	6488	2282	18548	6604	3861	35601	30393	86382	'81	
Arkansas	'82	254	1020	2376	1318	5334	10288	1218	4292	15708	5882	2178	12070	9322	4231	33683	10752	66032	'82	Arkansas
	'81	408	835	3179	2161	6188	11864	877	4381	17012	6479	1888	14088	8572	5882	37120	12783	73470	'81	
California	'82	4274	12022	13850	10585	36146	73843	7250	22800	102811	66251	31273	86133	53460	28801	249868	413880	806847	'82	California
	'81	6584	5830	17182	13874	37094	82700	4388	25630	112701	61407	28560	82488	58082	28402	250027	489823	846230	'81	
Colorado	'82	2271	1868	2675	2758	7362	11128	1133	3454	15713	6085	1854	13534	7725	4688	35886	42545	100867	'82	Colorado
	'81	2780	1204	3879	3808	8798	12914	882	4685	18481	7567	2806	16613	7882	4341	37379	48886	115879	'81	
Connecticut	'82	1329	2576	4675	5130	12382	10837	565	4086	15488	8633	2888	17116	9138	6364	44800	47038	121184	'82	Connecticut
	'81	1880	1237	5332	7081	13690	11500	428	4151	16077	9442	2194	20474	9186	5980	46278	47084	127087	'81	
Delaware	'82	255	598	1042	1015	2655	2242	183	1401	3826	2785	610	5640	3330	1737	14046	8871	30147	'82	Delaware
	'81	484	270	1135	1339	2754	2438	151	1230	3787	2361	618	6656	3341	1840	14584	9888	30888	'81	
Florida	'82	4298	10881	17478	10124	37683	68843	9484	20382	98820	39888	21612	65088	36211	31063	195823	137367	465860	'82	Florida
	'81	6801	6793	18027	12515	33535	62481	8331	22005	96797	38504	20426	79683	44833	40153	223748	148862	566794	'81	
Georgia	'82	785	2500	3883	2334	8587	18860	1510	6342	25832	15088	5168	24537	10588	11240	72810	54042	162975	'82	Georgia
	'81	1250	2801	5816	4183	11780	23091	1286	7088	31488	18838	5450	29864	19470	13803	84725	64117	190338	'81	
Hawaii	'82	95	291	711	279	1281	3880	587	3529	8086	1572	298	1782	584	830	8853	22812	37137	'82	Hawaii
	'81	357	171	434	457	1082	3817	286	2188	6396	1529	291	2741	825	1086	8470	24811	30188	'81	
Idaho	'82	340	430	780	528	1748	2202	131	911	3244	1565	374	3134	1565	1311	7860	8424	21715	'82	Idaho
	'81	422	180	1380	804	2462	3010	136	1457	8183	1511	434	4243	2286	1777	10230	11611	28682	'81	
Illinois	'82	4467	11230	14718	13426	38374	50751	4928	18573	74252	57478	14754	72882	57827	30296	233137	98238	450438	'82	Illinois
	'81	6802	4807	17080	16801	38846	46582	3630	17749	67971	55382	13283	82888	60880	34801	247045	93234	454080	'81	
Indiana	'82	2808	4336	5827	6556	16719	19858	1190	6802	27841	17579	4182	28844	22221	10830	84376	27983	158885	'82	Indiana
	'81	2980	2584	8319	10173	21656	21870	873	7072	30815	16858	4882	28444	25087	12884	84385	32331	180587	'81	
Iowa	'82	811	1901	3618	2425	7945	11275	536	4338	16148	8467	1498	18054	6780	5049	41850	13832	80885	'82	Iowa
	'81	1413	1258	4568	3812	8718	13801	683	4886	18687	8341	1488	21885	10813	6480	48182	16821	94442	'81	
Kansas	'82	885	2125	1856	2184	6245	9717	682	3837	14216	7927	1888	12830	9822	4781	36400	17471	75205	'82	Kansas
	'81	1125	1182	2283	2882	6487	10350	708	3818	14876	7672	1736	14540	9808	4880	38884	18888	80880	'81	
Kentucky	'82	1155	1840	2582	2130	6571	12843	1103	3814	17560	7462	2731	17458	10875	5230	42236	19831	90013	'82	Kentucky
	'81	1730	1822	2867	3869	7298	14588	812	4443	19783	8182	2440	22888	11488	7183	52192	24482	105448	'81	
Louisiana	'82	328	2767	2979	1818	7584	20522	3481	7433	31436	13538	5317	20284	21886	8816	69883	32798	141888	'82	Louisiana
	'81	865	2881	4547	3088	9808	23427	2885	8186	34548	15850	5086	27275	22587	12346	83140	34482	162580	'81	
Maine	'82	759	672	2175	1708	4553	5878	139	1942	7157	2458	322	6337	2358	1927	13414	12370	38283	'82	Maine
	'81	873	373	2246	2255	4847	5065	107	1982	7704	2585	388	8142	2780	2768	16628	13613	43625	'81	
Maryland	'82	1298	4472	7440	9673	21585	22883	1018	6821	30822	18458	4441	38894	18775	12507	91875	58813	204483	'82	Maryland
	'81	2313	2385	7648	10754	20787	22940	885	6640	30085	19148	4386	43540	20885	14550	102349	58048	214882	'81	
Massachusetts	'82	3005	4479	9582	8220	23281	23140	1507	8844	33491	18651	4117	38502	17111	10725	87098	74843	221518	'82	Massachusetts
	'81	4880	1978	10188	11106	23290	23316	987	8866	33170	18838	3484	42388	18473	11912	91298	68674	222310	'81	
Michigan	'82	7877	12879	17491	18276	48840	52580	8524	25810	87023	38854	10338	61888	43271	32382	187713	45380	374843	'82	Michigan
	'81	14087	7317	26898	30037	64347	63108	3810	31382	98470	41818	11488	78877	47818	37523	218843	63211	445758	'81	
Minnesota	'82	1798	3846	8417	10556	20818	19280	986	6473	26838	18718	2880	27512	21802	10355	81045	27842	157443	'82	Minnesota
	'81	2987	2132	8885	13589	24586	21278	720	7258	28854	19279	2388	34885	23221	11398	88471	30887	177385	'81	
Mississippi	'82	208	1237	723	1042	3002	7298	826	2883	10900	6195	1544	9232	8355	4191	29517	13122	56784	'82	Mississippi
	'81	380	790	1216	1628	3482	8258	791	2894	13043	6215	1572	11258	8888	5080	30884	14488	64885	'81	
Missouri	'82	1488	3885	5417	4867	14180	20878	1817	7801	30094	18864	3785	24841	18432	9372	72414	34883	152859	'82	Missouri
	'81	1880	1851	6788	7111	15822	22781	1283	7828	31882	18887	3418	27891	20412	11867	80880	36821	165782	'81	
Montana	'82	612	485	677	489	1851	2294	146	1085	3515	1857	322	3437	1986	1003	8585	5587	18880	'82	Montana
	'81	885	245	848	817	1910	2980	133	1033	4816	2184	378	4386	2284	1228	10888	7288	20125	'81	
Nebraska	'82	434	1236	1378	1376	3880	6044	381	[illegible]	8422	5349	983	8638	4723	2409	22382	8404	43632	'82	Nebraska
	'81	838	847	1851	2880	4587	6450	333	2842	9854	5218	888	10883	6232	3113	24835	10887	49888	'81	
Nevada	'82	575	588	1133	843	2384	3880	356	[illegible]	5178	1227	1125	3814	1884	1403	9533	10488	28138	'82	Nevada
	'81	1019	348	1827	821	2488	6511	429	[illegible]	6904	1582	1235	5885	2480	1880	12388	11784	34883	'81	
New Hampshire	'82	1110	981	2458	2185	5544	5733	263	2072	8068	3858	735	9816	3448	2983	20848	29484	56054	'82	New Hampshire
	'81	1588	480	2883	2438	5781	6390	223	1971	7584	3872	742	11180	3647	3509	22833	28625	60192	'81	
New Jersey	'82	2801	7189	12539	9617	29345	29160	3651	10508	43326	32074	13717	46707	27798	19788	143084	105884	324220	'82	New Jersey
	'81	3843	3850	13888	13487	29143	28885	2581	10012	41538	38289	11758	51910	28887	20880	143224	102188	319077	'81	
New Mexico	'82	580	870	835	1084	2880	5250	485	1862	7638	3243	880	5830	3864	2820	16546	13127	40880	'82	New Mexico
	'81	388	488	1211	1258	2857	6040	254	2082	7625	3850	862	7816	3770	2888	17733	14312	43282	'81	
New York	'82	6867	14530	22965	20837	64452	47818	4774	18578	70392	46273	23085	92155	50144	31083	242780	164886	549287	'82	New York
	'81	10887	7426	28343	31481	67220	48840	2888	20861	71987	50833	20831	106838	66736	39522	268782	158618	578204	'81	
N. Carolina	'82	1085	2826	3281	3883	9880	21329	1048	4780	27146	18235	3714	30097	16881	11565	80302	60945	179448	'82	N. Carolina
	'81	1785	1337	4627	5378	11242	22687	791	5187	28685	18789	3159	34218	17130	14367	89613	64326	191080	'81	
N. Dakota	'82	358	735	735	701	2171	2361	186	1302	3870	1961	382	4108	2588	1288	10334	3881	20401	'82	N. Dakota
	'81	234	472	1069	1173	2784	3040	185	1391	4588	1827	441	4636	3084	1048	11817	4545	23806	'81	
Ohio	'82	4788	8288	15629	14291	38120	45791	3298	16683	65772	38135	8785	68460	41163	22632	179155	73822	361637	'82	Ohio
	'81	7863	4448	20884	20182	45064	45135	2215	17718	65858	38048	6340	78894	42102	27602	188116	81887	388856	'81	
Oklahoma	'82																		'82	Oklahoma
	'81																		'81	
Oregon	'82	888	1881	2088	1542	4782	6633	418	2824	9076	4727	1545	8150	4082	3126	23530	34888	72212	'82	Oregon
	'81	864	615	2327	2811	5488	8504	282	3801	12437	4868	1682	12183	3416	3704	27943	46882	88249	'81	
Pennsylvania	'82	9426	11988	18055	19883	49018	46246	2701	17284	66231	37215	11050	68549	34514	24060	175387	108121	408181	'82	Pennsylvania
	'81	12081	5743	21086	26188	52997	46878	1988	14672	63817	35884	9419	82153	34701	26782	188730	107100	425114	'81	
Rhode Island	'82	472	824	1234	1083	2831	3244	141	1167	4552	2497	529	3713	2050	1308	10198	9817	27878	'82	Rhode Island
	'81	610	347	1382	1430	3169	3167	152	1131	4450	2431	468	4336	2732	1461	11427	10037	29883	'81	
S. Carolina	'82	237	1583	2118	1821	5442	10825	784	3003	14582	8777	1794	13818	9408	5884	39581	27088	86850	'82	S. Carolina
	'81	880	782	2748	2810	[illegible]	12791	480	3885	16880	8952	1777	18529	9880	6880	43846	31884	98304	'81	
S. Dakota	'82	275	488	537	858	[illegible]	2116	122	1031	2868	1828	252	3071	1751	1016	8018	2812	19854	'82	S. Dakota
	'81	384	404	850	924	2278	2828	111	1211	4180	1611	230	4081	2168	1316	9546	3825	19882	'81	
Tennessee	'82	987	[illegible]	3622	2504	7735	15815	1374	4938	22127	11522	4175	21603	14824	10323	62447	37821	130918	'82	Tennessee
	'81	1245	1380	3811	3097	8828	17108	1082	4988	23118	11166	3827	24006	14608	11014	64179	40880	138941	'81	
Texas	'82	2536	12077	8884	8232	29273	69982	13121	27043	110146	63873	27883	91732	87588	38773	310840	140784	583570	'82	Texas
	'81	4461	7419	10886	11682	30380	80280	9825	28435	118680	69476	26183	108865	91310	48488	344414	147472	645487	'81	
Utah	'82	528	1038	1315	1501	3854	3185	281	1218	4884	2885	637	5825	2317	1782	13508	15201	37753	'82	Utah
	'81	1082	827	1852	2878	4258	5586	389	2283	8098	3461	688	6885	3180	2278	18808	20729	50822	'81	
Vermont	'82	716	437	1088	1426	2831	2884	53	1122	3880	1473	232	4153	1120	1004	7982	8082	23580	'82	Vermont
	'81	787	259	1143	1888	3818	2544	48	1367	3880	1488	188	4812	988	1167	8825	8884	24385	'81	
Virginia	'82	1839	3838	5105	8143	18186	23754	1183	6289	31206	12438	3801	32022	15673	10549	74475	64828	190334	'82	Virginia
	'81	2727	1832	7145	9475	18482	27286	821	6881	30817	11882	3464	38888	16817	12728	83236	68329	207821	'81	
Washington	'82	561	1778	2838	2382	7078	11874	720	3657	16251	6345	1539	15168	5777	3267	32036	45707	121854	'82	Washington
	'81	885	754	3671	3887	8132	17141	348	5087	22571	7814	1707	18468	6946	4273	38838	54886	134840	'81	
W. Virginia	'82	1880	1250	2234	1886	5350	7531	305	1960	9786	4277	987	12408	5383	2881	26028	10775	53817	'82	W. Virginia
	'81	2598	732	2778	3887	7887	8881	286	2281	10867	4121	985	14480	6214	3896	28795	13796	62950	'81	
Wisconsin	'82	2779	3329	6886	6657	17652	18681	779	6502	23842	15377	2336	19511	15800	12503	65827	28870	136170	'82	Wisconsin
	'81	4382	1985	9423	10807	21425	18794	842	7187	28403	14486	2380	24880	17882	13130	73870	31474	157814	'81	
Wyoming	'82	513	447	481	388	1276	1881	132	884	2888	1347	[illegible]	2311	1416	851	6215	4794	15396	'82	Wyoming
	'81	772	285	728	874	1817	2277	112	1063	3442	1376	274	1795	1485	1138	8819	5887	18277	'81	
D. of Columbia	'82	98	496	372	504	1372	1687	236	480	2383	752	548	2485	1140	857	5512	8380	15755	'82	D. of Columbia
	'81	380	229	383	681	1343	1782	182	1082	2976	886	823	3876	1311	917	7113	8075	18918	'81	
Federal Gov't.	'82	25	4	527	4825	5456	2503	2	14	2519	112	2	1646	212	51	[illegible]	26	10061	'82	Federal Gov't.
	'81	416	276	2946	8188	11788	4911	3	28	4940	132	2	1900	195	76	2313	23	18811	'81	
United States Total	'82	84880	171870	292183	243516	687588	889470	87880	310223	1283583	713671	246157	[illegible]	[illegible]	481149	3413340	2265767	7754342	'82	United States Total
	'81	133465	92106	311604	328885	736620	973312	61775	340888	1377185	718094	224488	[illegible]	[illegible]	548928	3757081	2430298	8443019	'81	

Registrations for the state of Oklahoma are not available.

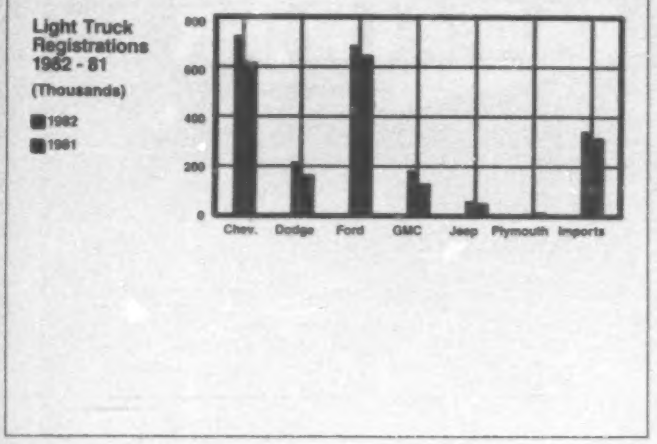
SALES/REGISTRATIONS

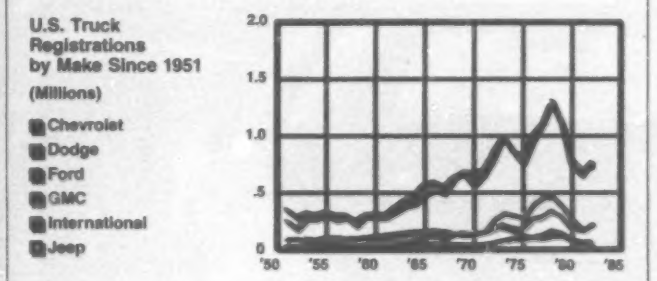
TRUCK REGISTRATIONS IN U. S. BY STATES, 1982-1981

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	International	Jeep Truck	Mack Truck Corp.	Paccar Corp.	Volvo White Corp.	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'82	3017	11940	280	14380	2384	618	880	380	368	76	6784	39190	'82	Alabama
	'81	2014	11789	210	10820	1868	884	840	345	477	124	5507	34776	'81	
Alaska	'82	1178	3884	12	3141	1281	71	197	14	123	85	1614	11870	'82	Alaska
	'81	801	2821	16	2481	886	180	281	29	281	58	1615	9508	'81	
Arizona	'82	2961	11987	84	11882	3414	311	714	48	78	18	6829	37213	'82	Arizona
	'81	2533	13428	85	11730	2904	474	808	113	145	15	6773	38117	'81	
Arkansas	'82	3088	13816	280	14227	3882	870	784	112	280	84	2888	40144	'82	Arkansas
	'81	2836	12884	222	12283	2884	880	830	146	258	71	2718	35723	'81	
California	'82	23862	58888	861	88886	17137	2373	4132	388	1187	416	88841	248878	'82	California
	'81	20388	50546	1250	47810	11627	3888	3876	488	1538	483	75817	217502	'81	
Colorado	'82	2948	13782	88	12841	3387	841	2881	188	387	78	8733	48181	'82	Colorado
	'81	2536	13830	81	11494	2824	1882	2587	158	483	117	8128	43150	'81	
Connecticut	'82	2128	6186	74	8841	1828	882	844	141	48	38	3838	18782	'82	Connecticut
	'81	1854	4431	87	5131	1181	888	788	221	57	58	2885	17887	'81	
Delaware	'82	778	1887	64	2848	488	888	229	61	47	8	888	7173	'82	Delaware
	'81	483	1882	44	1888	285	672	241	48	81	3	572	8822	'81	
Florida	'82	18822	38888	482	28848	11713	1828	3228	888	488	172	18728	117872	'82	Florida
	'81	9482	41850	561	27884	8845	2121	3088	1128	736	341	18838	114381	'81	
Georgia	'82	4848	18174	284	18864	3813	816	1284	425	388	125	8887	57888	'82	Georgia
	'81	5187	18808	288	15324	2808	1038	1230	432	483	141	9588	56388	'81	
Hawaii	'82	923	1882		1884	142	188	288	3	7	15	3888	7382	'82	Hawaii
	'81	448	1930	1	1281	227	258	357	3	47	17	3257	7887	'81	
Idaho	'82	1188	3343	22	3886	2888	126	228	88	121	25	2478	13729	'82	Idaho
	'81	988	4478	42	4531	1580	284	312	114	155	14	2884	15380	'81	
Illinois	'82	8838	23676	827	28888	8388	2881	2478	619	882	188	7782	81274	'82	Illinois
	'81	8845	24502	887	23884	6319	3579	2355	885	941	228	8874	75488	'81	
Indiana	'82	4758	16318	347	18887	5448	1411	1174	216	584	88	3874	88872	'82	Indiana
	'81	3488	13848	415	13286	3823	1865	1884	422	583	72	3823	42851	'81	
Iowa	'82	3867	10833	72	12388	2488	488	888	84	48	6	2284	31488	'82	Iowa
	'81	2419	9722	53	10853	2018	678	788	88	51	17	2224	28813	'81	
Kansas	'82	2781	11832	188	12248	3788	874	737	188	381	18	2888	34718	'82	Kansas
	'81	2834	10585	377	10782	2835	1043	848	188	337	38	2888	32018	'81	
Kentucky	'82	2882	13288	88	12488	2242	888	1134	888	85	67	4888	37337	'82	Kentucky
	'81	2348	12721	88	12457	1934	777	1484	750	98	47	4040	38834	'81	
Louisiana	'82	8884	28888	288	22185	7123	848	1888	343	228	43	7288	78763	'82	Louisiana
	'81	6185	28840	345	23120	7388	1353	1144	561	488	107	6474	73713	'81	
Maine	'82	1839	3788	27	3888	2857	228	438	38	27	22	2888	14832	'82	Maine
	'81	983	3828	48	3487	1558	388	374	88	51	27	1816	12315	'81	
Maryland	'82	4122	13818	228	12888	2781	1872	778	278	138	188	8111	41332	'82	Maryland
	'81	3284	11527	218	10412	2388	1022	770	384	112	122	4848	35088	'81	
Massachusetts	'82	4238	10878	287	8888	3828	888	1788	388	48	87	5882	37812	'82	Massachusetts
	'81	2734	8421	278	8258	2545	885	1884	448	85	148	4071	28811	'81	
Michigan	'82	10883	38228	135	28882	8288	1112	2884	247	188	31	3888	81188	'82	Michigan
	'81	7342	28554	238	22522	6738	1830	2488	248	255	73	4383	72429	'81	
Minnesota	'82	4238	17318	288	18388	3185	881	877	311	482	44	3818	47188	'82	Minnesota
	'81	3438	15548	321	12440	2582	1528	751	303	523	107	2878	40410	'81	
Mississippi	'82	1884	8784	113	8177	3131	822	448	282	188	57	3822	28384	'82	Mississippi
	'81	1524	10775	127	8808	2488	848	558	313	228	33	3548	28842	'81	
Missouri	'82	5218	18881	288	17388	5888	888	1482	128	216	88	8814	53878	'82	Missouri
	'81	3487	14445	328	13138	4858	1388	1183	148	288	58	4884	43347	'81	
Montana	'82	888	4438	45	4888	1833	188	372	28	175	28	1888	14285	'82	Montana
	'81	853	4287	88	4410	1272	328	327	21	279	38	1802	13588	'81	
Nebraska	'82	1382	7888	413	7888	2838	811	438	123	882	118	1428	22814	'82	Nebraska
	'81	1281	6774	375	8570	1545	888	388	151	888	84	1487	20448	'81	
Nevada	'82	1842	3388	28	3848	1184	178	438	8	38	21	3831	12838	'82	Nevada
	'81	1284	4244	31	3532	850	138	480	34	81	17	2882	13843	'81	
New Hampshire	'82	1477	3888	38	4848	1478	338	878	122	23	28	2848	18828	'82	New Hampshire
	'81	1124	3388	42	3884	888	382	532	178	30	53	2304	12915	'81	
New Jersey	'82	8145	18848	425	13418	3848	1287	1788	888	222	258	8882	51884	'82	New Jersey
	'81	5888	13847	448	11818	2588	1558	1388	832	324	577	4758	43780	'81	
New Mexico	'82	1785	8488	44	8188	3488	417	784	113	188	21	4282	27748	'82	New Mexico
	'81	1383	7882	138	7840	2313	557	585	254	237	37	3357	24383	'81	
New York	'82	13188	28818	448	28824	7538	3888	3333	1028	211	238	8818	81128	'82	New York
	'81	10844	21808	581	22454	5302	3941	2568	1358	243	345	8848	78873	'81	
N. Carolina	'82	4878	18871	382	18832	4461	888	1888	388	464	173	11816	88487	'82	N. Carolina
	'81	3483	15816	483	15291	3480	1188	1748	518	458	388	8885	52588	'81	
N. Dakota	'82	1288	4188	48	5288	1384	281	288	82	182	8	1814	13788	'82	N. Dakota
	'81	858	3858	58	4081	1088	415	234	48	140	20	848	11385	'81	
Ohio	'82	7784	23832	228	27888	8674	1787	1884	843	387	188	8282	78825	'82	Ohio
	'81	6118	20881	418	22030	5320	3088	1746	1181	505	148	8883	67828	'81	
Oklahoma	'82													'82	Oklahoma
	'81													'81	
Oregon	'82	2485	7122	388	8833	2842	342	827	88	288	82	8882	31888	'82	Oregon
	'81	1788	8818	282	7844	1712	758	483	134	423	241	11442	33735	'81	
Pennsylvania	'82	8887	28882	388	24378	8883	2897	3888	1438	381	181	18884	87841	'82	Pennsylvania
	'81	7425	23787	343	20758	4758	3405	3185	1347	488	144	8852	74211	'81	
Rhode Island	'82	573	1428	28	1882	382	188	224	88	18	11	888	4748	'82	Rhode Island
	'81	381	1182	32	884	248	103	163	78	18	23	888	3887	'81	
S. Carolina	'82	2137	8288	118	8848	2888	888	483	188	138	42	5342	27883	'82	S. Carolina
	'81	1838	8558	72	7028	1480	888	888	242	220	54	4881	25792	'81	
S. Dakota	'82	718	2847	88	3488	781	183	247	18	83	28	838	8887	'82	S. Dakota
	'81	588	2710	123	2888	528	287	187	15	147	12	728	8300	'81	
Tennessee	'82	3728	13882	284	14888	4282	811	1122	388	288	488	7387	48787	'82	Tennessee
	'81	3025	12888	281	12084	3031	1030	1080	332	414	127	6402	40852	'81	
Texas	'82	21881	188781	1188	128888	32821	8182	8482	1812	1888	481	27728	328148	'82	Texas
	'81	15728	108188	1483	107858	23805	7187	6077	2843	2188	888	25210	288518	'81	
Utah	'82	1428	4781	88	8218	2488	211	841	88	228	14	3881	18748	'82	Utah
	'81	1218	5884	104	5585	1888	412	888	182	388	50	4003	20725	'81	
Vermont	'82	878	2888	5	2182	884	174	413	48	8	3	1174	7874	'82	Vermont
	'81	488	1588	12	1702	487	187	338	52	10	7	1012	5878	'81	
Virginia	'82	5825	18281	141	13782	3838	722	1881	881	128	148	8848	52883	'82	Virginia
	'81	4432	15138	288	12338	2520	881	1558	821	181	158	7587	45880	'81	
Washington	'82	2884	10118	141	11838	3288	448	488	188	388	28	8828	38487	'82	Washington
	'81	2144	10835	283	8414	2114	885	431	283	385	38	10838	37438	'81	
W. Virginia	'82	2181	7878	18	8838	1882	887	1188	288	48	88	2372	24848	'82	W. Virginia
	'81	1888	8818	27	7181	1338	718	1158	212	54	83	2372	21708	'81	
Wisconsin	'82	4881	13883	218	18884	3813	888	1823	228	388	138	3288	38882	'82	Wisconsin
	'81	3388	10848	258	8812	3078	1888	882	252	338	124	3265	33888	'81	
Wyoming	'82	1148	4478	27	4278	1882	182	832	22	188	37	1381	14888	'82	Wyoming
	'81	881	5027	88	4807	1853	388	881	88	281	87	1407	15467	'81	
D. of Columbia	'82	172	417	7	348	78	13	32	2	1	1	188	1223	'82	D. of Columbia
	'81	138	484	14	383	85	32	28	8		13	118	1251	'81	
Federal Gov't.	'82	18884	3484		3828	748	1888	888	872	1	8	48	21188	'82	Federal Gov't.
	'81	8887	4848		3018	1201	117C	1087	384	2	181	53	20586	'81	
Motor Homes	'82		1173		18882	1811						888	22878	'82	Motor Homes
	'81	3	888		11388	344						588	13284	'81	
United States Total	'82	238882	788128	18882	788187	212888	48882	88887	18888	13128	4888	348482	2428471	'82	United States Total
	'81	181388	887213	12887	888488	188788	81782	88257	18888	17083	8488	318851	2185488		

Registrations for the State of Oklahoma are not available.

SALES/REGISTRATIONS





U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1982 VS. 1981

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Main Trucks
AUTOCAR	'82	.....	.....	.....	.....	.....	.....	.....	596	596
	'81	.....	.....	.....	.....	.....	.....	.....	1,125	1,125
BROCKWAY	'82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	'81	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	'82	412,255	314,103	18,549	.....	372	5,223	6,943	857	758,107
	'81	350,376	269,621	11,448	.....	740	8,059	8,991	1,225	650,460
(Memo-Units)#	'82	244,500	107,467	.....	.....	.....	.....	.....	.....	351,976
	'81	126,183	83,998	.....	.....	.....	.....	.....	.....	210,181
DODGE	'82	143,893	74,165	20	.....	.....	.....	.....	.....	218,078
	'81	96,943	68,995	422	3	.....	.....	.....	.....	166,363
(Memo-Units)#	'82	90,138	52,183	.....	.....	.....	.....	.....	.....	142,321
	'81	55,291	41,269	26	.....	.....	.....	.....	.....	96,586
FORD	'82	258,724	439,217	.....	.....	.....	12,999	21,124	9,856	733,120
	'81	228,767	419,637	.....	.....	.....	14,751	24,587	9,471	697,213
(Memo-Units)#	'82	145,994	167,592	.....	.....	.....	.....	.....	.....	313,586
	'81	83,795	139,938	.....	.....	.....	.....	.....	.....	223,733
FREIGHTLINER	'82	.....	.....	.....	.....	.....	.....	.....	7,292	7,292
	'81	.....	.....	.....	.....	.....	.....	.....	9,095	9,095
GMC	'82	89,782	96,475	923	.....	1,001	4,429	12,430	7,888	212,908
	'81	57,919	72,618	619	.....	1,065	5,904	11,408	11,170	160,703
(Memo-Units)#	'82	44,291	28,773	.....	.....	.....	.....	.....	.....	73,064
	'81	8,203	21,493	.....	.....	.....	.....	.....	.....	29,696
INTERNATIONAL	'82	.....	.....	.....	.....	.....	17,148	11,782	16,972	45,902
	'81	.....	2,264	.....	.....	.....	18,989	18,000	22,539	61,792
(Memo-Units)#	'82	.....	.....	.....	.....	.....	.....	.....	.....	.....
	'81	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	'82	36,635	25,462	.....	.....	.....	.....	.....	.....	62,097
	'81	36,249	22,008	.....	.....	.....	.....	.....	.....	58,257
(Memo-Units)#	'82	36,635	20,008	.....	.....	.....	.....	.....	.....	56,643
	'81	36,249	16,226	.....	.....	.....	.....	.....	.....	52,475
KENWORTH	'82	.....	.....	.....	.....	.....	.....	.....	7,344	7,344
	'81	.....	.....	.....	.....	.....	.....	.....	10,379	10,379
MACK	'82	.....	.....	.....	.....	.....	2,021	890	12,879	15,590
	'81	.....	.....	.....	.....	.....	1,550	372	17,776	19,698
MERCEDES-BENZ	'82	.....	.....	.....	.....	.....	1,976	984	.....	2,960
	'81	.....	.....	.....	.....	.....	.....	.....	.....	.....
PETERBILT	'82	.....	.....	.....	.....	.....	.....	.....	5,781	5,781
	'81	.....	.....	.....	.....	.....	.....	.....	6,654	6,654
PLYMOUTH*	'82	6,280	3,894	.....	.....	.....	.....	.....	.....	10,174
	'81	10,839	4,137	.....	.....	.....	.....	.....	.....	14,976
VOLVO	'82	.....	.....	.....	.....	.....	.....	536	227	763
	'81	.....	.....	.....	.....	2	13	898	731	1,644
WESTERN STAR	'82	.....	.....	.....	.....	.....	.....	.....	638	638
	'81	.....	.....	.....	.....	.....	.....	.....	780	780
WHITE	'82	.....	.....	.....	.....	.....	.....	.....	2,869	2,869
	'81	.....	.....	.....	.....	.....	.....	.....	2,857	2,857
MISCELLANEOUS**	'82	337,797	7,161	.....	13	11	1	193	1,396	346,452
	'81	312,913	4,337	2	8	16	2,931	1,616	1,582	323,405
TOTALS	'82	1,277,374	968,466	19,492	13	1,384	43,787	54,657	73,286	2,430,471
	'81	1,094,006	863,617	12,491	11	1,823	52,197	65,872	95,472	2,185,489

★—No registrations for Oklahoma, 1982 and 1981
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, Sportvan, El Camino, Blazer, LUV and S-10; Dodge, vans, Ram Wagon, Ramcharger, Ram 50 and Rampage; Ford, Econoline vans, Club Wagon, Bronco, Courier and Ranger; GMC, vans, Jimmy, Caballero and S-15; Jeep, CJs, Cherokee, Wagoneer and Scrambler. *—Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, IVECO/Magirus, Diamond Reo, Hendrickson, etc.

—Compiled from R. L. Polk & Co. data.

U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	.....	100,785	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	.....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	.....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	.....	66,644	84,222	17,523	697	6,096	344	10,340	829,101
1955	1,144	329,791	3,897	86,208	295,900	.....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	.....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,306
1957	738	290,960	3,472	49,431	277,301	.....	62,165	96,956	22,005	980	13,312	486	12,491	858,065
1958	959	247,470	2,929	37,037	206,787	.....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	.....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	.....	82,546	110,349	31,385	1,400	10,876	610	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	.....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	.....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	.....	87,814	145,105	44,339	1,997	12,099	1,482	16,432	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	.....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	.....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,850
1966	1,288	585,561	2,874	120,082	522,307	.....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	.....	113,982	150,946	39,757	2,912	13,434	2,230	17,456	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	.....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	.....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,886,012
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,584	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,898	11,312	2,513,952
1973	2,287	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,908	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,926	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	.....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	.....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	8,893	12,512	3,472,209
1980	.....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777
1981	.....	650,460	.....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,696	6,654	2,857	2,185,489
1982	.....	758,107	.....	218,078	733,120	7,292	212,908	45,902	62,097	7,344	15,590	5,781	2,669	2,430,471

*Freightliner included in White total until 1978. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U. S. NEW-CAR REGISTRATIONS BY MAKE SINCE WORLD WAR II

	Nash	Hudson	Rambler	American Motors	Plymouth	Dodge	DeSoto	Chrysler	Imperial	Chrysler Corp.	Ford	Mercury	Edsel	Lincoln	Ford Motor Co.
1946	85,169	72,484	.....	.....	211,800	135,468	54,420	65,532	.....	467,240	326,822	61,187	.....	10,799	398,807
1947	102,808	83,344	.....	.....	313,118	209,552	72,966	93,871	.....	689,507	532,646	111,198	.....	24,081	667,925
1948	104,156	109,497	.....	.....	347,174	213,923	82,454	105,315	.....	748,866	486,888	137,512	.....	32,638	657,038
1949	135,328	137,907	.....	.....	527,915	273,530	103,516	130,516	.....	1,035,272	806,766	186,629	.....	57,691	1,031,086
1950	162,224	134,219	13,498	.....	547,367	300,104	115,023	151,300	.....	1,113,794	1,166,118	318,217	.....	34,318	1,518,653
1951	93,675	96,847	46,360	.....	542,649	298,603	112,643	149,435	.....	1,103,330	862,309	233,339	.....	25,816	1,121,464
1952	91,304	78,509	51,216	.....	433,134	246,464	91,677	113,392	.....	884,667	732,481	185,883	.....	29,110	947,474
1953	97,527	66,797	39,823	.....	600,447	288,812	122,342	153,756	.....	1,165,357	1,116,267	287,717	.....	39,169	1,443,153
1954	41,116	34,806	35,613	118,553	381,078	154,789	76,739	101,741	.....	714,347	1,400,440	269,926	.....	36,251	1,706,617
1955	37,197	20,522	72,227	136,753	647,352	284,323	118,062	156,458	.....	1,206,195	1,573,882	371,837	.....	35,017	1,980,736
1956	25,271	11,822	70,867	115,105	483,756	220,208	100,766	106,853	10,460	922,043	1,375,343	274,803	.....	44,162	1,694,108
1957	9,474	4,596	91,469	117,330	595,503	257,488	103,915	106,436	33,017	1,096,359	1,493,617	260,573	26,681	37,296	1,818,169
1958	.....	.....	186,373	186,373	391,104	135,538	47,894	58,573	14,823	647,932	1,028,893	136,295	38,601	26,605	1,230,394
1959	.....	.....	363,372	363,372	390,104	167,277	42,488	64,424	18,498	682,791	1,471,249	157,972	40,778	28,815	1,698,814
1960	.....	.....	422,273	422,273	445,590	356,572	23,063	79,752	16,360	921,337	1,420,352	308,239	.....	20,711	1,749,302
1961	.....	.....	370,685	370,685	299,683	225,945	.....	94,387	11,747	631,762	1,330,235	309,098	.....	31,126	1,670,459
1962	.....	.....	423,104	423,104	301,158	238,053	.....	114,131	13,558	666,900	1,471,514	321,817	.....	31,533	1,824,864
1963	.....	.....	428,346	428,346	426,332	379,026	.....	114,062	15,266	934,686	1,559,108	288,804	.....	31,517	1,879,509
1964	.....	.....	379,412	379,412	492,775	462,551	.....	137,029	21,157	1,113,512	1,749,014	311,574	.....	36,897	2,097,485
1965	.....	.....	324,669	324,669	624,779	521,783	.....	202,559	17,214	1,366,335	1,998,385	331,367	.....	42,363	2,372,388
1966	.....	.....	.....	265,712	598,160	543,560	.....	230,182	14,609	1,386,511	1,991,520	308,049	.....	49,324	2,348,893
1967	.....	.....	.....	237,765	627,173	491,919	.....	206,399	15,901	1,341,392	1,520,711	295,511	.....	35,218	1,851,440
1968	.....	.....	.....	259,346	709,823	581,476	.....	220,786	15,778	1,527,863	1,803,271	367,515	.....	57,486	2,228,272
1969	.....	.....	.....	239,937	658,987	538,381	.....	211,727	18,860	1,427,955	1,880,384	352,137	.....	58,835	2,291,356
1970	.....	.....	.....	254,327	681,760	504,097	.....	153,168	10,753	1,349,778	1,848,669	310,375	.....	56,654	2,215,698
1971	.....	.....	.....	245,805	687,115	545,785	.....	156,195	12,089	1,401,184	1,913,033	384,152	.....	66,092	2,363,277
1972	.....	.....	.....	301,973	709,884	562,985	.....	178,951	14,321	1,466,141	2,058,676	396,186	.....	94,434	2,549,296
1973	.....	.....	.....	392,102	748,699	587,937	.....	163,075	12,809	1,512,520	2,137,123	413,677	.....	116,115	2,666,915
1974	.....	.....	.....	329,431	597,276	462,872	.....	107,802	12,252	1,180,202	1,756,811	330,513	.....	84,693	2,172,017
1975	.....	.....	.....	307,618	404,408	344,697	.....	212,809	4,764	966,678	1,481,169	332,173	.....	91,496	1,904,838
1976	.....	.....	.....	247,032	526,957	460,647	.....	271,061	411	1,259,076	1,665,619	408,121	.....	115,801	2,189,541
1977	.....	.....	.....	182,539	436,027	448,128	.....	303,480	.....	1,187,635	1,791,414	489,160	.....	172,853	2,453,427
1978	.....	.....	.....	157,797	394,534	427,946	.....	189,631	.....	1,112,111	1,769,077	560,299	.....	178,873	2,508,249
1979	.....	.....	.....	156,926	323,225	367,387	.....	243,842	.....	934,454	1,475,178	498,326	.....	128,262	2,101,766
1980	.....	.....	.....	150,878	236,522	250,556	.....	138,385	.....	625,463	1,046,887	326,361	.....	72,740	1,445,988
1981	.....	.....	.....	133,455	335,691	311,824	.....	87,165	4,940	739,620	975,312	340,868	.....	61,775	1,377,955
1982	.....	.....	.....	84,069	243,519	243,519	.....	169,275	2,603	667,580	889,470	316,293	.....	87,820	1,293,583

	Kaiser	Fraser	Willys	Kaiser-* Fraser	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Packard**	Studebaker**	Imports	Misc. Dom. Misc.	Dom. TOTAL
1946	3,501	1,873	2,329	5,374	126,322	23,666	329,601	93,094	113,109	685,792	36,435	58,051	.....	3,515	1,815,196
1947	55,571	51,158	23,400	106,729	246,115	53,379	640,709	180,078	206,411	1,326,692	47,875	102,123	.....	16,828	3,167,231
1948	108,367	57,994	21,408	166,361	244,762	59,379	709,609	175,531	226,939	1,418,220	77,843	143,120	.....	.....	3,400,954
1949	57,995	15,827	28,576	73,822	372,425	80,880	1,301,466	269,351	321,033	2,075,155	97,771	199,460	12,291	11,714	4,838,342
1950	100,171	11,884	33,926	112,055	535,806	101,825	1,420,399	372,519	440,528	2,871,078	73,155	268,229	16,337	9,271	6,326,438
1951	103,658	.....	26,049	103,658	392,285	97,093	1,067,042	273,472	337,821	2,167,713	66,999	205,514	20,828	8,466	5,060,903
1952	71,306	.....	41,016	71,306	310,806	87,806	852,542	218,189	286,351	1,735,694	66,346	157,902	29,299	3,661	4,158,394
1953	34,210	.....	42,433	76,643	454,320	96,612	1,342,480	305,593	385,692	2,586,697	71,079	161,257	28,961	13,080	5,738,989
1954	10,012	.....	17,002	27,014	613,497	110,328	1,417,453	407,150	358,167	2,806,595	38,396	95,914	25,385	3,766	5,535,437
1955	959	.....	6,267	7,226	737,879	141,038	1,640,681	589,515	530,007	3,639,120	52,103	95,761	51,658	356	7,169,908
1956	.....	.....	.....	.....	529,371	132,952	1,565,399	437,899	358,668	3,024,286	28,396	76,402	91,042	3,866	5,955,248
1957	.....	.....	.....	.....	394,553	141,209	1,456,288	371,596	319,719	2,683,365	5,189	62,565	195,036	4,329	5,982,342
1958	.....	.....	.....	.....	263,961	122,651	1,234,414	306,566	229,831	2,157,443	.....	47,798	365,305	19,269	4,654,513
1959	.....	.....	.....	.....	245,909	135,387	1,419,131	360,525	382,137	2,543,089	.....	133,382	614,131	5,696	6,041,275
1960	.....	.....	.....	.....	267,837	149,593	1,696,925	355,798	399,646	2,869,799	.....	106,244	498,785	8,910	6,576,650
1961	.....	.....	.....	.....	290,623	142,195	1,589,734	328,586	372,871	2,724,009	.....	72,155	378,622	7,055	5,854,747
1962	.....	.....	.....	.....	400,267	151,528	2,078,029	440,995	528,654	3,599,473	.....	77,877	339,160	7,485	6,938,863
1963	.....	.....	.....	.....	454,237	159,233	2,161,853	474,786	606,791	3,866,700	.....	64,570	385,624	7,282	7,556,717
1964	.....	.....	.....	.....	481,043	151,638	2,124,905	513,134	687,902	3,958,622	.....	26,073	484,131	5,915	8,065,150
1965	.....	.....	.....	.....	608,620	189,661	2,424,358	608,930	831,448	4,663,017	.....	12,042	569,415	6,046	9,313,912
1966	.....	.....	.....	.....	569,131	196,496	2,158,611	580,550	830,856	4,335,846	.....	.....	658,123	7,636	9,008,488
1967	.....	.....	.....	.....	585,313	209,546	1,978,758	551,274	834,146	4,139,037	.....	.....	779,220	8,440	8,357,421
1968	.....	.....	.....	.....	627,159	205,593	2,060,249	624,262	877,382	4,394,645	.....	.....	985,767	7,969	9,403,862
1969	.....	.....	.....	.....	677,319	243,905	2,060,202	642,889	759,605	4,419,920	.....	.....	1,061,617	5,739	9,446,524
1970	.....	.....	.....	.....	493,207	165,042	1,668,288	461,732	544,715	3,332,984	.....	.....	1,230,961	4,456	8,388,204
1971	.....	.....	.....	.....	726,542	253,002	2,195,345	666,958	680,097	4,521,944	.....	.....	1,293,743	4,673	9,830,626
1972	.....	.....	.....	.....	646,526	257,795	2,289,407	729,153	712,775	4,635,656	.....	.....	1,529,402	5,326	10,487,794
1973	.....	.....	.....	.....	696,333	285,709	2,455,063	808,889	807,546	5,053,540	.....	.....	1,719,913	6,002	11,350,995
1974	.....	.....	.....	.....	428,194	219,993	1,973,706	519,082	504,081	3,645,056	.....	.....	1,369,148	5,240	8,701,094
1975	.....	.....	.....	.....	489,290	256,135	1,749,877	604,882	478,142	3,578,326	.....	.....	1,500,928	3,452	8,261,840
1976	.....	.....	.....	.....	700,776	293,716	2,035,658	867,485	706,460	4,604,297	.....	.....	1,446,637	4,902	9,751,485
1977	.....	.....	.....	.....	735,396	325,724	2,205,566	953,875	800,230	5,020,791	.....	.....	1,976,512	5,330	10,826,234
1978	.....	.....	.....	.....	762,532	335,053	2,294,990	967,896	857,083	5,217,554	.....	.....	1,946,094	4,299	10,946,104
1979	.....	.....	.....	.....	687,182	307,897	2,106,404	931,836	774,525	4,807,844	.....	.....	2,351,053	4,652	10,356,695
1980	.....	.....	.....	.....	707,544	212,557	1,725,874	807,000	612,794	4,065,769	.....	.....	2,469,180	3,659	8,760,937
1981	.....	.....	.....	.....	718,304	224,458	1,437,091	830,892	546,936	3,757,681	.....	.....	2,431,680	3,528	8,443,919
1982	.....	.....	.....	.....	713,671	240,197	1,222,624	775,702	461,149	3,413,343	.....	.....	2,293,268	2,499	7,754,342

* Became Kaiser-Willys in 1953. **Became Studebaker-Packard in 1956.

SALES/REGISTRATIONS

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.76	21.97	25.74	8.68	5.21	0.42	0.20	——
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	——
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.63	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	——	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	——	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	——	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	——	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	——	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	——	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	——	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	——	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	——	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	——	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	——	0.06	7.31
1967	49.53	22.15	16.05	2.85	——	——	0.10	9.32
1968	46.73	23.70	16.25	2.76	——	——	0.08	10.48
1969	46.79	24.25	15.12	2.54	——	——	0.06	11.24
1970	39.73	26.42	16.09	3.03	——	——	0.05	14.68
1971	45.16	23.52	13.71	2.50	——	——	0.05	15.06
1972	44.40	24.39	13.80	2.83	——	——	0.05	14.53
1973	44.32	23.50	13.33	3.45	——	——	0.05	15.15
1974	41.89	24.96	13.56	3.79	——	——	0.06	15.74
1975	43.31	23.06	11.70	3.72	——	——	0.04	18.17
1976	47.22	22.45	12.91	2.53	——	——	0.05	14.84
1977	46.37	22.66	10.97	1.89	——	——	0.04	18.26
1978	47.67	22.91	10.16	1.44	——	——	0.05	17.78
1979	46.42	20.29	9.02	1.52	——	——	0.05	22.70
1980	46.41	16.51	7.14	1.72	——	——	0.04	28.18
1981	44.50	16.32	8.76	1.58	——	——	0.04	28.80
1982	44.02	16.68	8.61	1.09	——	——	0.03	29.57

*—And predecessors

NEW-CAR REGISTRATIONS OVERSEAS

	AUSTRIA	BELGIUM	HOLLAND	ITALY	JAPAN	NORWAY	UK	W. GERMANY
Alfa Romeo	2,594	4,189	4,047	107,115	121	.....	8,928	11,221
Bertone	.....	.....	.....	.....	.....	.....	.....	1,330
BL	631	5,629	6,555	31,623	1,904	.....	277,260	4,156
BMW	7,037	11,372	14,266	26,186	5,293	2,534	22,977	127,315
Chrysler	.....	108	45	.....	205	90	.....	.....
Citroen	6,037	22,651	22,074	74,529	322	1,896	24,149	38,699
Daihatsu	350	1,644	2,619	.....	76,803	869	4,743	5,870
FSO	.....	.....	55	.....	.....	.....	3,105	.....
Fiat	11,919	19,762	22,257	869,787	966	1,798	48,808	93,343
Ford	16,679	29,580	42,432	84,916	1,402	17,591	474,192	242,712
GM	27,594	35,392	65,599	62,445	1,996	15,480	181,737	392,853
Honda	3,020	11,435	14,188	.....	239,568	4,443	16,333	32,072
Hyundai	.....	885	2,272	.....	.....	.....	2,993	.....
Lada	2,059	16,425	9,244	.....	.....	3,972	16,752	6,585
Lotus	.....	.....	.....	.....	6	.....	410	.....
Mazda	18,787	12,564	15,045	.....	247,346	14,765	15,139	40,573
Mercedes-Benz	4,896	8,492	8,059	13,158	5,739	1,556	12,164	233,645
Mitsubishi	3,953	11,548	14,045	.....	225,767	3,721	8,640	33,530
Nissan	12,522	12,908	18,786	.....	622,297	8,715	93,213	42,490
Nueva Innocenti	.....	134	.....	19,767	.....	.....	.....	474
Peugeot	8,077	24,859	16,002	28,738	77	2,605	19,636	23,353
Pininfarina	.....	.....	.....	.....	.....	.....	.....	190
Porsche	405	521	160	.....	560	.....	2,700	10,327
Renault	11,827	32,370	32,451	185,418	294	538	64,147	83,668
Rolls Royce	.....	.....	.....	.....	42	.....	805	.....
Saab	479	1,020	3,368	.....	253	2,331	9,474	3,037
Skoda	376	2,349	1,218	.....	.....	662	9,272	1,330
Subaru	3,127	1,080	1,068	.....	77,267	1,020	2,700	4,700
Suzuki	818	1,793	7,417	.....	89,180	.....	2,763	11,942
Talbot	.....	.....	10,415	39,509	.....	1,770	56,149	24,758
Toyota	7,440	21,102	17,838	.....	1,173,779	8,963	27,590	40,037
VW-Audi	40,344	46,280	37,124	116,292	15,076	12,453	92,435	631,942
Volvo	3,045	7,079	17,053	14,774	811	7,295	51,707	12,511
Zastava	.....	119	949	.....	.....	.....	3,101	.....
Others	134	1,420	51	11,239	412	506	891	1,435
TOTAL	194,150	344,690	406,774	1,685,496	3,038,272	115,573	1,555,027	2,155,537

RV SHIPMENTS

1982**
(Total shipments, 258,000)

Travel trailers	65,500
Truck campers	5,700
Folding camping trailers	34,300
Motor homes	41,200
Multi-use vehicles	111,300

1981**
(Total shipments, 239,100)

Travel trailers	63,800
Truck campers	5,100
Fold-down camping trailers	35,000
Motor homes	35,400
Multi-use vehicles	99,800

1980**
(Total shipments, 181,400)

Travel trailers	51,900
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	71,400

1979**
(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1978**
(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

**—Pickup covers no longer included in RVIA shipments.

1977
(Total shipments—745,900)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976
(Total shipments—556,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975
(Total Shipments—562,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,800
Pickup Covers	212,500

1974
(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973
(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972
(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971
(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970
(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreation Vehicle Industry Assn.

PRODUCTS/SPECIFICATIONS

Car and truck manufacturers continued massive spending programs in 1982 to bring to market new lines of products. A primary aim of the industry was to improve vehicle performance while retaining fuel efficiency and adding value. Although downsizing continued as a general trend, the 1983 model introductions were sparked by new looks, new features and plenty of variety. The result is a 1983 model product line that, segment for segment, is one of the strongest in history.

PRODUCTS/SPECIFICATIONS

U.S. 1983 model passenger-car specifications

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit 6	96	167.3	71.9	51.5	2613	38.1	40.8	57.6	57.1	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	21	11	5	2.35	R	14	31.5
Concord Sedan 6	108	185	71.1	50.9	2906	38.1	40.8	57.6	57.1	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	22	11	4	2.35	R	14	34.9
Concord Wagon 6	108	185	71.1	51.2	2951	38.1	40.8	57.6	57.1	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	22	11	5	2.35	R	14	34.9
Eagle Sedan 4	109.3	180.9	72.3	54.4	3264	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	22	6.5	4	3.54	4	15	37.2
Eagle Wagon 6	109.3	180.9	72.3	54.6	3392	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	22	14	5	2.73	4	15	37.2
Eagle SX-4 6	97.2	164.6	73	55	3161	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	9.2	NA	NA	21	14	5	2.35	4	15	33.8
BUICK—Skyhawk 2-dr.	101.2	175.3	62	54	2395	37.7	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	14	8	5	4.1	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62	54	2452	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	8	5	4.1	F	13	34.7
Skyhawk wagon	101.2	175.3	62	54	2522	38.4	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	86 @ 4900	110 @ 3000	13.6	9.5	5	4.1	F	13	34.7
Skylark 2-dr. 4	104.9	181.1	69.1	53.7	2531	38.2	42.2	58.7	56.9	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	132 @ 2800	14.2	8.3	4	3.32	F	13	38.1
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	56.9	V-6	3.5 x 3	2.8/173	2V	8.4	112 @ 5100	148 @ 2400	14.5	10.2	5	3.32	F	13	38.1
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3245	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.9	5	2.41	R	14	38.6
Regal 4-dr. V-6	108.1	200.6	71.6	55.4	3260	38.5	42.8	58.5	57.8	V-6	3.96 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	18.1	12.9	5	2.41	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600	18.1	NA	7.5	2.29	R	14	38.9
Century 2-dr. 4	104.9	189.1	66.8	53.6	2683	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	132 @ 2800	15.7	8.9	4	2.39	F	13	38.1
Century 4-dr. V-6	104.9	189.1	66.8	53.6	2819	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2600	15.7	14.4	5	2.53	F	13	38.1
Riviera V-6	114	206.6	71.5	53.7	3700	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21.1	13	5	3.15	F	15	39.8
LeSabre 2-dr. V-6	115.9	218.4	76.2	56	3620	38.8	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.93	R	15	40.3
LeSabre 4-dr. V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25	13	5	2.73	R	15	40.3
Electra 2-dr. V-6	118.9	221.3	75.9	56.8	3803	38.5	42.2	61.8	60.6	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	13	5	3.23	R	15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	57.7	3862	39.5	42.2	61.8	60.6	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	22	15.6	5	2.73	R	15	40.3
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.8	42.2	62.2	64	V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	25	15.6	7.5	2.73	R	15	40.5
OPTIONAL ENGINES: Skyhawk (OHC)										L4	3.34 x 3.13	1.8/112	F.I.	9	84 @ 5200	102 @ 2800							
Skylark (High Output)										V-6	3.5 x 3	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	180 @ 4000	270 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2600							
Regal, Century (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600							
LeSabre, Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	175.1	65	52	2639	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	8.3	5	3.83	F	13	38.2
Seville	114	204.8	70.9	54.3	3844	38.1	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	2.41	F	15	42.2
Eldorado	114	204.5	70.6	54.3	3748	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12	6	2.41	F	15	42.2
Coupe deVille	121.5	221	75.4	54.6	3935	38.1	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
Fleetwood Sedan	121.5	221	75.3	56.7	4029	39	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5	3.42	R	15	44.1
OPTIONAL ENGINES: Limo										*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	265 @ 1400							
Eldorado, deVille, Brougham, Seville (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
*—V-8-6-4 Modulated Displacement engine																							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.9	2060	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.4	65 @ 5200	80 @ 3200	12.5	9.2	5	3.36	R	13	30.2
Chevette 4-dr. (diesel)	97.3	164.9	61.8	52.9	2286	38.3	41.6	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	2.2	51 @ 5000	72 @ 2000	12.5	8.5	6	3.36	R	13	30.8
Cavalier 2-dr.	101.2	170.9	66	51.3	2384	37.8	42	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.5	5	2.36	F	13	35.3
Cavalier 4-dr.	101.2	172.4	66.3	53.3	2403	38.6	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.5	5	2.36	F	13	35.3
Cavalier Hatchback	101.2	173.5	66	51.3	2440	37.2	42	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.5	5	2.36	F	13	35.3
Cavalier Wagon	101.2	173	66.3	53.3	2464	38.3	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.5	5	2.36	F	13	35.3
Citation 2-dr. 4	104.9	176.7	68.3	53.5	2463	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	14	8.7	4	3.32	F	13	38.1
Citation 4-dr. V-6	104.9	176.7	68.3	53.5	2566	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	14	10.7	5	3.32	F	13	38.1
Camaro 4	101	187.8	72.8	50	2863	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	15.9	13.1	4	3.42	R	14	36.9
Camaro V-6	101	187.8	72	49.8	2959	37	43	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	107 @ 4800	145 @ 2100	16.1	13.1	5	3.42	R	14	36.9
Malibu 4-dr. V-6	108.1	192.7	72.3	55.7	3190	38.7	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	18.1	18.9	5	2.41	R	14	37.1
Malibu Wagon V-8	108.1	193.4	71.9	55.8	3468	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	18.2	16.6	5	2.29	R	14	40
Monte Carlo V-6	108.1	200.4	71.8	54.3	3201	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	18.1	15.2	5	2.29	R	14	37.1
Monte Carlo V-8	108.1	200.4	71.8	54.3	3317	37.6	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	18.1	18.9	5	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	53.7	2710	38.8	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	15.7	9	4	2.84	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	68.8	53.7	2790	38.6	42.1	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	9	4	2.84	F	13	36.9
Chevrolet 4-dr. V-6	116	212.2	75.3	56.4	3490	39.5	42.2	61.8	60.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4000	190 @ 1600	25	14.2	5	2.56	R	15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4092	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22	15.5	5	2.73	R	15	39.7
Corvette (1984 model)	96.2	176.5	71	46.7	3164	36.4	42.6	59.6	60.4	V-8	4 x 3.48	5.7/350	F.I.	9	205 @ 4300	290 @ 2800	20	14.7	5	3.07	R	15	40.1
OPTIONAL ENGINES: Citation										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400							
Malibu, Monte Carlo, Celebrity (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	F.I.	9.5	175 @ 4200	250 @ 2800							
Chevrolet, Malibu (diesels)										V-8	4 x 3.39	5.7/350	F.I.	22.1	105 @ 3200	200 @ 1600							
CHRYSLER—LeBaron Convertible	100.1	179.6	68.5	54.1	2532	39.8	42.8	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.78	F	14	34.6
LeBaron 4-dr.	100.1	179.6	68.5	53	2601	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	93 @ 4500	132 @ 2500	13	8.7	6	2.78	F	14	34.6
LeBaron Wagon 4	100.1	179.6	68.5	52.7	2712	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	93 @ 4500	132 @ 2500	13	8.7	6	2.78	F	14	34.6
Gran LeBaron	103.1	185.6	68.3	52.9	2583	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	3.02	F	14	35.6
Cordoba 6	112.7	210.1	72.7	53.3	3460	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	165 @ 1600	18	11.5	5	2.94	R	15	40.7
New Yorker 6	118.5	221.5	77.6	54.5	3831	38.6	42.3	61.8	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	165 @ 1600	18	11.5	5	2.94	R	15	42.4
Imperial	112.7	213.3	72.7	53.2	4019	37.5	43.4	60	59.5	V-8	3.91 x 3.31	5.2/318	F.I.	8.5	140 @ 4000	245 @ 2000	18	15.5	5	2.24	R	15	40.7
OPTIONAL ENGINES: Cordoba, New Yorker										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 1600							
DODGE—Charger 1.6-liter	96.6	174	66.7	51.2	2222	37.2	42.4	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	62 @ 4800	86 @ 3200	13	7	4.5	2.69	F	13	37.3
Charger 2.2	96.6	174	66.7	50.8	2331	37.2	42.4	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.69	F	14	34.2
Omni 4 dr. 1.7-liter	99.7	164.6	65.8	53.5	2153	38.3	42	56.1	55.6	L4	3.13 x 3.4	1.7/104	2V	8.2	63 @ 4800	83 @ 2400	13	8.7	5	3.37	F	13	34.9
Aries 4-dr. 2.2 liter	99.6	176	66.6	52.6	2327	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.69	F	13	34.3
Aries Wagon 2.6 liter	99.6	176.2	66.6	52.4	2577	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	93 @ 4500	132 @ 2500	13	8.7	4.7	2.78	F	13	34.3
400 4-dr.	100.1	179.6	68.5	53	2542	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.78	F	14	34.6
600	103.1	187.2	68.3	52.9	2564	38.7	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	3.02	F	14	35.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3412	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	165 @ 1600	18	11.5	5	2.94	R	15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3401	37.5	43.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	165 @ 1600	18	11.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Mirada, Diplomat										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 1600							
400, 600										L4	3.59 x 3.86	2.6/156	2V	8.2	93 @ 4500	132 @ 2500							
FORD—EXP	94.2	170.3	63	50.5	2156	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4800	89 @ 3000	13	8	4	3.59	F	13	35.5
Escort (EFI)	94.2	163.9	65.9	53.3	2016	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	F.I.	NA	NA	NA	13	6	4	3.73	F	13	35.5

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PRODUCTS/SPECIFICATIONS

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase W/Filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
Escort 4-dr.	94.2	163.9	65.9	53.3	2078	38	41.6	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	13	6.5	4	3.59	F	13	35.5
Escort Wagon	94.2	165	65.9	53.3	2117	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	13	6.5	4	3.59	F	13	35.5
Mustang 2-dr. 4	100.4	179.1	69.1	51.4	2684	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	1V	NA	NA	NA	15.4	10.2	5	3.06	R	14	36.6
Mustang 3-dr. 6	100.4	179.1	69.1	51.4	2700	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	15.4	9	5	2.73	R	14	36.6
Tempo 2-dr. (1984 model)	99.9	176.2	66.2	52.5	2373	3.76	41.5	54.7	57.6	L4	N.A.	2.3/140	1V	9	90 @ 4700	125 @ 2700	14	N.A.	N.A.	3.04	F	13	38.5
Tempo 4-dr. (1984 model)	99.9	176.2	66.2	52.7	2443	3.76	41.5	54.7	57.6	L4	N.A.	2.3/140	1V	9	90 @ 4700	125 @ 2700	14	N.A.	N.A.	3.04	F	13	38.5
Fairmont Futura Sedan 4	105.5	195.5	71	52.9	2824	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	13	10.2	5	3.08	R	14	39
Fairmont Futura Coupe 6	105.5	197.4	71	51.7	2854	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Thunderbird	104	197.6	71.1	53.2	3076	37.7	42	58.1	58.5	V-8	3.8 x 3.4	3.8/232	2V	NA	NA	NA	21	NA	NA	2.47	R	14	38.6
LTD Sedan 4	105.5	196.5	71	53.6	2981	38.7	41.9	56.6	57	L4	3.78 x 3.13	2.3/140	1V	NA	NA	NA	16	NA	NA	3.45	R	14	39
LTD Wagon 6	105.5	196.5	71	54.3	3092	39.1	41.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	NA	NA	NA	16	NA	NA	2.73	R	14	39
Ford 4-dr. V-8	114.3	211.1	77.5	55.3	3748	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	NA	NA	NA	18	14.8	5	3.08	R	14	39.1
Ford Wagon V-8	114.3	215	79.3	56.8	3901	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	NA	NA	NA	18.5	13.3	5	3.08	R	14	39.1
OPTIONAL ENGINES: EXP, Escort (high output)										L4	3.15 x 3.13	1.6/97.6	2V	9	80 @ 5800	88 @ 3400							
LTD										V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Mustang (high output)										V-8	4 x 3	5.0/302	4V	NA	NA	NA							
HONDA—Accord 4-dr.	96.5	173.6	65.4	51.7	2179	38.7	41.3	56.3	55.9	L4	3.03 x 3.7	1.8/107	3V	8.8	75 @ 4500	95.8 @ 3000	15.8	4.9	4	4.07	F	13	34.1
LINCOLN—Mark VI 2-dr.	114.3	216	78.1	55.2	4004	38	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Mark VI 4-dr.	1173.	219.1	78.1	56.1	4105	39	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Lincoln 4-dr.	117.3	219	78.1	55.9	4062	39	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Continental	108.6	201.2	73.6	54.8	3521	38.5	42.8	58.4	59	V-8	4 x 3	5.0/302	F.I.	NA	NA	NA	22.3	13.3	5	3.08	R	14	42.6
MERCURY LN7	94.2	170.3	65.9	50.5	2179	37.1	41.8	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	13	8	4	3.73	F	13	35.5
Lynx 2-dr. (EFI)	94.2	163.9	65.9	53.3	2032	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	F.I.	NA	88 @ 5400	NA	13	6.5	4	3.73	F	13	35.5
Lynx 4-dr.	94.2	163.9	65.9	53.3	2094	38.1	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	13	8	4.5	3.59	F	13	34.5
Lynx Wagon	94.2	165	65.9	53.3	2128	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	13	6.5	4	3.59	F	13	35.1
Capri 4	100.4	179.1	69.1	51.9	2775	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	1V	NA	NA	NA	15.4	10.2	5	3.08	R	14	37.4
Capri 6	100.4	179.1	69.1	51.9	2802	37.2	41.7	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	15.4	9.0	5	2.73	R	14	37.4
Topaz 2-dr. (1984 model)	99.9	176.5	66.2	52.5	2379	37.6	41.5	54.7	57.6	L4	N.A.	2.3/140	1V	9	90 @ 4700	125 @ 2700	14	N.A.	N.A.	3.04	F	13	38.5
Topaz 4-dr. (1984 model)	99.9	176.5	66.2	52.7	2447	37.6	41.5	54.7	57.6	L4	N.A.	2.3/140	1V	9	90 @ 4700	125 @ 2700	14	N.A.	N.A.	3.04	F	13	38.5
Zephyr Sedan 4	105.5	195.5	71	52.9	2759	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	1V	NA	NA	NA	16	10.2	5	3.08	R	14	38.8
Zephyr Coupe 6	105.5	197.4	71	51.7	2819	37.2	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	3.08	R	14	38.8
Cougar	104	197.6	71.1	53.4	3099	37.8	42	58.1	58.5	V-6	3.8 x 3.4	3.8/232	2V	NA	NA	NA	21	NA	NA	2.47	R	14	38.6
Marquis Sedan 4	105.5	196.5	71	53.6	2988	38.7	41.9	56.6	57	L4	3.78 x 3.13	2.3/140	1V	NA	NA	NA	16	NA	NA	3.45	R	14	39
Marquis Wagon 6	105.5	196.5	71	54.3	3099	39.1	41.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	NA	NA	NA	16	NA	NA	2.73	R	14	39
Mercury 4-dr. V-8	114.3	214	77.5	55.2	3790	37.9	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	NA	NA	NA	18	14.8	5	3.08	R	14	39.1
Mercury Wagon V-8	114.3	218	79.3	56.8	3826	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	F.I.	NA	NA	NA	18.5	14.8	5	3.08	R	14	39.1
OPTIONAL ENGINES: Lynx, LN7 (high output)										L4	3.15 x 3.13	1.6/976	2V	9	80 @ 5800	88 @ 3400							
Marquis										V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Capri (high output)										V-8	4 x 3	5.0/302	4V	NA	NA	NA							
OLDSMOBILE—Firenza 2-dr. (OHC)	101.2	174.3	65	51.7	2412	37.2	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9	82 @ 5200	102 @ 2800	14	8	4.5	3.83	F	13	34.4
Firenza 4-dr.	101.2	176.2	65	53.7	2418	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Firenza Wagon	101.2	176.2	65	55.2	2496	38.1	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/112	F.I.	9.3	88 @ 4800	110 @ 2400	14	9.6	5	4.10	F	13	34.4
Omega 2-dr. 4	104.9	182.8	69.8	53.7	2495	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	14.2	9.5	4	3.32	F	13	38.4
Omega 4-dr. V-6	104.9	182.8	69.8	53.7	2604	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.3	5	3.32	F	13	38.4
Cutlass Supreme 2-dr. V-6	108.1	200	71.6	54.9	3248	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 4000	190 @ 1600	18.1	13	5	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	200.4	71.9	55.9	3474	38.7	42.8	58.5	57.7	V-8	3.8 x 3.39	5.0/307	4V	8	140 @ 3600	240 @ 1600	18.2	14.9	5	2.14	R	14	37.3
Cutlass Wagon V-8 (diesel)	108.1	200.4	71.8	56.1	N. A.	38.8	42.8	58.5	57.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600	18.2	17.4	7	2.29	R	14	37.4
Cutlass Ciera 2-dr. 4	104.9	188.4	69.5	54.1	2681	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	14.5	9.1	4	2.39	F	13	38.1
Cutlass Ciera 4-dr. V-6	104.9	188.4	69.5	54.1	2800	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2600	15.7	13.6	5	2.53	F	13	38.1
Toronado V-6	114	206.1	71.4	54.6	3723	37.9	42.6	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13.1	5	3.15	F	15	40.4
Toronado V-8	114	206.1	71.4	54.6	3909	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21.1	16.4	5	2.73	F	15	40.4
Delta 88 Sedan V-6	115.9	218.1	76.3	56.7	3585	38.8	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	R	15	39.1
Ninety-Eight Sedan V-6	119	221.1	76.3	57.2	3885	39.5	42.2	61.7	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	12.8	5	3.23	R	15	40
Custom Cruiser V-8	115.9	220.3	79.8	58.5	4202	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22	15.6	5	2.73	R	15	39.2
OPTIONAL ENGINES: Cutlass, Ciera (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
Omega (H.O.)										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
PLYMOUTH—Horizon 2-dr. 1.6 L	96.6	173.7	66.7	50.8	2226	37.2	42.5	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	62 @ 4800	86 @ 3200	13	7	4.5	2.69	F	13	37.3
Horizon 4-dr. 1.7 L	99.1	164.8	65.8	53.1	2153	38.1	42.1	56.1	55.6	L4	3.13 x 3.4	1.7/104	2V	8.2	63 @ 4800	83 @ 2400	13	6	5	3.37	F	13	38.1
Turismo 2.2	96.6	173.7	66.7	50.8	2258	37.2	42.5	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.57	F	14	37.3
Reliant 4-dr. 2.2 liter	100.1	176	68.6	52.7	2323	38.6	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	9	94 @ 5200	117 @ 3200	13	8.7	5	2.69	F	13	34.8
Reliant Wagon 2.6 liter	100.1	176.2	68.6	52.4	2533	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	93 @ 4500	132 @ 2500	13	8.7	6	2.78	F	13	34.8
Gran Fury 6	112.7	205.7	74.2	55.3	3412	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	165 @ 1600	18	11.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Gran Fury										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 1600							
PONTIAC—T1000 4-dr.	97.3	164.9	61.8	52.9	2128	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	62 @ 5200	82 @ 2400	12.5	9.2	5	3.7	R	13	30.8
2000 Coupe (OHC)	101.2	173.6	68.6	53.5	2353	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9	82 @ 5200	102 @ 2800	14	8	4.5	3.19	F	13	34.5
2000 Sedan (OHC)	101.2	175.9	68.6	54.8	2412	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9	82 @ 5200	102 @ 2800	14	8	4.5	3.83	F	13	34.5
2000 Hatchback 2.0 L	101.2	173.6	68.6	51.9	NA	37.6	42.1	55.4	55.2	L4	3.34 x 3.13	2.0/122	F.I.	9	88 @ 4800	110 @ 2400	14	9.6	5	3.83	F	13	34.5
2000 Wagon 2.0 L	101.2	175.8	65	51.9	NA	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	2.0/122	F.I.	9	88 @ 4800	110 @ 2400	14	9.6	5	3.83	F	13	34.5
Phoenix Notchback 4	104.9	182.1	69	53.5	2473	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2800	14.6	8.5	4	3.32	F	13	38.3
Phoenix Hatchback V-6	104.9	183.1	69.1	53.4	NA	38.1	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	110 @ 4800	145 @ 2400	14.6	10.2	5	3.32	F	13	38.3
Firebird 4	101	190.3	72.4	49.8	2864	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.9	13.1	4	3.42	R	14	36.9
Firebird V-6	101	190.3	72.4	49.8	2940	37	43	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.5	105 @ 4800	140 @ 2400	15.9	13.1	5	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	198.6	71.3	55.8	3257	38.7	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	20.9	5	2.41	R	14	37.3
Bonneville Wagon V-8 (diesel)	108.1	197.8	72.6	56.1	3412	38.9	42.8	58.5	58	V-8	NA	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	NA	20.9	5	2.41	R	14	37.4
Grand Prix V-6	108.1	201.9	72.1	54.7	3335	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.1	5	2.41	R	14	38.2
6000 2-dr. 4	104.8	188.7	68.2	54.8	2599	38.6	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	9.7	4	2.39	F	13	38.1
6000 4-dr. V-6	104.8	188.7	68.2	54.8	NA	38.6	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	108 @ 5000	145 @ 2000	16.4	9	5	2.84	F	13	38.1
OPTIONAL ENGINES: Phoenix (H.O.), 6000 STE										V-6	3.5 x 3	2.8/173	2V	NA	NA	NA							
6000 (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Firebird										V-8	3.74 x 3.48	5.0/305	4	8.6	150 @ 4200	240 @ 2200							
Grand Prix, Bonneville										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Grand Prix (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
RENAULT/AMC-Alliance	97.2	163.8	65	54.5	1979	37.1	41	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	8.8	NA	75 @ 2000	12.5	NA	NA	3.29	F	13	NA
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	53.2	1883	37.7	39	54.5	53.5	L4	3.13 x 3.4	1.7/105	1V	8	65 @ 5000	88 @ 2800	10	4.9	4.7	4.17	F	13	31.2
Rabbit GTI	94.5	155.3	63.4	55.5	1960	NA	NA	54.7	53.1	L4	3.19 x 3.4	1.8/109	F.I.	8.5	90 @ 5500	100 @ 3000	10	4.9	4.7	3.94	F	14	31.2
OPTIONAL ENGINES: Rabbit										L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 5000	90 @ 3000							
Rabbit (diesel)										L4	3.01 x 3.4	1.6/97	F.I.	23	52 @ 4800	72 @ 2000							

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PRODUCTS/SPECIFICATIONS

Import 1983 model passenger-car specifications

As of April 1, 1983

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Rear tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	115@5,500	119.4@2,750	12.2	N.A.	N.A.	4.1	M5	R	14	34.5
GTV-6	94.5	171.2	65.5	52.4	2,823	N.A.	N.A.	54	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	17	N.A.	N.A.	3.42	M5	R	15	32.8
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12	3.54	M5	R	15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12	3.54	M5	R	15	38
Lagonda	115	207.9	70.5	51.2	4,400	N.A.	N.A.	59	59	V-8	5.3/326	N.A.	N.A.	N.A.	N.A.	33.3	N.A.	N.A.	N.A.	A3	R	15	N.A.
AUDI 4000 4E	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.7/105	F.I.	8.2	74@5,000	89.6@3,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
4000 (diesel)	99.8	176.6	66.2	53.7	2,255	N.A.	N.A.	55.1	55.9	4	1.6/97	F.I.	23	52@4,800	71.5@2,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
Coupe	99.8	177	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.4	5.3	4.45	M5	F	14	32.5
Quattro	99.5	178.2	67.9	52	2,838	N.A.	N.A.	56	57.4	5	2.1/130	F.I.	7	156@5,500	181@3,000	23.8	9.8	4.5	3.89	M5	4	15	34
5000	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	19.8	8.5	5.3	4.11	M5	F	14	34.3
5000 (turbo diesel)	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.0/121	F.I.	23	84@4,500	127@2,800	19.8	10	5.3	3.08	M5	F	14	34.3
BMW—318i Sedan	101.2	176.8	64.6	54.3	2,360	37.7	N.A.	55.4	55.7	4	1.8/107.8	F.I.	9.3	101@5,800	103@4,500	14.5	N.A.	N.A.	3.64	M5	R	14	32.2
528e Sedan	103.3	189	66.9	55.7	2,953	37	41.7	56.3	57.9	6	2.7/164.3	F.I.	9	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
533i	103.3	189	66	55.7	3,125	N.A.	N.A.	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	N.A.	N.A.	3.25	M5	R	15.4	32.8
633CSi Coupe	103.5	193.8	67.9	53.7	3,350	35	41.7	56.3	57.9	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	12.7	6.1	3.25	M5	R	14	33.1
733i Sedan	110	197.4	70.9	56.3	3,440	36	42.1	59.1	59.7	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	22.5	12.7	6.1	3.25	M5	R	14	34.8
CHALLENGER 2.6L Coupe	99.6	180	65.9	52.8	2,723	36.8	41.1	54.1	53.3	4	2.6/155.9	2V	8.2	100@5,000	137@2,500	15.8	9.2	4.3	3.31	M5	R	14	32.8
COLT (Plymouth and Dodge)																							
2-door 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	54.1	52.8	4	1.4/86	2V	8.8	64@5,000	78@3,000	10.6	4.8	3.6	3.17	M4	F	13	32.8
4-door 1.6L	93.7	161	62.6	50	1,951	36.8	40.6	54.1	52.8	4	1.6/97.5	2V	8.5	72@5,000	85@3,000	10.6	4.8	4.1	3.47	M 4x2	F	13	32.8
DATSUN—Sentra 2-dr. (diesel)	94.5	167.3	63.7	54.5	2,020	N.A.	N.A.	54.9	54.1	4	1.7/102.6	F.I.	21.4	55@2,800	75@2,800	10.5	10.5	5.5	3.55	M4	F	13	29.5
Sentra 4-dr. Sedan	94.5	167.3	63.7	54.5	1,855	38.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.7	53.3	1,915	37.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Wagon	94.5	172.2	63.7	53.5	1,960	37.6	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Pulsar NX	95	162.4	63.7	54.1	1,907	N.A.	N.A.	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.1	3.79	M5	F	13	30.2
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,190	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,215	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Sedan	97.2	173.4	65.6	54.7	2,325	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	103.4	183.3	65.2	54.5	2,880	N.A.	N.A.	54.7	53.9	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	16.4	11.6	5.3	3.55	M5	R	14	37.7
Maxima Wagon (diesel)	103.4	186.8	64.6	55.7	3,095	N.A.	N.A.	54.3	53.5	6	2.8/170	F.I.	22.7	80@4,600	120@2,400	15.9	11	6.6	3.55	M5	R	14	37.7
200-SX Hardtop	94.5	176.2	66.1	51.6	2,585	37.1	44	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
200-SX Hatchback	94.5	176.2	66.1	51.6	2,610	36.5	43.8	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
280 ZX	91.3	174	66.5	51	2,860	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	11.1	4.8	3.55	M5	R	14	32.2
280 ZX 2+2 GL	99.2	181.9	66.5	51.4	2,958	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	11.1	4.8	3.55	M5	R	14	34.8
280ZX Coupe (turbo)	91.3	174	66.5	51	2,972	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	7.4	180@5,600	202@2,800	21.1	11.1	4.8	3.55	M5	R	15	32.2
DeLOREAN DeLorean	94.8	168	78.3	44.9	2,712	N.A.	N.A.	62.6	62.5	V-6	2.9/174	F.I.	8.8	130@5,500	162@2,750	13.5	9.3	4.3	3.44	M5	R	15	35
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.i.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	41
FIAT X1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79.2@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8	5.2	3.9	M5	R	14	34
Spider 2000 (turbo)	89.7	163	63.5	48.2	2,385	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	120@6,000	130@3,600	11.4	8	5.2	3.9	M5	R	14	34
HONDA Civic 1.3L Hatchback	88.6	148.4	62.2	53.1	1,773	37	40.7	53.5	54.3	4	1.3/79.3	3V	9.3	60@5,500	68.2@4,000	10.8	4.9	4	4.07	M4	F	12	32.2
Civic Sedan	91.3	161.4	62.2	53.1	1,973	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	12.1	5.7	4	4.27	M5	F	13	33.1
Civic Wagon	91.3	161.4	62.2	54.1	2,033	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	10.8	5.7	4	4.27	M5	F	13	32.8
Accord	96.5	165.7	65.4	53.3	2,102	37.9	42.4	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	34.1
Accord Sedan	96.5	173.6	65.4	54.1	2,179	38.7	41.3	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	34.1
Prelude	97.7	169.1	66.5	51	2,200	37.3	43.2	57.9	57.9	4	1.8/111.6	2V	9.4	100@5,500	104@4,000	15.8	5.9	4	4.07	M5	F	13	33.5
ISUZU I-Mark Coupe	94.3	170.7	61.8	52.6	2,189	37	42	51.4	51.4	4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.7	7.1	5.7	3.15	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	170.7	61.8	53.5	2,335	37.9	42	51.4	51.4	4	1.8/110.9	F.I.	22	51@5,000	72@3,000	13.7	7.4	6	3.15	M4	R	13	30.1
Impulse	96.1	172.6	65.2	51.4	2,714	36.9	41.9	53.3	53.7	4	2.0/118.9	F.I.	9.2	90@5,000	108@3,000	15.1	6.3	5.3	3.91	M5	R	14	34.1
JAGUAR XJ6 Series III Sedan	113	199.6	69.8	54.2	4,066	38.1	39.3	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	23.6	9	8.75	2.88	A3	R	15	40
XJ-S Coupe	102	191.7	70.6	47.8	3,950	37	43.5	58.6	59.2	V-12	5.3/326	F.I.	11.5	262@5,000	290@3,000	24	21	11	2.88	A3	R	15	38.4
LOTUS Esprit S3	96	165	73	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12	5.5	4.38	M5	R	14	38
Turbo Esprit	96	165	73	44	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12	N.A.	4.38	M5	R	15	38
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11	3.54	A3	R	15	40
Biturbo	99	163.5	67.5	51.4	2,394	35.4	N.A.	55.9	56.3	V-6	2.0/121.8	2V	7.8	180@6,000	188@3,500	N.A.	N.A.	N.A.	3.73	M5	R	14	N.A.
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	6	4	3.85	M4	F	13	30.2
GLC Wagon	91.1	165.4	62.8	56.3	2,130	38.6	40.6	51	51.6	4	1.5/90.9	2V	9	63@5,000	82@3,000	11.9	6	3.2	3.73	M4	R	13	28.8
RX-7	95.3	170.1	65.7	49.6	2,360	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
626 Coupe	98.8	177.8	66.5	53.7	2,385	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	83@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Sedan	98.8	177.8	66.5	55.5	2,410	38.4	41.4	56.3	56.1	4	2.0/121.9	2V	8.6	83@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Touring Sedan (5-dr.)	98.8	177.8	66.5	53.7	2,480	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	83@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,265	38.3	41.9	58.6	56.9	4	2.4/146.4	F.I.	21	67@4,000	97@2,400	17.2	10.5	6.8	3.69	M4	R	14	37
300D Sedan (turbo)	110	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	37
300CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	21.1	11.6	6.8	3.07	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	38.5	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	20.3	13.2	7.9	3.07	A4	R	14	39
300 TD Wagon (turbo)	110	190.9	70.3	58.7	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	184@2,400	18.5	13.2	7.9	3.07	A4	R	14	37
380 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
380 SL Coupe/Roadster	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.5	13.2	8.5	2.47	A4	R	14	34.4
380 SEC Coupe	112.2	199.2	72	55.4	3,760	37.8	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.4	13.2	8.5	2.47	A4	R	14	38.1
MITSUBISHI—Tredia Sedan	96.3	172.4	65	53.7	2,205	38	41	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Cordia 2-dr. Hatchback	96.3	173	65.2	51.6	2,182	36.8	41.3	55.5	54.1	4	1.8/109.5	2V	8.5	82@5,000	93@3,000	13.2	7.4	4.2	2.57	M5	F	13	32.1
Starion	95.9	173.2	66.3	51.6	2,820	36.7	41	54.9	55.1	4	2.6/155.9	F.I.	7	145@5,000	185@2,500	19.8	9.7	4.5	3.55	M5	R	14	31.5

PRODUCTS/SPECIFICATIONS

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	97@5,000	116@3,500	18	7.5	4.2	3.58	M5	R	14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	18	10.6	5.3	3.7	M4	R	14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	14	35
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	15.8	10.5	5.3	4.11	M4	R	14	37.4
604 Turbodiesel Sedan	110.2	192.3	69.7	56.3	3,500	N.A.	N.A.	58.7	56.3	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	15	37.8
PORSCHE 944	94.5	170	68.3	50.2	2,778	N.A.	N.A.	58.2	57.1	4	2.5/151	F.I.	9.5	143@5,500	137@3,000	16.4	9	5.3	3.89	M5	R	15	31.2
928S	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	60.2	V-8	4.6/285	F.I.	9.3	234@5,500	263@4,000	22.7	16	7.9	2.27	M5	R	16	31.5
911SC	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.0/183	F.I.	9.3	172@5,500	175@4,200	21.1	—	13.7	3.88	M5	R	15	34
RENAULT Le Car 3-dr.	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	10	6.5	3.5	3.6	M4	F	13	32
18i Sedan	96.1	178.7	66.5	55.3	2,26:	37.4	41.3	55.7	53.4	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	14	N.A.	4.5	3.78	M5	F	13	33.8
18i Wagon	96.1	181.5	66.5	55.2	2,426	37.4	41.3	55.7	53.5	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	15	N.A.	4.5	3.78	M5	F	13	33.8
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53	4	1.6/101	F.I.	8	107@5,500	120@2,500	14.8	N.A.	4.6	3.78	M5	F	13	33.8
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Silver Spur	124	211.8	74	58.5	5,040	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	36	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37.4
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36	37	57.5	57.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	26	17.3	8.8	3.07	A3	R	15	37
Camargue	120.1	207.5	75.5	58.2	5,194	36	39.5	60	59.6	V-8	6.8/412	F.I.	8	N.A.	N.A.	28	17.3	8.8	3.07	A3	R	15	37
SAAB 900 Sedan	99.1	187.6	66.5	55.9	2,640	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	16.6	10.5	4	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.1	187.6	66.5	55.9	2,612	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	8.5	135@4,800	172@3,500	16.6	10.5	4.5	3.67	M5	F	15	34.8
SAPPORO	99.6	180	65.9	52.8	2,723	36.8	41.1	54.1	53.3	4	2.6/156	2V	8.2	100@5,000	137@2,500	15.8	9.2	4	3.31	M5	R	14	32.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,130	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,190	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop DL	96.9	167.3	62.4	53.7	2,110	37.7	39.3	52.4	53	H04	1.6/97.3	2V	9	69@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hatchback GL	93.7	157.9	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	13.2	5.6	3.8	3.7	M5	F	13	30.7
Hatchback GL 4WD	93.3	156.7	63.8	55.7	2,235	38.2	39.3	52.6	53.9	H04	1.8/109	2V	8.7	73@4,400	94@2,400	11.9	5.6	3.8	3.89	M4	4	13	30.7
Wagon GL	96.7	169.3	63.6	54.7	2,310	38.2	39.3	52.5	53	H04	1.8/109	2V	8.7	73@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,365	38.2	39.3	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT DL 4WD	96.3	169.3	64.4	56.5	2,175	37.6	38.7	52.6	53.7	H04	1.8/109	2V	8.7	73@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
TOYOTA Starlet	90.6	153.5	60	54.3	1,755	37.3	40.9	50.8	50.2	4	1.3/78.7	2V	9	58@4,200	74@3,400	10.6	5.5	3.9	2.93	M4	R	13	30
Tercel 3-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.15	M4	F	13	31.8
Tercel 5-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9	62@4,800	76@2,800	11.9	5.6	3.9	3.58	M5	F	13	31.8
Tercel Wagon 4WD	95.7	169.7	63.6	59	2,280	40.2	42.1	54.3	53.1	4	1.5/88.6	2V	9	62@4,800	76@2,800	13.2	5.6	3.9	3.73	M6	4	13	31.8
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,116	37.8	42.1	52.1	52.4	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.7	3.9	3.31	M4	R	13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,145	37.8	42.1	52.1	52.4	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.7	3.9	3.58	M5	R	13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,153	36.7	41.6	52.1	52.4	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.7	3.9	3.58	M5	R	13	33.4
Corolla Hardtop	94.5	168.3	64	50.8	2,178	36.7	41.6	52.8	53	4	1.6/96.8	2V	9	70@4,800	85@2,800	13.2	5.7	3.9	3.58	M5	R	13	33.4
Camry 4-dr. Sedan	102.4	175.6	66.5	54.9	2,326	38.8	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Camry 5-dr. Liftback	102.4	175.6	66.5	54.9	2,458	37.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.71	92@4,200	113@2,400	13.8	N.A.	N.A.	3.4	M5	F	13	N.A.
Celica ST Sport Coupe	98.4	176.2	65.5	52	2,496	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.5	52	2,566	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	105@4,800	137@2,800	16.1	8.9	4	3.42	M5	R	14	32.8
Celica Supra	103	183.5	67.7	52	2,970	37.4	43	57.9	56.7	6	2.8/168.4	F.I.	8.8	150@5,000	159@4,400	16.1	8.5	6	4.1	M5	R	14	35.4
Cressida Sedan	104.1	186.2	66.5	54.3	3,020	38.3	42.7	54.7	54.9	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
Cressida Wagon	104.1	186.6	66.5	55.5	3,007	37.9	42.7	54.7	54.5	6	2.8/168.4	F.I.	8.8	143@5,200	154@4,400	17.2	9.5	6	4.1	A4	R	14	34.8
VOLKSWAGEN Rabbit Conv.	94.5	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.1	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,079	N.A.	N.A.	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Jetta (turbo-diesel)	94.5	167.8	63.4	55.5	2,026	N.A.	N.A.	54.7	53.1	4	1.6/97	F.I.	2.3	68@4,500	98@2,800	10.6	7.3	4.7	3.89	M5	F	13	31.2
Quantum coupe	100.4	178.1	66.9	55.1	2,422	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Sedan GL5	100.4	180.2	66.9	55.1	2,554	N.A.	N.A.	55.7	56	5	2.1/131	F.I.	8.8	100@5,100	112.4@3,000	15.8	8.5	5.3	4.11	A3	F	13	31.5
Quantum Wagon (turbo diesel)	100.4	183.1	66.9	55.1	2,554	N.A.	N.A.	55.7	56	4	1.6/97	F.I.	2.3	68@4,500	98@2,800	15.8	7.3	4.7	4.11	M5	F	13	31.5
VOLVO DL Sedan	104.3	188.8	67.3	56.2	2,957	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	10.3	107@5,400	127@3,500	15.8	11.5	4	3.31	M5	R	14	32.2
DL Wagon (diesel)	104.3	188.5	67.3	57.5	3,245	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	2.3	76@4,800	98@2,800	15.8	10	7.4	3.54	M5	R	14	32.2
GLT 2-door (turbo)	104.3	188.5	67.3	57.5	3,020	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	127@5,400	150@3,750	15.8	11.5	4.7	3.73	M5	R	15	32.2
760 GLE Sedan	109.1	188.4	68.9	55.5	2,981	38.2	40.5	57.5	57.5	V-6	2.8/163	F.I.	8.8	130@5,500	153@2,750	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan (turbo-diesel)	109.1	188.4	68.9	55.5	3,155	38.2	40.5	57.5	57.5	6	2.4/145	F.I.	2.3	103@4,800	139@2,400	21.6	11.5	7.4	3.54	M5	R	15	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
N.A.—Information not available.

F.I.—Fuel injection.
H.O.—Horizontally opposed.

Import 1983 model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (In.) Standard	Wheelbase (In.) Maximum	Overall Length (In.) Standard	Overall Length (In.) Maximum	Width (In.)	Height (In.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (In.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Available Engines
DATSUN—Pickup	101.4	110.8	172.8	187	63.4	62	3,700 - 4,330	1,000 - 2,050	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
King Cab Pickup	110.8	—	187	—	63.4	61.2	4,330 - 4,660	1,460 -	14	13.2	4	2.4/146	2V	103	X	2.0/120, 2.5/152 (diesel)
DODGE—Ram 50	109.4	—	184.6	—	65	60.6	4,045 - 4,130	1,520 - 1,630	14	15.1	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
ISUZU—Pup	104.3	117.9	174.4	191.5	63	59.3	3,715 - 4,398	1,100 - 1,689	14	13.2	4	2.0/118	2V	82	X	2.2/136.5 (diesel)
MAZDA—B2000	107	113	180	191	63	61	3,925 - 4,215	1,400 -	14	14.8	4	2.0/120	2V	77		2.2/134.8 (diesel)
MITSUBISHI—Pickup	109.4	—	184.4	—	65	59.8	3,589 - 4,545	1,150 - 1,640	15	15	4	2.0/121	2V	90	X	2.6/156, 2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	74	4,210 -	1,050 -	15	15.9	4	2.6/155	2V	105	X	None
TOYOTA—Pickup	101.8	110.2	171.1	186.2	63.4	58.9	4,250 - 4,650	1,400 - 1,800	14	13.5	4	2.4/144	2V	100	X	2.2/133.5 (diesel)
Land Cruiser (Hardtop/Wagon)	90	107.5	157.3	184.1	65.6	76	4,885 - 5,360	600 -	15	22.5	6	4.2/258	2V	125	X	None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,093 -	1,797 -	14	15.9	4	2.0/117	F.I.	82		None

PRODUCTS/SPECIFICATIONS

1983 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1983 Totals	(Final 1982 Totals)
AMERICAN MOTORS	5	7	0	4	16	(23)
AMC Concord	1	0	0	2	3	(9)
AMC Eagle	1	0	0	2	3	(6)
AMC Eagle SX-4	0	2	0	0	2	(2)
AMC Eagle Kammback	0	0	0	0	0	(2)
AMC Spirit	0	2	0	0	2	(4)
Renault Alliance**	3	3	0	0	6	(0)
CHRYSLER CORP.	20	14	4	5	43	(48)
Chrysler New Yorker Fifth Avenue	1	0	0	0	1	(1)
Chrysler New Yorker (FWD)	1	0	0	0	1	(0)
Chrysler E-Class	1	0	0	0	1	(0)
Chrysler Executive sedan/limousine	2	0	0	0	2	(0)
Cordoba	0	1	0	0	1	(2)
LeBaron	1	1	3	1	6	(7)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	2	2	0	2	6	(8)
Charger	0	3	0	0	3	(3)
Dodge 400	1	1	1	0	3	(5)
Dodge 600	2	0	0	0	2	(0)
Mirada	0	1	0	0	1	(1)
Omni	2	0	0	0	2	(3)
Imperial	0	1	0	0	1	(1)
Plymouth Gran Fury	1	0	0	0	1	(1)
Horizon	2	0	0	0	2	(3)
Reliant	2	2	0	2	6	(8)
Turismo	0	2	0	0	2	(3)
FORD MOTOR CO.	32	50	1	11	94	(93)
Ford LTD Crown Victoria	1	1	0	1	3	(8)
Escort	3	4	0	3	10	(12)
EXP	0	5	0	0	5	(1)
Fairmont Futura	1	2	0	0	3	(3)
Granada	0	0	0	0	0	(8)
LTD (Int.)	2	0	0	1	3	(0)
Mustang	0	6	1	0	7	(6)
Tempo	3	3	0	0	6	(0)
Thunderbird	0	3	0	0	3	(3)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VI	3	4	0	0	7	(7)
Mercury Grand Marquis	2	2	0	1	5	(7)
Capri	0	5	0	0	5	(5)
Cougar ('82)	0	0	0	0	0	(5)
Cougar ('83) XR-7 ('82)	0	2	0	0	2	(2)
LN7	0	4	0	0	4	(1)
Lynx	4	4	0	3	11	(15)
Marquis (Int.)	2	0	0	2	4	(0)
Topaz	3	3	0	0	6	(0)
Zephyr	2	2	0	0	4	(4)
GENERAL MOTORS	53	63	3	17	136	(137)
Buick LeSabre-Electra	4	4	0	2	10	(10)
Century	3	3	0	0	6	(4)
Regal	2	3	0	1	6	(6)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(4)
Skylark	2	3	0	0	5	(6)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	0	0	1	3	(6)
Camaro	0	3	0	0	3	(3)
Cavalier	2	3	1	2	8	(11)
Celebrity	1	1	0	0	2	(2)
Chevette	2	2	0	0	4	(4)
Citation	1	2	0	0	3	(3)
Corvette	0	1	0	0	1	(2)
Malibu	1	0	0	1	2	(2)
Monte Carlo	0	1	0	0	1	(1)
Oldsmobile 88-98	5	3	0	1	9	(9)
Cutlass Ciera	2	2	0	0	4	(6)
Cutlass Supreme	2	3	0	1	6	(6)
Firenza	2	2	0	2	6	(4)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	1	0	0	1	2	(0)
Bonneville G	2	0	0	1	3	(3)
Firebird	0	3	0	0	3	(3)
Grand Prix	0	3	0	0	3	(3)
Phoenix	3	3	0	0	6	(6)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 2000	2	4	1	2	9	(10)
Pontiac 6000	3	2	0	0	5	(4)
VOLKSWAGEN**	3	4	0	0	7	(6)
Rabbit	3	4	0	0	7	(6)
1983 TOTALS	113	138	8	37	296	
1982 TOTALS (End of Model Year)	113	150	4	40		(307)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault and Volkswagen totals include only U. S.-built models.

1983 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1983 Totals	(Final 1982 Totals)**
SUBCOMPACTS	20	36	0	6	62	(90)
Alliance	3	3	0	0	6	(0)
Charger	0	3	0	0	3	(3)
Chevette	2	2	0	0	4	(4)
Eagle SX-4	0	2	0	0	2	(2)
Escort	3	4	0	3	10	(12)
EXP	0	5	0	0	5	(1)
Horizon	2	0	0	0	2	(3)
LN7	0	4	0	0	4	(1)
Lynx	4	4	0	3	11	(15)
Omni	2	0	0	0	2	(3)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	3	4	0	0	7	(6)
Spirit	0	2	0	0	2	(4)
Turismo	0	2	0	0	2	(3)
COMPACTS	24	45	7	13	89	(74)
Aries	2	2	0	2	6	(8)
Camaro	0	3	0	0	3	(3)
Capri	0	5	0	0	5	(5)
Cavalier	2	3	1	2	8	(11)
Cimarron	1	0	0	0	1	(1)
Dodge 400	1	1	1	0	3	(5)
Fairmont	1	2	0	0	3	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(4)
LeBaron	1	1	3	1	6	(7)
Mustang	0	6	1	0	7	(6)
Pontiac 2000	2	4	1	2	9	(10)
Reliant	2	2	0	2	6	(8)
Skyhawk	2	3	0	2	7	(4)
Tempo	3	3	0	0	6	(0)
Topaz	3	3	0	0	6	(0)
Zephyr	2	2	0	0	4	(4)
INTERMEDIATES	34	33	0	11	78	(74)
Bonneville G	2	0	0	1	3	(3)
Celebrity	1	1	0	0	2	(2)
Century	3	3	0	0	6	(4)
Chrysler E-Class	1	0	0	0	1	(0)
Citation	1	2	0	0	3	(3)
Concord	1	0	0	2	3	(9)
Cougar (XR-7 in '82)	0	2	0	0	2	(2)
Cutlass Ciera	2	2	0	0	4	(6)
Cutlass Supreme	2	3	0	1	6	(6)
Dodge 600	2	0	0	0	2	(0)
Eagle	1	0	0	2	3	(6)
Grand Prix	0	3	0	0	3	(3)
LTD	2	0	0	1	3	(0)
Malibu	1	0	0	1	2	(2)
Marquis	2	0	0	2	4	(0)
Monte Carlo	0	1	0	0	1	(1)
New Yorker (FWD)	1	0	0	0	1	(0)
Omega	2	2	0	0	4	(4)
Phoenix	3	3	0	0	6	(6)
Pontiac 6000	3	2	0	0	5	(4)
Regal	2	3	0	1	6	(6)
Skylark	2	3	0	0	5	(6)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	19	12	0	7	38	(40)
Buick LeSabre-Electra	4	4	0	2	10	(10)
Chevrolet Impala-Caprice	2	0	0	1	3	(6)
Chrysler Cordoba	0	1	0	0	1	(2)
Chrysler New Yorker Fifth Avenue	1	0	0	0	1	(1)
Dodge Diplomat	2	0	0	0	2	(2)
Dodge Mirada	0	1	0	0	1	(1)
Ford LTD Crown Victoria	1	1	0	1	3	(8)
Mercury Grand Marquis	2	2	0	1	5	(7)
Oldsmobile 88-98	5	3	0	1	9	(9)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	1	0	0	1	2	(0)
LUXURY	16	12	1	0	29	(29)
Cadillac	4	2	0	0	6	(6)
Chrysler Executive Sedan/Limousine	2	0	0	0	2	(0)
Continental	3	0	0	0	3	(3)
Corvette	0	1	0	0	1	(2)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(1)
Lincoln	3	0	0	0	3	(3)
Mark VI	3	4	0	0	7	(7)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1983 TOTALS	113	138	8	37	296	
1982 TOTALS (End of Model Year)	113	150	4	40		(307)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—The Automotive News market class designations have been revised for the 1983 model year. For that reason, the final 1982 totals of the individual models in a particular market class in the above listing will not add to the final 1982 total for the class as a whole.

PRICES

U.S. auto makers moved up, down and sideways in arriving at manufacturers' suggested retail prices on 1983 models. When the dust settled, General Motors' introduction prices showed the biggest hike, an increase of $212 or 1.9 percent for its average-equipped new model. Next was American Motors with a boost of $137 or 1.4 percent. Ford Motor Co. stickers rose an average of $39 or 0.4 percent. Chrysler Corp. undercut its U.S. competitors by announcing a $3 decrease on its typically equipped '83 car.

RESERVOIR		
*CORROSION PROTECTION- EXTENSIVE USE OF GAL- VANIZED STEEL		
*ELECTRONIC IGNITION		
*ELECT VOLTAGE REG.		
*ENGINE-4CYL.		
*FRONT WHEEL DRIVE		
*HEADLINER-CLOTH COVEREI		
*HOOD-COUNTERBALANCED		
*HOOD RELEASE-INSIDE CAR		
*HORNS- DUAL		
*INSULATION- HOOD PAD		
*INSULATION- SPECIAL BODY SOUND		
*LIGHTS- GLOVE BOX; ASH RECEIVER; IGNITION SWITCH W/TIME DELAY; TRUNK; UNDERHOOD; DOOR COURTESY; REAR DOOR COURTESY/READING & REAR DOOR DOME LIGHT SWITCH		
*LOCK- GLOVE BOX		
*MESSAGE CENTER LIGHTS- INC. LOW WASHER FLUID; LOW FUEL; TRUNK AJAR & DOOR AJAR		
*MIRRORS-INSIDE DAY/NITE		
*RADIO- AM		
*SEAT BELTS- DELUXE		
*STEERING WHEEL- SPORT		
*TETHER FOR FUEL CAP		
*TIRES-STEEL RADIAL-BSW -PERFORMANCE		
*TRANSMISSION- 5 SPEED MANUAL		
	*FUEL FILLER DOOR- POWER RELEASE	NO CHARGE
	*HEADLAMPS- HALOGEN	NO CHARGE
	*VOICE ALERT- ELECTRONIC	NO CHARGE
	*MIRRORS-OUTSIDE- DUAL POWER REMOTE CONTROL	NO CHARGE
	*SUSPENSION- SPORT HANDLING	NO CHARGE
	*STEERING- POWER- RACK & PINION TYPE	NO CHARGE
	*WHEELS- CAST ALUMINUM	NO CHARGE
C88	MATS - FRONT FLOOR	25.00
C89	MATS - REAR FLOOR	20.00
C97	TRUNK DRESSUP	51.00
D34	TRANSMISSION-TORQUEFLITE 3 SPEED	439.00
E72	ENGINE-2.6 LITER 4 CYLINDER 2 BBL	259.00
G01	DEFROSTER - ELECTRIC REAR WINDOW	138.00
G11	TINTED GLASS - ALL WINDOWS	105.00
G44	VANITY MIRROR - ILLUM RIGHT SIDE	58.00
H51	AIR CONDITIONING	732.00
J25	WINDSHIELD WIPERS - DELUXE	NO CHARGE
J55	UNDERCOATING	41.00
K3X	STRIPES-BODYSIDE & DECK	NO CHARGE
K6X	MOLDINGS-VINYL BODYSIDE	NO CHARGE
M81	BUMPER GUARDS - FRONT	28.00
M83	BUMPER GUARDS - REAR	28.00
N88	SPEED CONTROL - AUTOMATIC	NO CHARGE
N95	EMISSIONS - CALIF CONTROL & TESTING	75.00
P01	POWER SEAT	210.00
P31	POWER WINDOWS	255.00
P41	POWER DOOR LOCKS	170.00
R42	RADIO-AM/FM STEREO W/CASSETTE -ETR	293.00
S62	STEERING COLUMN - TILT	105.00
T42	TIRES-P185/70R14-BSW-SBR-PERFORMANCE	NO CHARGE
	SUB TOTAL	12,404.00
039	DESTINATION CHARGES	414.00
	OPTIONS MAY CHANGE SOME STANDARD ITEMS	
*State and/or local taxes, if any, license and title fees, and dealer supplied and installed options and accessories are not included.	0112	TOTAL* 12,818.00

BEST AVAILABLE COPY

AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340
1981	$8,850
1982	$9,910

SOURCE: NADA

COMPARING PRICES: 1983 vs. 1982

	March 24, 1983	Final Price, 1982 model
SUBCOMPACTS		
Chevette Scooter 2-dr.	$4,997	$4,997
Chevette Scooter 4-dr.	5,333	5,238
Chevette 2-dr.	5,469	5,513
Pontiac 1000 2-dr.	5,582	5,782
Chevette 4-dr.	5,616	5,660
Escort L 2-dr.	5,639	6,046
Alliance 2-dr.	5,695	
Lynx L 2-dr.	5,751	6,159
Pontiac 1000 4-dr.	5,785	5,945
Horizon 4-dr.	5,841	5,699
Omni 4-dr.	5,841	5,699
Escort L 4-dr.	5,846	6,263
Lynx L 4-dr.	5,958	6,376
Spirit DL 2-dr.	5,959	5,959
Escort L wagon	6,052	6,461
Horizon Custom 4-dr.	6,071	6,311
Omni Custom 4-dr.	6,071	6,311
Alliance L 2-dr.	6,120	
Lynx L wagon	6,166	6,581
Rabbit L 2-dr.	6,290	5,990
Alliance L 4-dr.	6,370	
Charger 2-dr.	6,379	6,421
Turismo 2-dr.	6,379	6,421
Escort GL 2-dr.	6,384	6,406
EXP 2-dr.	6,426	7,387
Lynx GS 2-dr.	6,476	7,162
Spirit GT	6,495	
Rabbit L 4-dr.	6,500	6,200
Escort GL 4-dr.	6,601	6,622
Lynx GS 4-dr.	6,693	7,378
Rabbit LS 2-dr.	6,890	6,790
Rabbit LS 4-dr.	7,100	7,000
LN7 2-dr.	7,398	7,787
Eagle SX/4 2-dr.	7,697	7,451
COMPACTS (2-Door Models)		
Cavalier 4	$ 5,888	$ 6,278
Zephyr 4	6,442	6,309
Fairmont Futura 4	6,444	5,985
Pontiac 2000 4	6,499	6,734
Reliant 4	6,577	6,239
Aries 4	6,577	6,239
Mustang 4	6,727	6,345
Skyhawk 4	6,958	7,297
Firenza 4	7,007	7,413
Capri 4	7,156	6,711
Dodge 400 4	8,014	8,043
Camaro 4	8,036	7,631
Firebird 4	8,399	7,990
LeBaron 4	8,514	8,143
Cimarron 4 (4-dr.)	12,215	12,181
(Tempo and Topaz not priced at presstime.)		
COMPACT WAGONS (4-Door Models)		
Cavalier 4	$ 6,141	$ 6,704
Pontiac 2000 4	6,926	7,208
Firenza 4	7,314	
Skyhawk 4	7,492	
Reliant 4	7,636	7,393
Aries 4	7,636	7,393
LeBaron Town & Country 4	9,731	9,425
(Tempo and Topaz not priced at presstime.)		
INTERMEDIATES (2-Door Models, unless otherwise noted)		
Citation 4	$ 6,333	$ 6,297
Phoenix 4	6,942	6,964
Concord 4	6,995	6,761
Omega 4	7,478	7,388
Skylark 4	7,548	7,477
LTD 4 (4-dr.)	7,777	7,301
Marquis 4 (4-dr.)	7,893	8,158
Celebrity 4	8,059	8,313
Malibu V-6 (4-dr.)	8,084	8,137
Pontiac 6000 4	8,399	8,729
Monte Carlo V-6	8,552	8,177
Grand Prix V-6	8,698	8,333
Cutlass Ciera 4	8,703	8,847
Century 4	8,841	8,980
Bonneville G V-6 (4-dr.)	8,899	8,527
Dodge 600 4 (4-dr.)	8,941	

Continued on Page 66

RETAIL PRICES, U. S. 1983 MODELS

This table shows 1983 domestic prices in effect April 1, 1983, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option.

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	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Spirit DL 6			$ 5,959			$423	$212	$100	Std.	$670
Spirit GT 6			6,495			423	212	100	$ 82	670
Concord DL 6	$ 6,995				$ 7,730	423	212	100	83	725
Concord Limited 6					8,235	423	212	100	83	725
Eagle SX-4 4			7,697			437	Std.	Std.	83	670
Eagle SX-4 DL 4			8,164			437	Std.	Std.	83	670
Eagle DL 4	9,162				9,882	437*	Std.	Std.	83	725
Eagle Limited 4					10,343	437*	Std.	Std.	83	725
Renault Alliance (see Renault)										
*—6-cylinder engine required with automatic transmission on Eagle DL, Limited.										
BUICK—Skyhawk Custom 4	7,166	$ 6,958			7,492	395	199	Std.	Std.	625
Skyhawk Limited 4	7,649	7,457			7,934	395	199	Std.	Std.	625
Skyhawk T Type 4		7,961				320	199	Std.	Std.	625
Skylark 4	7,718	7,548				425	Std.	Std.	Std.	725
Skylark T Type V-6		9,337				425	Std.	Std.	Std.	725
Skylark Limited 4	8,150	7,988				425	Std.	Std.	Std.	725
Century 4	9,002	8,841				Std.	Std.	Std.	Std.	725
Century Limited 4	9,425	9,261				Std.	Std.	Std.	Std.	725
Century T Type V-6	10,178	10,017				Std.	Std.	Std.	Std.	725
Regal V-6	9,279	9,100				Std.	Std.	Std.	112	725
Regal T Type V-6		10,368				Std.	Std.	Std.	112	725
Regal Limited V-6	9,856	9,722				Std.	Std.	Std.	112	725
Regal Estate Wagon V-6					9,550	Std.	Std.	Std.	112	725
Le Sabre V-6	9,394	9,292				Std.	Std.	Std.	112	725
Le Sabre Limited V-6	9,990	9,836				Std.	Std.	Std.	112	725
Le Sabre Estate Wagon V-6					11,187	Std.	Std.	Std.	112	Std.
Electra Limited V-6	12,586	12,415				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	14,245	14,094				Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8					13,638	Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		15,906				Std.	Std.	Std.	Std.	Std.
Riviera V-6		15,238		$24,960		Std.	Std.	Std.	Std.	Std.
CADILLAC—Cimarron 4	12,215					320	Std.	Std.	Std.	Std.
deVille V-8	16,441	15,970				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	19,182	18,688				Std.	Std.	Std.	Std.	Std.
Eldorado V-8		19,334				Std.	Std.	Std.	Std.	Std.
Seville V-8	21,440					Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	29,323					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	30,349					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4	5,333		4,997			395	199	95	83	625
Chevette 4	5,616		5,469			395	199	95	Std.	625
Chevette Diesel 4	6,116		5,969			380	199	Std.	112	N.A.
Cavalier 4	5,999	5,888			6,141	395	199	Std.	112	625
Cavalier CS 4	6,484	6,363	6,549		6,633	395	199	Std.	Std.	625
Citation 4	6,934	6,333	6,788			425	210	100	Std.*	725
Camaro 4		8,036				425	Std.	Std.	112	725
Camaro Berlinetta V-8		9,881				195	Std.	Std.	112	725
Camaro Z-28 V-8		10,336				295	Std.	Std.	112	725
Celebrity 4	8,209	8,059				Std.	Std.	Std.	Std.	725
Malibu V-6	8,084				8,217	Std.	Std.	Std.	112	725
Monte Carlo V-6		8,552				Std.	Std.	Std.	112	725
Impala V-6	8,331					Std.	Std.	Std.	112	725
Caprice Classic V-6	8,802					Std.	Std.	Std.	112	725
Caprice Classic Wagon V-8					9,518	Std.	Std.	Std.	112	725
Corvette		21,800				Std.	Std.	Std.	Std.	Std.
*—Radio is $83 on Citation notchback coupe. Cavalier convertible not priced at presstime.										
CHRYSLER—LeBaron 4		8,514				439	Std.	Std.	Std.	732
LeBaron Sedan 4	8,790					Std.	Std.	Std.	Std.	732
LeBaron Town & Country 4					9,731	Std.	Std.	Std.	Std.	732
LeBaron Convertible				10,995		Std.	Std.	Std.	Std.	732
LeBaron Town & Country Conv. 4				15,595		Std.	Std.	Std.	Std.	Std.
LeBaron Mark Cross 4				14,595		Std.	Std.	Std.	Std.	Std.
Cordoba 6		$ 9,580				Std.	Std.	Std.	Std.	787
Chrysler E-Class 4	9,441					Std.	Std.	Std.	Std.	732
New Yorker 4 (FWD)	11,200					Std.	Std.	Std.	Std.	732
New Yorker Fifth Avenue 6	13,192					Std.	Std.	Std.	Std.	Std.
Chrysler executive sedan and limousine not priced at presstime.										
DODGE—Omni 4	5,841					439	214	Std.	83	632
Omni Custom 4	6,071					439	214	Std.	83	632
Charger 4			6,379			439	214	Std.	83	632
Charger 2.2 4			7,303			439	214	Std.	Std.	632
Shelby Charger 4			8,290			N.A.	Std.	Std.	Std.	632
Aries 4	6,718	6,577				439	214	Std.	78	732
Aries Custom 4					7,636	439	214	Std.	Std.	732
Aries Special Edition 4	7,417	7,260				439	214	Std.	Std.	732
Aries S.E. Wagon 4					8,186	439	Std.	Std.	Std.	732
Dodge 400 4		6,014				439	Std.	Std.	Std.	732
Dodge 400 Sedan 4	8,490					Std.	Std.	Std.	Std.	732
Dodge 400 Convertible 4				9,995		Std.	Std.	Std.	Std.	732
Dodge 600 4	8,941					Std.	Std.	Std.	Std.	732
Dodge 600-ES 4	9,472					439	Std.	Std.	Std.	732
Diplomat Salon 6	8,248					Std.	Std.	Std.	Std.	787
Diplomat Medallion 6	9,369					Std.	Std.	Std.	Std.	787
Mirada 6		9,011				Std.	Std.	Std.	Std.	787
FORD—Escort L 4	5,846		5,639			439	210	95	61	637

RETAIL PRICES, U. S. 1983 MODELS

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Escort L Wagon 4					6,052	439	210	Std.	61	637
Escort GL 4	6,601		6,384			439	210	95	Std.	637
Escort GL Wagon 4					$ 6,779	$439	$210	Std.	Std.	$637
Escort GLX 4	$ 6,988		$ 6,771			439	210	$ 95	Std.	637
Escort GLX Wagon 4					7,150	439	210	Std.	Std.	637
Escort GT 4			7,339			363	210	95	Std.	637
EXP 300B 4			6,426			439	N.A.	Std.	Std.	637
EXP 301B 4			7,004			336	N.A.	Std.	Std.	637
EXP Sport Coupe 4			7,794			363	Std.	Std.	Std.	637
EXP Luxury Sport Coupe 4			8,225			363	Std.	Std.	Std.	637
EXP GT Coupe 4			8,739			363	Std.	Std.	Std.	637
Fairmont Futura 4	6,590	$ 6,444				439	218	Std.	Std.	737
Fairmont Futura Coupe 4		6,666				439	218	Std.	Std.	737
Mustang L 4		6,727				439	202	93	Std.	737
Mustang GL 4		7,264	7,439			439	202	93	Std.	737
Mustang GLX 4		7,398	7,557			439	202	93	Std.	737
Mustang GLX Convertible V-6				$12,467		Std.	202	Std.	Std.	737
Mustang GT V-8			9,449			N.A.	Std.	Std.	Std.	737
LTD 4	7,777					439	218	Std.	Std.	737
LTD Wagon 6					8,577	Std.	218	Std.	Std.	737
LTD Brougham 4	8,165					439	218	Std.	Std.	737
Thunderbird V-6		9,197				Std.	Std.	Std.	Std.	737
Thunderbird Turbo Coupe 4		11,790				N.A.	Std.	Std.	Std.	737
Thunderbird Heritage V-6		12,228				Std.	Std.	Std.	Std.	737
LTD Crown Victoria V-8	10,094	10,094				Std.	Std.	Std.	Std.	737
LTD Country Squire V-8					10,253	Std.	Std.	Std.	Std.	737
Tempo models not priced at presstime.										
IMPERIAL V-8		18,688				Std.	Std.	Std.	Std.	Std.
LINCOLN—Continental V-8	20,985					Std.	Std.	Std.	Std.	Std.
Continental Valentino V-8	22,576					Std.	Std.	Std.	Std.	Std.
Continental Givenchy V-8	22,576					Std.	Std.	Std.	Std.	Std.
Lincoln Town Car V-8	16,923					Std.	Std.	Std.	Std.	Std.
Lincoln Signature V-8	18,265					Std.	Std.	Std.	Std.	Std.
Lincoln Cartier V-8	19,601					Std.	Std.	Std.	Std.	Std.
Mark VI V-8	20,717	20,229				Std.	Std.	Std.	Std.	Std.
Mark VI Signature V-8	23,612	23,124				Std.	Std.	Std.	Std.	Std.
Mark VI Pucci V-8	24,407	24,129				Std.	Std.	Std.	Std.	Std.
Mark VI Bill Blass V-8		24,533				Std.	Std.	Std.	Std.	Std.
MERCURY—Lynx L 4	5,958		5,751			439	210	95	61	637
Lynx Wagon 4					6,166	439	210	Std.	61	637
Lynx GS 4	6,693		6,476			439	210	95	Std.	637
Lynx GS Wagon 4					6,872	439	210	Std.	Std.	637
Lynx LTS 4	7,334					363	210	95	Std.	637
Lynx LS 4	7,746		7,529			439	210	95	Std.	637
Lynx L5 Wagon 4					7,909	439	210	Std.	Std.	637
Lynx RS 4			7,370			363	210	95	Std.	637
LN7 4			7,398			363	210	Std.	Std.	637
LN7 Sport 4			8,084			363	210	Std.	Std.	637
LN7 Grand Sport 4			8,465			363	210	Std.	Std.	637
LN7 Rallye Sport 4			8,765			363	210	Std.	Std.	637
Zephyr 4	6,545	6,442				439	218	Std.	Std.	737
Zephyr GS 4	7,311	7,247				439	218	Std.	Std.	737
Capri 4			7,156			439	202	Std.	Std.	737
Capri L 4			7,711			439	202	Std.	Std.	737
Capri GS 4			7,914			439	202	Std.	Std.	737
Capri Crimson Cat 4			8,525			439	202	Std.	Std.	737
Capri RS V-8			9,362			N.A.	202	Std.	Std.	737
Marquis 4	7,893					439	218	Std.	Std.	737
Marquis Wagon 6					8,693	Std.	218	Std.	Std.	737
Marquis Brougham 4	8,202					439	218	Std.	Std.	737
Marquis Brougham Wagon 6					8,974	Std.	218	Std.	Std.	737
Cougar V-6		9,521				Std.	Std.	Std.	Std.	737
Cougar LS V-6		10,850				Std.	Std.	Std.	Std.	737
Grand Marquis V-8	10,817	10,654				Std.	Std.	Std.	Std.	737
Grand Marquis LS V-8	11,273	11,209				Std.	Std.	Std.	Std.	737
Colony Park V-8					10,896	Std.	Std.	Std.	Std.	737
Tepaz models not priced at presstime.										
OLDSMOBILE—Firenza 4	7,094		7,007		7,314	395	199	Std.	Std.	625
Firenza SX 4			7,750			395	Std.	Std.	Std.	625
Firenza LX 4	7,646				7,866	395	Std.	Std.	Std.	625
Omega 4	7,676	7,478				425	Std.	Std.	Std.	725
Omega Brougham 4	7,948	7,767				425	Std.	Std.	Std.	725
Cutlass Ciera LS 4	8,892	8,703				Std.	Std.	Std.	Std.	725
Cutlass Ciera Brougham 4	9,385	9,183				Std.	Std.	Std.	Std.	725
Cutlass Supreme V-6	9,103	8,950				Std.	Std.	Std.	112	725
Cutlass Supreme Brougham V-6	9,719	9,589				Std.	Std.	Std.	112	725
Cutlass Cruiser V-6					9,381	Std.	Std.	Std.	112	725
Cutlass Calais V-6		9,848				Std.	Std.	Std.	112	725
Delta 88 V-6	9,084					Std.	Std.	Std.	112	725
Delta 88 Royale V-6	9,363	9,202				Std.	Std.	Std.	112	725
Delta 88 Royale Brougham V-6	9,762	9,671				Std.	Std.	Std.	112	725
Custom Cruiser V-8					10,083	Std.	Std.	Std.	112	725
Ninety-Eight Regency V-6	13,120	12,943				Std.	Std.	Std.	Std.	Std.
Ninety-Eight Regency Brougham V-6	14,170					Std.	Std.	Std.	Std.	Std.
Toronado V-6		15,252				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon 4	5,841					439	214	Std.	83	632
Horizon Custom 4	6,071					439	214	Std.	83	632

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COMPARING PRICES: 1983 VS. 1982

Continued from Page 64

	March 24, 1983	Final Price, 1982 model
Cutlass Supreme V-6	$ 8,950	$ 8,588
Regal V-6	9,100	8,712
Eagle 4 (4-dr.)	9,162	8,869
Thunderbird V-6	9,197	8,492
Chrysler E-Class 4 (4-dr.)	9,441	
Cougar V-8	9,521	9,094
New Yorker 4 (4-dr. FWD)	11,200	
INTERMEDIATE WAGONS (4-Door Models)		
Concord 4	$ 7,730	$ 7,462
Malibu V-6	8,217	8,263
LTD 6	8,577	7,983
Marquis 6	8,693	8,216
Bonneville G V-6	9,112	8,694
Cutlass V-6	9,381	8,905
Regal V-6	9,550	9,058
Eagle 4	9,882	9,566
STANDARD-SIZE (4-Door Models, unless otherwise indicated.)		
Dodge Diplomat 6	$ 8,248	$ 7,750
Plymouth Gran Fury 6	8,248	7,750
Chevrolet Impala V-6	8,331	7,918
Chevrolet Caprice V-6	8,802	8,221
Dodge Mirada 6 (2-dr.)	9,011	8,619
Oldsmobile 88 V-6	9,084	8,603
Buick LeSabre V-6	9,394	8,876
Chrysler Cordoba 6 (2-dr.)	9,580	9,197
Ford Crown Victoria V-8	10,094	9,294
Mercury Grand Marquis V-8	10,718	10,456
Buick Electra Limited V-6	12,586	11,884
Oldsmobile 98 Regency V-6	13,120	12,294
Chrysler New Yorker Fifth Avenue 6	13,192	11,757
(Pontiac Parisienne not priced at presstime.)		
STANDARD-SIZE WAGONS (4-Door, V-8)		
Chevrolet Caprice	$ 9,518	$ 9,051
Oldsmobile Custom Cruiser	10,083	9,614
Ford Country Squire	10,253	9,580
Mercury Colony Park	10,896	10,252
Buick LeSabre Estate Wagon	11,187	10,669
Buick Electra Estate Wagon	13,638	12,911
(Pontiac Parisienne not priced at presstime.)		
LUXURY CARS		
Riviera 2-dr.	$15,238	$14,272
Toronado 2-dr.	15,252	14,462
Cadillac deVille 2-dr.	15,970	15,249
Cadillac deVille 4-dr.	16,441	15,699
Lincoln Town Car 4-dr.	16,923	16,100
Imperial 2-dr.	18,688	20,988
Eldorado 2-dr.	19,334	18,716
Mark VI 2-dr.	20,229	19,452
Mark VI 4-dr.	20,717	19,924
Continental 4-dr.	20,985	21,302
Seville	21,440	23,433
Cadillac Limousine	29,323	28,003
Cadillac Formal Limousine	30,349	28,983
(Chrysler Executive Sedan and Chrysler Limousine not priced at presstime.)		
CONVERTIBLES		
Dodge 400	$ 9,995	$12,600
Chrysler LeBaron	10,995	12,600
Ford Mustang	12,467	
LeBaron Mark Cross	14,595	14,900
LeBaron Town & Country	15,595	
Buick Riviera	24,960	23,994
(Chevrolet Cavalier and Pontiac 2000 convertibles not priced at presstime.)		
Chevette Scooter 2-dr.	$ 4,997	$ 4,997

Comparison of selected 1983 and 1982 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1983 prices are those in effect April 1, 1983. The 1982 prices are those in effect at the end of the model year.

No adjustment has been made for year-to-year equipment changes or dealer discount changes or for standard-equipment variations among competing models. If there is no entry in the 1982 column, it means that the 1983 model is new or had no direct counterpart in 1981.

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Imported car retail prices

Prices in effect March 15, 1983

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include inland transportation fees, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used. Prices are for 1983 models unless otherwise indicated.

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ALFA ROMEO—GTV-6 coupe, $17,995; Spider Veloce convertible, $15,495. **Power disk brakes** standard on both models. Air **conditioning** standard on GTV-6.) (Prep fee of $147.50 on GTV-6 and $137 on Spider Veloce is refundable to dealer upon receipt by importer of new-car predelivery inspection report.)

ASTON MARTIN—V-8 coupe, $96,000; Volante convertible, $115,000; Lagonda 4-door sedan, $150,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.) (Prices include dealer prep fee.)

AUDI—Audi 4000—2-door sedan (5 speed), $10,206. **Audi 4000-S**—4-door sedan (5-speed), $11,780; 4-door sedan (automatic), $12,205; 4-door sedan (diesel, 5-speed), $12,425; 4-door sedan (Turbo Diesel, 5-speed), $13,330; 4-door sedan (Turbo Diesel, automatic), $13,845. **Audi Coupe**—Coupe (5-speed), $12,680; Coupe (automatic), $13,105. **Audi 5000**—S 4-door sedan, $14,355; S 4-door sedan (automatic), $14,780; 4-door sedan (Turbo Diesel), $17,780; 4-door sedan (Turbo gas), $19,425. **Audi Quattro**—Coupe (5-speed), $35,000. **(Power disk brakes** standard on all models. **Power steering** standard on all models except base 4000. **Radio** standard on Quattro. **Air conditioning** standard on 4000-S, all 5000 models and Quattro.) (Prices do not include dealer prep fee.)

BENTLEY (1982 models)—Mulsanne—4-door sedan, $110,370; "L" 4-door sedan, $118,330. **Corniche**—Convertible, $161,950. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.)

BMW—320i—2-door sedan, $13,290. **528e**—4-door sedan, $23,985. **533i**—4-door sedan, $28,985. **733i**—4-door sedan, $34,300. **633CSi**—Coupe, $39,210. **(Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on all models except 320i. **Automatic transmission** is $620 on 320i, $775 on other models.) (Prices do not include dealer prep fee. It is $175 on 320i with "S" package, $150 on other models.)

CHALLENGER (Dodge)—Sport coupe, $8,323. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $331.) (Price includes dealer prep fee.)

DODGE COLT—2-door hatchback, $4,995; Deluxe 2-door hatchback, $5,720; Custom 2-door hatchback, $6,059; 4-door hatchback, $5,599; Custom 4-door hatchback, $6,176. **(Power disk brakes** standard on all models. **Automatic transmission** is $311 on Deluxe and Custom, not available on base.) (Prices include dealer prep fee.)

DATSUN/NISSAN—Nissan Sentra—Standard 2-door sedan, $4,949; Deluxe MPG 2-door sedan, $5,699; Deluxe 2-door sedan, $5,999; Deluxe 4-door sedan, $6,199; Deluxe 4-door wagon, $6,649; Deluxe hatchback coupe, $6,599; XE hatchback coupe, $6,999. **Nissan Pulsar**—2-door hatchback, $6,299; 4-door hatchback, $6,499; NX coupe, $7,390. **Nissan Stanza**—Deluxe 2-door hatchback, $8,999; Deluxe 4-door hatchback, $7,199; XE 2-door hatchback, $7,899; XE 4-door hatchback, $8,090. **280-SX**—Deluxe hardtop coupe, $7,999; Sports Luxury hardtop coupe, $9,190; Deluxe hatchback coupe, $8,199; Sports Luxury hatchback coupe, $9,489. **Maxima**—GL 4-door sedan (5-speed), $10,869; GL 4-door sedan (5-speed, diesel engine), $11,719; GL 4-door wagon (automatic), $12,159; GL 4-door wagon (automatic, diesel engine), $12,529. **280-ZX**—2-seater coupe, $14,799; 2+2 coupe, $15,799; 2-seater Turbo coupe, $17,599; 2+2 Turbo coupe, $18,599. **(Power disk brakes** standard on all models. **Power steering** standard on Sentra XE hatchback, Pulsar NX coupe, all Stanza, all 200-SX, all Maxima and all 280-ZX models. **Radio** standard on all Sentra, all Pulsar, Stanza XE, all 200-SX, all Maxima and all 280-ZX models. **Air conditioning** standard on all Maxima and all 280-ZX models. **Automatic transmission** is $350 on Sentra, Pulsar, Stanza, 200-SX and 280-ZX.) (Prices include dealer prep fee.)

DeLOREAN—1982 model—Sport coupe (5-speed), $28,825. **1983 model**—Sport coupe (5-speed), $34,007; Sport coupe (automatic), $34,632. **(Power disk brakes, power steering, radio, air conditioning** are standard.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Ram 50, $5,665; Custom, $6,266; Royal, $7,135; Sport, $7,732. **Pickup Trucks (4-wheel drive)**—Custom, $8,424; Royal, $9,565; Sport, $9,333. **Power disk brakes** standard on all models. **Power steering** standard on Royal and Sport 2-wheel-drive and all 4-wheel-drive models. **Radio** standard on all models except base two-wheel-drive model. **Automatic transmission** is $342 on Royal and Sport 2-wheel-drive and Sport 4-wheel-drive. **Turbo diesel engine** is standard on Royal 4-wheel-drive, $802 on Royal and Sport 2-wheel-drive and Sport 4-wheel drive.) (Prices include dealer prep fee.)

FERRARI (1982 models)—308-GTBI coupe, $51,930; 308-GTSI coupe, $58,550; Mondial 8 2+2 coupe, $63,339. **(5-speed transmission, air conditioning** standard on all models.) (Prices do not include dealer prep fee of $350.)

FIAT (1982 models)—X 1/9—Coupe/roadster (5-speed overdrive), $10,900. **Spider 2000**—Convertible (5-speed overdrive), $12,290. **Spider Turbo**—Convertible (5-speed overdrive), $14,995. **(Power disk brakes** standard on Spider 2000 and Spider Turbo. **Automatic transmission** is $520 on Spider 2000.) (Prices include dealer prep fee.)

HONDA—Civic 1300—3-door hatchback (4-speed), $4,899; FE 3-door hatchback (5-speed), $5,999. **Civic 1500**—DX 3-door hatchback (5-speed), $5,949; DX 3-door hatchback (automatic), $8,149; S 3-door hatchback (5-speed), $6,399; 4-door sedan (5-speed), $6,849; 4-door sedan (automatic), $7,049; 5-door wagon (5-speed), $6,349; 5-door wagon (automatic), $6,549. **Accord**—3-door hatchback (5-speed), $7,499; 3-door hatchback (automatic), $7,999; 4-door sedan (5-speed), $8,345; 4-door sedan (automatic), $8,845. **Accord LX**—3-door hatchback (5-speed), $8,549; 3-door hatchback (automatic), $8,849. **(Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan, Accord LX 3-door hatchback and also on Accord 3-door hatchback with automatic transmission. **Air conditioning** standard on Accord LX.) (Prices include dealer prep fee.) (Note: Some Accord 4-door sedans are built in U.S.)

ISUZU—I-Mark (gasoline engine)—Deluxe coupe, $6,415; Deluxe 4-door sedan, $6,535; LS coupe, $6,890; LS 4-door sedan, $7,010. **I-Mark (diesel engine)**—Diesel coupe, $8,720; Deluxe coupe, $7,285; Deluxe 4-door sedan, $7,385; LS coupe, $7,720; LS 4-door sedan, $7,860. **(Power disk brakes** standard on all models. **Automatic transmission** is $332, not available on Diesel Coupe.) (Prices include dealer prep fee.)

ISUZU P'UP PICKUP TRUCKS—4x2 Models (gasoline engine)—4-speed, $5,775; 4-speed, long wheelbase, $5,930; Deluxe, $6,519; Deluxe long wheelbase, $6,674; LS, $7,295; LS long wheelbase, $7,450. **4x2 Models (diesel engine)**—Deluxe, $7,284; Deluxe, long wheelbase, $7,439; LS, long wheelbase, $8,215. **4x4 Models**—Deluxe gasoline engine), $8,189; Deluxe (diesel engine), $8,954; LS (gasoline engine), $8,965; LS (diesel engine), $9,730. **(Power disk brakes** standard on all models. **Automatic transmission** is $332, not available on MPG Plus and 4x4 Models.) (Prices include dealer prep fee.)

JAGUAR—XJ6—4-door sedan, $30,500. **Vanden Plas**— 4-door sedan, $33,500. **XJ-S (V-12)**—Sport coupe, $34,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of $200 to $300.)

MASERATI—Quattroporte 4-door sedan (1982 model), $64,192. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee of $150.)

MAZDA—GLC Series—3-door hatchback, $5,295; Custom 3-door hatchback, $5,695; Custom L 3-door hatchback, $6,095; Sport 3-door hatchback, $6,545; Custom 4-door sedan, $6,245; Custom L 4-door sedan, $6,745; Sport 4-door sedan, $7,145; Custom L 5-door wagon, $6,345. **626 Series**—Deluxe 2-door sedan, $7,895; Luxury 2-door sedan, $9,295; Deluxe 4-door sedan, $7,595; Luxury 4-door sedan, $8,895; Luxury Touring 4-door sedan, $9,895. **RX-7**—S coupe, $9,995; GS coupe, $10,595; GSL coupe, $12,220. **(Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury models. **Radio** standard on 626 Luxury, RX-7 GS and RX-7 GSL. **Automatic transmission** is $275 on GLC, not available on base 3-door hatchback; $360 on 626, RX-7 GS and RX-7 GSL.) (Prices include dealer prep fee.)

MAZDA PICKUP TRUCKS—B-2000 Sundowner (gasoline engine)—Base short bed, $5,795; base long bed, $6,095; Deluxe short bed, $6,345; Deluxe long bed, $6,445; Sport short bed, $6,445; B-2200 Sundowner (diesel engine)—Base short bed, $6,545; base long bed, $6,745; Deluxe short bed, $6,845; Deluxe long bed, $7,095. **(Power disk brakes** standard on all models.) (Prices include dealer prep fee.)

MERCEDES-BENZ—240 Series (Diesel engine)—240-D 4-door sedan, $22,470; 240-D 4-door sedan (automatic), $23,800. **300 Series (Turbodiesel)**—300-D 4-door sedan, $30,973; 300-TD 4-door wagon, $34,293; 300-CD coupe, $34,193; 300-SD 4-door sedan, $37,970. **(380 Series**—380-SEL 4-door sedan, $47,870; 380-SL coupe/roadstar, $43,030; 380-SEC sport coupe, $53,570. **(Automatic transmission** standard on all models except base 240-D sedan. **Power disk brakes, power steering, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

MITSUBISHI—Cordia—Coupe (5-speed), $7,089; L coupe (4+4 transamission), $7,849; L coupe (automatic), $8,229; LS coupe (4+4), $9,449; LS coupe (automatic), $9,829. **Tredia**—4-door sedan (5-speed), $6,539; L 4-door sedan (4+4), $7,250; L 4-door sedan (automatic), $7,630; LS 4-door sedan (4+4), $8,349; LS 4-door sedan (automatic), $8,729. **Starion**—Turbo 2+2 coupe (5-speed), $12,079; LS Turbo 2+2 (5-speed), $13,919. **(Power disk brakes** standard on all models. **Power steering** standard on Cordia LS, Tredia LS and both Starion models. **Radio** standard on all models except base Cordia and base Tredia. **Air conditioning** standard on Starion LS.) (Prep charge is reimbursed to dealer after submission and certification of predelivery inspection form.)

MITSUBISHI PICKUP TRUCKS—Two-wheel Drive—Mighty Max (4-speed), $5,749; S (4-speed), $6,296; S (5-speed), $6,499; S (automatic), $6,819; SP (2.6-liter, 5-speed), $6,969; SP (2.3-liter Turbo Diesel, 5-speed), $7,879; SPX (2.6-liter, 5-speed), $7,719; SPX (2.6-liter, automatic), $8,047. **Four-Wheel Drive**—S (4-speed), $8,569; SP (2.3-liter Turbo Diesel, 5-speed), $9,839; SPX (2.6-liter, 5-speed), $9,579; SPX (2.6-liter, automatic), $9,919. **(Power disk brakes, radio** standard on all models except Mighty Max. **Power steering** standard on all 4WD trucks.) (Prep charge is reimbursed to dealer after submission and certification of predelivery inspection form.)

NISSAN CARS—See Datsun.

NISSAN PICKUP TRUCKS—Pickup Trucks (2-wheel drive, gasoline engine)—MPG regular bed, $5,995; Standard regular bed, $6,295; Deluxe regular bed, $6,845; Deluxe long bed, $6,995; Deluxe heavy-duty long bed, $7,095; cab and chassis (single rear wheels), $6,895; cab and chassis (dual rear wheels), $7,195; MPG King Cab (49-state), $6,695; Deluxe King Cab, $7,445; XE King Cab, $8,395; Sport Truck, $8,045. **Pickup Trucks (2-wheel drive, diesel engine)**—Deluxe regular bed, $7,685; Deluxe long bed, $7,835; Deluxe King Cab, $8,285. **Pickup Trucks (4-wheel drive, gasoline engine)**—Deluxe regular bed, $8,745; Deluxe long bed, $8,895; Deluxe King Cab, $9,345; Sport Truck, $9,745. **(Power disk brakes** standard on all models. **Power steering** standard on all diesel trucks, all four-wheel-drive trucks and the following two-wheel drive gasoline units: Sport Truck, XE King Cab and cab and chassis. **Radio** standard on Sport Trucks and XE King Cab. **Automatic transmission** is $350 on Deluxe regular bed, Deluxe long bed, Deluxe King Cab and XE King Cab models with two-wheel drive and gasoline engine.) (Prices include dealer prep fee.)

PEUGEOT—505 (Gasoline engine)—4-door sedan, $11,865; S 4-door sedan, $14,175; STI 4-door sedan, $15,215; S Silver Edition 4-door sedan, $15,295. **505 (Diesel engine)**—D 4-door sedan, $12,575; Turbodiesel 4-door sedan, $14,445; S Turbodiesel 4-door sedan, $16,360; S Turbodiesel Silver Edition 4-door sedan, $17,480. **604 Turbodiesel**—4-door sedan, $19,780. **504 (Diesel engine)**—4-door wagon, $12,085. **(Power steering, power disk brakes** standard on all models. **Radio** standard on 505-S, 505-STI and 604 models. **Air conditioning** standard on 604 and all 505 models except 505-D. **Automatic transmission** is $370 on 504 and 505 models and $400 on 604.) (Prices include dealer prep fee.)

PLYMOUTH COLT—2-door hatchback, $4,995; Deluxe 2-door hatchback, $5,720; Custom 2-door hatchback, $6,059; 4-door hatchback, $5,599; Custom 4-door hatchback, $6,176. **(Power disk brakes** standard on all models. **Automatic transmission** is $311 on Deluxe and Custom, not available on base.) (Prices include dealer prep fee.)

PORSCHE—944—Coupe (5-speed), $19,485; coupe (automatic), $19,980. **911-SC**—Coupe (5-speed), $29,950; Targa (5-speed), $31,450; Cabriolet convertible (5-speed), $34,450. **928**—Coupe (5-speed or automatic), $43,000. **(Power disk brakes,** air **conditioning** standard on all models. **Power steering** standard on 928.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan, $5,595; Alliance L—2-door sedan, $6,020; 4-door sedan, $6,270; Alliance DL—2-door sedan, $6,655; 4-door sedan, $6,905. Alliance Limited—4-door sedan, $7,470. (Alliance models are built in the U.S..) **Le Car**—2-door hatchback, $4,795. Le Car Deluxe—2-door hatchback, $4,995; 4-door hatchback, $5,295. **18i Deluxe**—4-door sedan (5-speed), $8,395; 4-door wagon (5-speed), $8,855. **Fuego**—Coupe (5-speed, $8,895; Turbo coupe (5-speed), $11,095. **(Power disk brakes** standard on all models except base Le Car. **Power steering** and **radio** standard on 18i and Fuego. **Air conditioning** standard on Fuego Turbo. **Automatic transmission** is $420 on Alliance and Alliance L, $325 on Alliance DL and Alliance Limited, $365 on 18i and base Fuego; not available on Le Car and Fuego Turbo.) (Prices include dealer prep fee.)

ROLLS-ROYCE (1982 models)—Silver Spirit—4-door sedan, $111,000. **Silver Spur**—4-door sedan, $119,000. **Camargue**—Coupe, $158,600. Corniche—Convertible, $162,500. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.)

SAAB—900 Series (5-speed)—3-door hatchback, $10,750; 4-door sedan, $11,050. **900-S (5-speed)**—3-door hatchback, $13,550; 4-door sedan, $13,950. **900 Turbo (5-speed)**—3-door hatchback, $16,510; 4-door sedan, $16,910. **(Power disk brakes, power steering** standard on all models. **Radio** standard on 900 Turbo. **Air conditioning** standard on 900-S and 900 Turbo. **Automatic transmission** is $370 on all models.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $8,323. **(Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $331.) (Price includes dealer prep fee.)

SUBARU—3-door Hatchbacks—Standard hatchback, $5,053; DL hatchback (5-speed), $6,063; GL hatchback (5-speed), $6,663; GL hatchback (automatic), $6,973; GL hatchback (4-wheel drive), $7,228. **4-Door Sedans**—DL sedan (5-speed), $6,463; GL sedan (5-speed), $7,063; GL sedan (automatic), $7,373. **2-Door Hardtops**—DL hardtop (5-speed), $6,578; GL hardtop (5-speed), $7,253; GL hardtop (automatic), $7,563. **4-Door Wagons**—DL wagon (5-speed), $6,703; GL wagon (5-speed), $7,303; GL wagon (automatic), $7,613; DL wagon (4-wheel drive), $7,288; GL wagon (4-wheel drive), $7,858; GL wagon (4-wheel drive, automatic), $8,168. **BRAT (4-wheel drive)**—DL, $6,913; GL, $7,663; GL (automatic), $7,973. **(Power disk brakes** standard on all models. **Radio** standard on all models except base hatchback.)

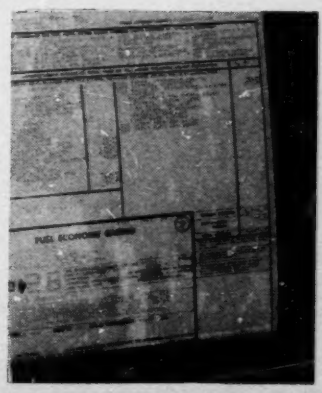
TOYOTA—Starlet—3-door Liftback (4-speed), $5,798; 3-door Liftback (5-speed), $5,838. **Tercel**—3-door Liftback (4-speed). $4,998; Deluxe 3-door Liftback (5-speed), $5,898; Deluxe 3-door Liftback (automatic), $6,198; SR-5 3-door Liftback (5-speed), $6,618; Deluxe 5-door Liftback (5-speed), $6,058; Deluxe 5-door Liftback (automatic), $6,358; Deluxe 4-door wagon (5-speed), $7,398; SR-5 4-door wagon (5-speed), $8,148. **Corolla**—2-door sedan (4-speed), $5,448; Deluxe 2-door sedan (5-speed), $6,018; Deluxe 2-door sedan (automatic), $6,318; Deluxe 4-door sedan (5-speed), $6,138; Deluxe 4-door sedan (automatic), $6,438; SR-5 2-door hardtop (5-speed), $7,248; SR-5 2-door hardtop (automatic), $7,888; Deluxe 2-door Liftback (automatic), $6,718; SR-5 2-door Liftback (5-speed), $7,208; SR-5 sport coupe (5-speed), $7,308; Deluxe 4-door wagon (5-speed), $6,508; Deluxe 4-door wagon (automatic), $6,808. **Celica**—GT sport coupe (5-speed), $7,298; GT sport coupe (automatic), $7,998; GT sport coupe (5-speed), $8,599; GT sport coupe (automatic), $9,039; GT-S sport coupe (5-speed), $9,999; GT 2-door Liftback (5-speed), $8,948; GT 2-door Liftback (automatic), $9,389; GT-S 2-door Liftback (5-speed), $10,319. **Celica Supra**—L-Type 2-door Liftback (5-speed), $14,148; L-Type 3-door Liftback (automatic), $14,748; 2-door Liftback (5-speed), $15,398; 2-door Liftback (automatic), $15,998. **Camry**—Deluxe 4-door sedan (5-speed), $7,798; Deluxe 5-door Liftback sedan (5-speed), $8,048; LE 4-door sedan (automatic), $9,698; LE 5-door Liftback sedan (automatic), $10,048. **Cressida**—Luxury Edition 4-door sedan (5-speed), $13,169; Luxury Edition 4-door sedan (automatic), $13,569; Luxury Edition 4-door wagon (automatic), $13,729. **Land Cruiser**—2-door with hardtop (4-speed), $10,348; Deluxe 4-door wagon (4-speed), $13,368. **(Power disk brakes** standard on all models. **Power steering** standard on Celica GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Radio** standard on Tercel SR-5 models, Corolla SR-5 models, Celica GT and GT-S, all Celica Supra, Camry LE, all Cressida and on Land Cruiser wagon. **Air conditioning** standard on Celica Supra and Cressida. (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,998; Standard long bed (4-speed), $6,198; Standard long bed (5-speed), $6,618; Deluxe long bed (5-speed), $6,758; Deluxe long bed (automatic), $7,198; SR-5 short bed (5-speed), $7,458; SR-5 long bed (5-speed), $7,608; SR-5 long bed (automatic), $8,018; Standard cab-chassis (4-speed), $6,478; Deluxe cab-chassis (4-speed), $6,998. **Diesel Pickups (2-wheel drive)**—Deluxe long bed (5-speed), $7,278; SR-5 long bed (5-speed), $8,098. **Pickup Trucks (4-wheel drive)**—Deluxe short bed (5-speed), $8,548; SR-5 short bed (5-speed), $9,248; Deluxe long bed (5-speed), $8,698; SR-5 long bed (5-speed), $9,398. **(Power disk brakes** standard on all models. **Radio** standard on SR-5 models.) (Prices include dealer prep fee.)

VOLKSWAGEN—Rabbit L—2-door hatchback, $6,290; 4-door hatchback, $6,500. **Rabbit LS**—2-door hatchback (4-speed), $6,890; 2-door hatchback (5-speed), $7,100; 4-door hatchback (4-speed), $7,100; 4-door hatchback (5-speed), $7,310. **Rabbit GL**—2-door hatchback (5-speed), $7,490; 4-door hatchback (5-speed), $7,700. **Rabbit GTI**—2-door hatchback (5-speed), $7,990. **Rabbit Convertible**—Convertible (5-speed), $10,595; convertible (automatic), $11,020. (All Rabbit models except convertible are built in the U.S.) **Jetta (5-speed)**—2-door sedan, $7,990; 4-door sedan, $8,210. **Scirocco**—Coupe (5-speed), $10,150; coupe (automatic), $10,575. **Quantum (5-speed)**—Coupe, $10,770; 4-door sedan, $11,280; 4-door wagon, $11,680; GL coupe, $11,595; GL 4-door sedan, $12,180; GL 4-door wagon, $12,890. **Vanagon**—L 7-seater (4-speed), $10,950; L 9-seater (4-speed), $11,005; GL 7-seater (4-speed), $11,450. **(Power disk brakes** standard on all models. **Power steering** standard on Rabbit GL and all Quantum models. **Radio** standard on Rabbit convertible, Scirocco and all Quantum models. **Automatic transmission** is $410 on Rabbit LS and Rabbit GL, not available on Rabbit L and Rabbit GTI; it is $425 on Jetta, Quantum and Vanagon. **Diesel engine** is $750 on Rabbit L, $525 on Rabbit LS, $645 on Jetta and $735 on Vanagon. Vanagon diesel includes 5-speed transmission. **Turbo Diesel** is $1,550 on 5-speed models of Rabbit LS 2-door, Rabbit GL 2-door and 4-door, Quantum 4-door sedan and wagon and Quantum GL 4-door sedan and wagon.) (Prices do not include dealer prep fee.)

VOLKSWAGEN PICKUP TRUCKS—Base pickup (4-speed), $6,800; base pickup (5-speed), $7,100; LX pickup (5-speed), $7,475; Sportruck (5-speed), $7,630. **(Power disk brakes** standard on all models. **Diesel engine** is $645 on base pickup and LX pickup.) (Prices do not include dealer prep fee.) (Volkswagen pickup trucks are built in the U.S.)

VOLVO—DL Series—2-door sedan (overdrive), $10,850; 2-door sedan (automatic), $11,040; 4-door sedan (overdrive), $11,085; 4-door sedan (automatic), $11,475; 5-door wagon (overdrive), $11,585; 5-door wagon (automatic), $11,975. **GL Series**—4-door sedan (overdrive), $14,495; 4-door sedan (automatic), $14,885; 5-door wagon (overdrive), $14,995; 5-door wagon (automatic), $15,385. **GLT Series**—2-door sedan (overdrive), $16,050; 2-door sedan (automatic), $16,440; 4-door sedan (overdrive), $16,360; 4-door sedan (automatic), $16,750; 5-door wagon (overdrive), $16,860; 5-door wagon (automatic), $17,250. **GL Diesel**—4-door sedan (overdrive), $14,980; 4-door sedan (automatic), $15,240; 5-door wagon (overdrive), $15,480; 5-door wagon (automatic), $15,740. **760GLE**—4-door sedan (V-6, gasoline engine, automatic), $18,785; 4-door sedan (Turbo Diesel, manual), $19,595. **(Power disk brakes, power steering** standard on all models.) (Prices include dealer prep fea.)



RETAIL PRICES, U. S. 1983 MODELS

Continued from Page 65

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Turismo 4			6,379			439	214	Std.	83	632
Turismo 2.2 4			7,303			439	214	Std.	Std.	632
Reliant 4	6,718	6,577				439	214	Std.	78	732
Reliant Custom 4					7,636	439	214	Std.	Std.	732
Reliant Special Edition 4	$ 7,417	$ 7,260				$439	$214	Std.	Std.	$732
Reliant S.E. Wagon					$ 8,186	439	Std.	Std.	Std.	732
Gran Fury Salon 6	8,248									
RENAULT—(U.S.-built models)										
Alliance 4		5,695				420	199	Std.	82	630
Alliance L 4	6,370	6,120				420	199	Std.	82	630
Alliance DL 4	7,005	6,755				325	199	Std.	82	630
Alliance Limited 4	7,570					325	199	Std.	82	630
PONTIAC—1000 4	5,785		$ 5,582			395	199	$ 95	Std.	625
Pontiac 2000 4	6,621	6,499	6,809		6,926	320	199	Std.	$112	625
2000 LE 4	7,194	7,020			7,497	320	199	Std.	Std.	625
2000 SE 4			8,393			320	Std.	Std.	Std.	625
Phoenix 4	7,087	6,942				425	210	100	Std.	725
Phoenix LJ 4	7,698	7,489				425	210	100	Std.	725
Phoenix SJ 4	8,948	8,861				425	Std.	Std.	Std.	725
Firebird 4		8,399				425	Std.	Std.	112	725
Firebird SE V-6		10,322				195	Std.	Std.	112	725
Firebird Trans Am V-8		10,396				295	Std.	Std.	112	725
Pontiac 6000 4	8,569	8,399				Std.	Std.	Std.	Std.	725
6000 LE 4	8,984	8,837				Std.	Std.	Std.	Std.	725
6000 STE V-6	13,572					Std.	Std.	Std.	Std.	Std.
Grand Prix V-6		8,698				Std.	Std.	Std.	112	725
Grand Prix LJ V-6		9,166				Std.	Std.	Std.	112	725
Grand Prix Brougham V-6		9,781				Std.	Std.	Std.	112	725
Bonneville G V-6	8,699				9,112	Std	Std.	Std.	112	725
Bonneville G Brougham V-6	9,399					Std.	Std.	Std.	112	725
Pontiac 2000 convertible and Parisienne sedan and wagon not priced at presstime.										
VOLKSWAGEN—(U.S.-built models)										
Rabbit L 4	6,500		6,290			N.A.	210	Std.	155	650
Rabbit LS 4	7,100		6,890			410	210	Std.	155	650
Rabbit GL 4	7,700		7,490			410	Std.	Std.	155	650
Rabbit GTI 4			7,990			N.A.	N.A.	Std.	155	650
(Radio price is for AM/FM unit).										

OPTIONS/EQUIPMENT

Buyers of new cars in the U.S. in 1982 shifted their demand for a number of optional equipment items. Notable was a comeback for V-8 engines as a result of stable fuel prices that stirred interest in full size, luxury and sporty cars. At the same time, sales of diesel-powered passenger cars plummeted 37.6 percent during calendar year 1982, and accounted for only 3.9 percent of new car sales compared to 5.9 percent in 1981. Sales of many options continued to climb.

OPTIONS/EQUIPMENT

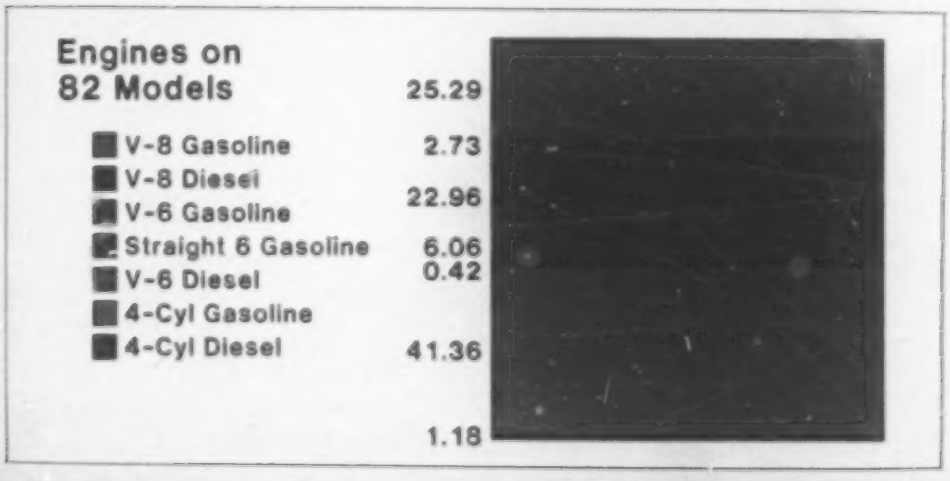
ENGINE OPTIONS ON 1982 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	55,926	78.88	N.A.	—	14,972	21.12	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	10,892	53.96	N.A.	—	9,290	46.04	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	31,655	93.96	N.A.	—	2,038	6.04	N.A.	—
Eagle/SX4	N.A.	—	N.A.	—	N.A.	—	13,379	78.60	N.A.	—	3,644	21.40	N.A.	—
CHRYSLER CORP.	108,225	14.94	N.A.	—	N.A.	—	23,718	3.27	N.A.	—	592,605	81.79	N.A.	—
C-P Total	84,671	18.88	N.A.	—	N.A.	—	12,502	2.79	N.A.	—	351,246	78.33	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	85,356	100.00	N.A.	—
Reliant	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	162,580	100.00	N.A.	—
Gran Fury	12,672	67.60	N.A.	—	N.A.	—	6,074	32.40	N.A.	—	N.A.	—	N.A.	—
Imperial	2,717	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cordoba	14,303	74.70	N.A.	—	N.A.	—	4,844	25.30	N.A.	—	N.A.	—	N.A.	—
LeBaron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	103,310	100.00	N.A.	—
New Yorker	54,979	97.20	N.A.	—	N.A.	—	1,584	2.80	N.A.	—	N.A.	—	N.A.	—
Dodge Total	23,554	8.53	N.A.	—	N.A.	—	11,218	4.06	N.A.	—	241,359	87.41	N.A.	—
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	82,003	100.00	N.A.	—
Aries	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	125,016	100.00	N.A.	—
Diplomat	17,672	67.30	N.A.	—	N.A.	—	8,586	32.70	N.A.	—	N.A.	—	N.A.	—
Dodge 400	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	34,340	100.00	N.A.	—
Mirada	5,882	69.10	N.A.	—	N.A.	—	2,632	30.90	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	364,578	27.87	N.A.	—	108,799	8.31	268,317	20.35	N.A.	—	568,822	43.47	N.A.	—
Ford Division	184,447	20.83	N.A.	—	71,480	8.07	196,953	22.14	N.A.	—	433,460	48.96	N.A.	—
Escort	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	318,416	100.00	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	22,650	100.00	N.A.	—
Must./Must II	33,387	25.60	N.A.	—	N.A.	—	37,589	28.80	N.A.	—	59,471	45.60	N.A.	—
Granada	N.A.	—	N.A.	—	58,673	47.10	61,083	50.70	N.A.	—	2,547	2.20	N.A.	—
T-Bird	27,717	61.40	N.A.	—	14,807	32.80	2,618	5.80	N.A.	—	N.A.	—	N.A.	—
Ford	120,660	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Fairmont	2,683	2.10	N.A.	—	N.A.	—	94,782	74.20	N.A.	—	30,274	23.70	N.A.	—
L-M Division	180,131	42.57	N.A.	—	37,319	8.82	70,354	16.62	N.A.	—	135,362	31.99	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	11,540	100.00	N.A.	—
Lynx	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	100,113	100.00	N.A.	—
Capri	8,817	24.40	N.A.	—	N.A.	—	10,840	30.00	N.A.	—	16,477	45.60	N.A.	—
Zephyr	78	0.20	N.A.	—	N.A.	—	31,782	81.30	N.A.	—	7,232	18.50	N.A.	—
Cougar	N.A.	—	N.A.	—	30,297	53.20	26,653	46.80	N.A.	—	N.A.	—	N.A.	—
XR-7	9,244	54.80	N.A.	—	6,544	38.80	1,079	6.40	N.A.	—	N.A.	—	N.A.	—
Mercury	77,157	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Continental	23,430	98.00	N.A.	—	478	2.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Lincoln	35,069	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Mark VI	26,336	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	971,869	27.72	156,261	4.46	1,202,710	34.31	N.A.	—	24,214	0.69	1,132,688	32.31	17,929	0.51
Buick Division	145,067	19.60	27,576	3.73	403,982	54.59	N.A.	—	7,628	1.03	155,751	21.05	N.A.	—
Skylark	N.A.	—	N.A.	—	68,955	47.70	N.A.	—	N.A.	—	75,605	52.30	N.A.	—
Skyhawk	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	47,910	100.00	N.A.	—
Century	N.A.	—	N.A.	—	65,589	63.70	N.A.	—	5,148	5.00	32,228	31.30	N.A.	—
Regal	4,283	1.90	5,410	2.40	213,245	94.60	N.A.	—	2,480	1.10	N.A.	—	N.A.	—
Buick	106,392	61.92	17,803	10.17	48,857	27.91	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Riviera	32,392	73.50	4,363	9.90	7,316	16.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	171,784	72.92	20,169	8.56	17,663	7.50	N.A.	—	N.A.	—	25,968	11.02	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	25,968	100.00	N.A.	—
Seville	16,598	83.00	2,380	11.90	1,020	5.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eldorado	43,799	84.20	4,786	9.20	3,433	6.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac	111,387	80.95	13,003	9.45	13,210	9.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	315,794	24.34	29,971	2.31	350,440	27.01	N.A.	—	1,990	0.16	581,633	44.83	17,529	1.35
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	225,934	92.80	17,529	7.20
Cavalier	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	195,024	100.00	N.A.	—
Celebrity	N.A.	—	N.A.	—	53,081	57.50	N.A.	—	N.A.	—	39,233	42.50	N.A.	—
Camaro	92,444	51.70	N.A.	—	65,801	36.80	N.A.	—	N.A.	—	20,563	11.50	N.A.	—
Citation	N.A.	—	N.A.	—	64,768	39.10	N.A.	—	N.A.	—	100,879	60.90	N.A.	—
Malibu	25,896	22.30	4,761	4.10	84,771	73.00	N.A.	—	697	0.60	N.A.	—	N.A.	—
Monte Carlo	32,984	35.70	5,451	5.90	52,663	57.00	N.A.	—	1,293	1.40	N.A.	—	N.A.	—
Chevrolet	139,063	73.90	19,759	10.50	29,356	15.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Corvette	25,407	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile Division	268,421	38.22	70,575	10.05	221,049	31.48	N.A.	—	12,897	1.84	129,398	18.41	N.A.	—
Omega	N.A.	—	N.A.	—	26,022	33.59	N.A.	—	N.A.	—	51,447	66.41	N.A.	—
Firenza	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	30,108	100.00	N.A.	—
Cutlass/Supreme	36,127	18.59	14,012	7.21	140,138	72.11	N.A.	—	4,062	2.09	N.A.	—	N.A.	—
Cutlass/Ciera	N.A.	—	N.A.	—	44,642	44.06	N.A.	—	8,835	8.72	47,843	47.22	N.A.	—
Oldsmobile	205,857	77.63	49,509	18.67	9,812	3.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Toronado	26,437	77.92	7,054	20.79	437	1.24	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	70,803	13.34	7,970	1.51	209,596	39.50	N.A.	—	1,699	0.33	239,938	45.24	400	0.08
J-2000	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	118,859	100.00	N.A.	—
T1000	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	44,069	99.10	400	0.90
Firebird	64,116	55.10	N.A.	—	34,444	29.60	N.A.	—	N.A.	—	17,804	15.30	N.A.	—
Phoenix	N.A.	—	N.A.	—	12,980	26.40	N.A.	—	N.A.	—	36,185	73.60	N.A.	—
Grand Prix	3,468	4.30	2,581	3.20	74,601	92.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Bonneville/LeMans	3,219	4.00	5,389	6.70	71,832	89.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
6000	N.A.	—	N.A.	—	15,739	38.90	N.A.	—	1,899	4.20	23,021	56.90	N.A.	—
VOLKSWAGEN	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	53,283	51.90	49,381	48.10
Total Cars, U.S.*	1,444,672	25.29	156,261	2.73	1,311,509	22.96	345,961	6.06	24,214	0.42	2,382,370	41.36	67,310	1.18

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's New Yorker, Gran Fury, Cordoba, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U. S. models during the 1982 model year, including 70,896 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,506,671 General Motors cars and 102,664 Volkswagen cars.



SALES OF NEW DIESEL-POWERED CARS IN U.S.

	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market
Cadillac	16,939	5.32	40,241	7.88
Buick	30,417	9.54	48,627	9.52
Pontiac	3,131	0.98	32,633	6.39
Chevrolet	47,975	15.06	27,600	5.40
Oldsmobile	75,482	23.69	155,959	30.52
General Motors Total	173,944	54.59	304,960	59.71
Volkswagen	48,091	15.09	118,585	23.22
Audi	7,415	2.33	6,434	1.26
VW-Audi Total	55,506	17.42	125,019	24.48
Mercedes-Benz	52,061	16.33	49,354	9.67
Peugeot	9,482	2.98	14,341	2.81
Volvo	7,405	2.32	1,954	0.38
Datsun	8,782	2.76	4,683	0.92
Isuzu	11,477	3.60	10,368	2.03
TOTAL	318,648	.....	510,679	.....

OPTIONS/EQUIPMENT

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1982 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	22,560	31.8	5,136	7.2	19,847	28.0	N.A.	—	N.A.	—	4,294	6.1	N.A.	—	586	0.8
Spirit	8,703	43.1	2,037	10.0	4,429	21.9	N.A.	—	N.A.	—	854	4.2	N.A.	—	46	0.2
Concord	11,202	33.2	3,077	9.1	9,362	27.8	N.A.	—	N.A.	—	1,524	4.5	N.A.	—	187	0.6
Eagle	2,655	15.6	22	0.1	6,056	35.6	N.A.	—	N.A.	—	1,916	11.3	N.A.	—	353	2.1
CHRYSLER CORP.	187,863	25.9	N.A.	—	310,054	42.8	10,086	1.4	N.A.	—	66,619	9.2	N.A.	—	7,287	1.0
C-P Total	102,912	22.9	N.A.	—	199,252	44.4	7,615	1.7	N.A.	—	56,354	12.6	N.A.	—	4,837	1.1
Horizon	17,655	41.7	N.A.	—	10,584	25.0	42	0.1	N.A.	—	296	0.7	N.A.	—	N.A.	—
TC3	11,314	26.3	N.A.	—	15,358	35.7	301	0.7	N.A.	—	1,291	3.0	N.A.	—	N.A.	—
Reliant	54,627	33.6	N.A.	—	67,471	41.5	813	0.5	N.A.	—	4,065	2.5	N.A.	—	3,089	1.9
Gran Fury	6,786	36.2	N.A.	—	4,049	21.6	75	0.4	N.A.	—	75	0.4	N.A.	—	75	0.4
Imperial	N.A.	—	N.A.	—	N.A.	—	149	5.5	N.A.	—	2,502	92.1	N.A.	—	65	2.4
Cordoba	1,321	6.9	N.A.	—	10,799	56.4	1,245	6.5	N.A.	—	3,906	20.4	N.A.	—	479	2.5
LeBaron	10,021	9.7	N.A.	—	65,085	63.0	1,653	1.6	N.A.	—	18,596	18.0	N.A.	—	620	0.6
New Yorker	1,188	2.1	N.A.	—	25,906	45.8	3,337	5.9	N.A.	—	25,623	45.3	N.A.	—	509	0.9
Dodge Total	84,951	30.8	N.A.	—	110,802	40.1	2,471	8.9	N.A.	—	10,265	3.7	N.A.	—	2,450	0.9
024	12,479	26.9	N.A.	—	18,231	39.3	649	1.4	N.A.	—	2,134	4.6	N.A.	—	N.A.	—
Omni	13,640	38.3	N.A.	—	8,939	25.1	71	0.2	N.A.	—	249	0.7	N.A.	—	N.A.	—
Aries	41,255	33.0	N.A.	—	50,381	40.3	500	0.4	N.A.	—	1,750	1.4	N.A.	—	1,875	1.5
Diplomat	12,656	48.2	N.A.	—	6,985	26.6	210	0.8	N.A.	—	341	1.3	N.A.	—	183	0.7
Dodge 400	4,155	12.1	N.A.	—	21,772	63.4	446	1.3	N.A.	—	4,293	12.5	N.A.	—	103	0.3
Mirada	766	9.0	N.A.	—	4,494	52.8	595	7.0	N.A.	—	1,498	17.6	N.A.	—	289	3.4
FORD MOTOR	275,919	21.1	43,759	3.3	405,303	31.0	28,355	2.2	N.A.	—	169,629	13.0	31,094	2.4	6,958	0.5
Ford Division	210,779	28.2	31,930	4.3	255,247	34.1	8,154	1.1	N.A.	—	60,499	8.1	N.A.	—	N.A.	—
Escort	118,133	37.1	18,468	5.8	53,813	16.9	1,592	0.5	N.A.	—	11,781	3.7	N.A.	—	N.A.	—
EXP	1,138	17.0	120	1.8	2,048	30.6	40	1.6	N.A.	—	1,686	25.2	N.A.	—	N.A.	—
Must./Must. II	18,911	14.5	3,000	2.3	50,993	39.1	2,348	1.8	N.A.	—	24,258	18.6	N.A.	—	N.A.	—
Granada	21,761	18.1	3,850	3.2	73,036	60.7	1,324	1.1	N.A.	—	7,219	6.0	N.A.	—	N.A.	—
T-Bird	2,934	6.5	361	0.8	23,112	51.2	222	4.9	N.A.	—	13,000	28.8	N.A.	—	N.A.	—
Fairmont	47,902	37.5	6,131	4.8	52,245	40.9	638	0.5	N.A.	—	2,555	2.0	N.A.	—	N.A.	—
L-M Division	65,140	15.4	11,829	2.8	150,056	35.5	20,201	4.8	N.A.	—	109,130	25.8	31,094	7.3	6,958	1.6
LN7	1,016	8.8	208	1.8	3,958	34.3	335	2.9	N.A.	—	4,743	41.1	N.A.	—	N.A.	—
Lynx	36,841	36.8	7,208	7.2	22,926	22.0	800	0.8	N.A.	—	7,909	7.9	N.A.	—	N.A.	—
Capri	3,939	10.9	759	2.1	7,062	19.6	614	1.7	N.A.	—	20,524	56.8	N.A.	—	N.A.	—
Zephyr	9,733	24.9	2,267	5.8	22,986	58.8	273	0.7	N.A.	—	1,876	4.8	N.A.	—	N.A.	—
Cougar	11,903	20.9	1,253	2.2	34,227	60.1	911	1.6	N.A.	—	6,606	11.6	N.A.	—	N.A.	—
XR-7	860	5.1	134	0.8	7,809	46.3	1,113	6.6	N.A.	—	6,022	35.7	N.A.	—	N.A.	—
Mercury	848	1.1	N.A.	—	35,415	45.9	7,947	10.3	N.A.	—	N.A.	—	31,094	40.3	N.A.	—
Continental	N.A.	—	N.A.	—	3,227	13.5	2,032	8.5	N.A.	—	18,648	78.0	N.A.	—	N.A.	—
Lincoln	N.A.	—	N.A.	—	9,608	27.4	3,121	8.9	N.A.	—	22,339	63.7	N.A.	—	2,455	7.0
Mark VI	N.A.	—	N.A.	—	2,818	10.7	3,055	11.6	N.A.	—	20,463	77.7	N.A.	—	4,503	17.1
GENERAL MOTORS	772,834	22.5	255,924	7.2	1,275,352	36.1	106,591	3.0	12,681	0.4	705,657	20.0	46,411	1.3	10,927	0.3
Buick Division	88,817	12.0	29,500	4.0	385,415	52.1	25,478	3.4	2,104	0.3	170,197	23.0	6,437	0.9	3,610	0.5
Skylark	33,745	23.3	8,732	6.2	85,319	59.0	946	0.7	N.A.	—	12,373	8.6	N.A.	—	N.A.	—
Skyhawk	11,603	24.2	1,868	3.9	28,694	59.9	166	0.4	N.A.	—	4,559	9.5	N.A.	—	N.A.	—
Century	12,362	12.0	3,605	3.5	54,883	53.3	1,075	1.0	N.A.	—	20,783	20.4	N.A.	—	784*	0.8
Regal	24,881	11.0	12,813	5.7	126,070	55.9	5,107	2.3	N.A.	—	45,283	20.1	N.A.	—	756	0.3
Buick	6,226	3.6	2,482	1.4	75,879	43.3	15,476	8.8	1,343	0.8	64,109	36.6	3,879	2.2	2,070	1.2
Riviera	N.A.	—	N.A.	—	14,570	33.1	2,708	6.1	761	1.7	23,010	52.2	2,558	5.8	N.A.	—
Cadillac Division	N.A.	—	N.A.	—	77,803	33.0	14,433	16.1	9,270	3.9	109,642	46.5	22,901	9.7	N.A.	—
Cimarron	N.A.	—	N.A.	—	11,999	46.2	N.A.	—	N.A.	—	13,851	53.3	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,117	20.5	918	4.5	847	4.2	10,584	52.9	3,306	16.5	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,463	22.0	2,782	5.3	2,093	4.0	29,066	55.8	6,523	12.5	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,224	36.5	10,733	7.8	6,330	4.6	56,141	40.8	13,072	9.5	N.A.	—
Chevrolet Division	472,725	36.4	180,039	13.9	324,625	25.0	19,193	1.5	N.A.	—	161,806	12.9	1,987	0.2	N.A.	—
Chevette	155,816	64.0	44,067	18.1	14,608	6.0	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	88,541	45.4	30,814	15.8	46,611	23.9	2,145	1.1	N.A.	—	17,942	9.2	N.A.	—	N.A.	—
Celebrity	16,541	17.9	31,021	33.6	33,217	36.0	689	0.7	N.A.	—	7,009	7.6	N.A.	—	N.A.	—
Camaro	20,384	11.4	10,371	5.8	49,709	27.8	3,397	1.9	N.A.	—	71,523	40.0	N.A.	—	N.A.	—
Citation	95,861	57.9	21,193	12.8	34,059	20.6	N.A.	—	N.A.	—	5,689	3.4	N.A.	—	N.A.	—
Malibu	40,363	34.8	15,238	13.1	36,970	31.8	774	0.7	N.A.	—	6,159	5.3	N.A.	—	N.A.	—
Monte Carlo	16,604	18.0	6,724	7.3	37,062	42.3	3,892	4.2	N.A.	—	12,445	13.5	N.A.	—	N.A.	—
Chevrolet	38,615	20.5	20,153	10.7	70,856	37.7	7,373	3.9	N.A.	—	26,684	14.2	N.A.	—	N.A.	—
Corvette	N.A.	—	458	1.8	1,533	6.0	923	3.6	N.A.	—	20,355	80.1	1,987	7.8	N.A.	—
Oldsmobile Division	60,507	8.6	17,125	2.4	253,933	36.2	22,009	3.1	1,307	0.2	154,419	22.0	4,001	0.6	7,317	1.0
Omega	21,348	27.6	4,610	6.0	41,387	53.4	N.A.	—	N.A.	—	8,064	10.4	N.A.	—	N.A.	—
Firenza	9,945	33.0	1,469	4.9	13,689	45.5	139	46.0	N.A.	—	3,997	13.3	N.A.	—	N.A.	—
Cutlass/Supreme	13,409	6.9	5,830	3.0	112,715	57.7	4,858	2.5	N.A.	—	4,664	2.4	N.A.	—	N.A.	—
Cutlass/Ciera	9,785	9.7	2,642	2.6	62,341	61.5	1,173	1.2	N.A.	—	22,186	22.0	N.A.	—	732	0.7
Oldsmobile	6,020	2.3	2,574	1.0	13,011	49.1	13,532	2.1	1,307	0.5	94,955	35.9	4,001	1.5	4,316	1.6
Toronado	N.A.	—	N.A.	—	10,784	31.8	2,307	6.8	N.A.	—	20,553	60.6	N.A.	—	2,269	6.7
Pontiac Division	170,785	30.7	29,260	5.2	233,576	42.0	N.A.	—	N.A.	—	103,593	18.6	N.A.	—	N.A.	—
J-2000	50,991	42.9	10,222	8.6	41,601	35.0	N.A.	—	N.A.	—	11,767	9.9	N.A.	—	N.A.	—
T1000	26,415	59.4	5,203	11.7	4,803	10.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Firebird	4,972	4.3	2,290	2.0	45,697	39.3	N.A.	—	N.A.	—	51,891	44.6	N.A.	—	N.A.	—
Phoenix	16,108	32.8	3,536	7.2	23,636	48.1	N.A.	—	N.A.	—	3,579	7.3	N.A.	—	N.A.	—
Grand Prix	6,371	7.9	2,016	2.5	43,551	54.0	N.A.	—	N.A.	—	18,791	23.3	N.A.	—	N.A.	—
Bonneville/LeMans	9,894	12.3	4,504	5.6	46,494	57.8	N.A.	—	N.A.	—	13,031	16.2	N.A.	—	N.A.	—
6000	5,043	12.5	1,489	3.7	27,794	68.7	N.A.	—	N.A.	—	4,534	11.2	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	17,863	17.4	7,597	7.4	N.A.	—	N.A.	—	5,133	5.0	N.A.	—	N.A.	—
Total Cars, U. S.	1,279,176	22.4	716,682	12.5	2,018,153	35.3	145,032	2.5	12,681	0.2	951,332	16.7	77,505	1.4	25,758	0.5

*—Includes total CB installation.
Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.
Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.
Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

OPTIONS/EQUIPMENT

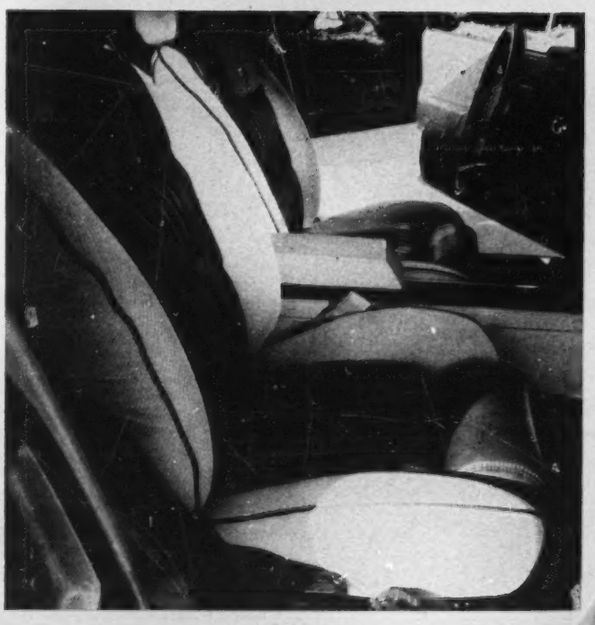
SEAT OPTIONS ON 1982 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench Seats	Percent of Output	Power Seats	Percent of Output	Reclining Seats	Percent of Output
AMERICAN MOTORS	31,145	43.93	5,307	7.49	.....	.....	2,180	3.07	34,446	48.59
Spirit	20,182	100.00	.....	.....	.....	.....	.....	.....	.....	.....
Concord	.....	.....	5,222	15.50	.....	.....	1,482	4.40	28,471	84.50
Eagle	10,963	64.40	925	0.50	.....	.....	898	4.10	5,975	35.10
CHRYSLER CORP.	328,850	45.39	79,063	10.91	435,201	60.07	96,181	13.27	231,786	31.99
C-P Total	166,150	25.90	71,734	16.00	282,269	62.95	85,671	19.11	180,142	40.17
Horizon	42,678	100.00	N.A.	.....	N.A.	.....	N.A.	.....	20,742	48.60
TC3	42,678	100.00	N.A.	.....	N.A.	.....	N.A.	.....	21,979	51.50
Reliant	22,111	13.60	N.A.	.....	140,469	86.40	2,764	1.70	22,111	13.60
Gran Fury	N.A.	.....	1,368	7.30	18,746	100.00	N.A.	.....	1,368	7.30
Imperial	N.A.	.....	2,717	100.00	2,717	100.00	2,717	100.00	2,717	100.00
Cordoba	8,061	42.10	11,086	57.90	11,086	57.90	8,425	44.00	4,040	21.10
LeBaron	50,622	49.00	N.A.	.....	52,688	51.00	18,596	18.00	50,622	49.00
New Yorker	N.A.	.....	56,563	100.00	56,563	100.00	53,169	94.00	56,563	100.00
Dodge Total	162,700	58.92	7,329	2.65	152,932	55.38	10,510	3.81	51,644	18.70
024	45,581	100.00	N.A.	.....	N.A.	.....	N.A.	.....	3,464	7.60
Omni	82,003	100.00	N.A.	.....	N.A.	.....	N.A.	.....	4,006	11.00
Aries	15,377	12.30	N.A.	.....	109,639	87.70	2,500	2.00	15,377	12.30
Diplomat	N.A.	.....	4,648	17.70	26,258	100.00	1,234	4.70	4,700	17.90
Dodge 400	13,908	40.50	N.A.	.....	14,354	41.80	4,086	11.90	19,952	58.10
Mirada	5,831	68.50	2,681	31.50	2,681	31.50	2,690	31.60	4,145	48.70
FORD MOTOR	661,287	50.54	388,082	29.66	260,327	19.89	228,870	17.49	986,108	75.36
Ford Division	500,383	56.52	184,952	20.90	200,015	22.59	73,997	8.36	648,446	73.24
Escort	318,418	100.00	N.A.	.....	N.A.	.....	N.A.	.....	318,418	44.90
EXP	22,650	100.00	N.A.	.....	N.A.	.....	N.A.	.....	22,650	100.00
Must./Must. II	130,418	100.00	N.A.	.....	N.A.	.....	N.A.	.....	130,418	100.00
Granada	5,174	4.30	71,352	59.30	43,798	36.40	5,655	4.70	71,352	59.30
T-Bird	858	1.90	38,551	85.40	5,733	12.70	19,546	43.30	38,642	85.60
Ford	N.A.	.....	66,363	55.00	54,297	45.00	47,902	39.70	66,966	55.50
Fairmont	22,865	17.90	8,686	6.80	96,187	75.30	894	0.70	N.A.	.....
L-M Division	160,904	38.02	203,130	48.00	60,312	14.25	154,873	36.60	337,662	79.79
LN7	11,540	100.00	N.A.	.....	N.A.	.....	N.A.	.....	11,540	100.00
Lynx	100,113	100.00	N.A.	.....	N.A.	.....	N.A.	.....	100,113	100.00
Capri	36,134	100.00	N.A.	.....	N.A.	.....	N.A.	.....	36,134	100.00
Zephyr	11,532	29.50	N.A.	.....	27,560	70.50	430	1.10	N.A.	.....
Cougar	N.A.	.....	35,309	62.00	21,641	38.00	6,265	11.00	29,329	51.50
XR-7	1,585	9.40	16,462	97.60	N.A.	.....	9,024	53.50	16,867	100.00
Mercury	N.A.	.....	66,046	85.60	11,111	14.40	62,574	81.10	66,046	85.60
Continental	N.A.	.....	23,908	100.00	N.A.	.....	23,908	100.00	23,908	100.00
Lincoln	N.A.	.....	35,069	100.00	N.A.	.....	27,705	79.00	27,705	79.00
Mark VI	N.A.	.....	26,336	100.00	N.A.	.....	24,967	94.80	26,020	98.80
GENERAL MOTORS	1,278,536	36.47	1,486,272	42.40	752,200	21.46	1,042,952	29.75	1,396,125	39.82
Buick Division	199,068	26.90	532,576	71.97	.....	.....	268,122	36.23	186,468	25.20
Skylark	29,635	20.50	114,925	79.50	N.A.	.....	8,818	6.10	34,405	23.80
Skyhawk	47,918	100.00	N.A.	.....	N.A.	.....	2,348	4.90	47,918	100.00
Century	67,751	65.80	35,214	34.20	N.A.	.....	26,359	25.60	5,045	4.90
Regal	9,693	4.30	207,385	92.00	N.A.	.....	61,539	27.30	24,796	11.00
Buick	N.A.	.....	175,052	100.00	N.A.	.....	124,987	71.40	50,065	28.60
Riviera	44,071	100.00	N.A.	.....	N.A.	.....	44,071	100.00	24,239	55.00
Cadillac Division	25,968	11.02	191,315	81.21	18,301	7.77	231,481	98.26	110,722	47.00
Cimarron	25,968	100.00	N.A.	.....	N.A.	.....	21,865	84.20	25,968	100.00
Seville	N.A.	.....	19,998	100.00	N.A.	.....	19,998	100.00	14,519	72.60
Eldorado	N.A.	.....	52,018	100.00	N.A.	.....	52,018	100.00	24,552	47.20
Cadillac	N.A.	.....	119,299	86.70	18,301	13.30	137,600	100.00	45,683	33.20
Chevrolet Division	668,363	51.52	152,756	11.77	474,386	36.57	113,258	8.73	650,449	50.14
Chevette	243,463	100.00	N.A.	.....	N.A.	.....	N.A.	.....	187,953	77.20
Cavalier	195,024	100.00	N.A.	.....	N.A.	.....	4,876	2.50	195,024	100.00
Celebrity	N.A.	.....	26,771	29.00	64,620	70.00	4,985	5.40	7,754	8.40
Camaro	178,808	100.00	N.A.	.....	N.A.	.....	14,841	8.30	178,808	100.00
Citation	22,197	13.40	N.A.	.....	143,450	86.60	N.A.	.....	2,816	1.70
Malibu	1,394	1.20	18,580	16.00	95,223	82.00	N.A.	.....	N.A.	.....
Monte Carlo	N.A.	.....	27,994	30.30	64,396	69.70	9,516	10.30	N.A.	.....
Chevrolet	2,070	1.10	79,411	42.20	106,697	56.70	56,453	30.00	78,094	41.50
Corvette	25,407	100.00	N.A.	.....	N.A.	.....	22,587	88.90	N.A.	.....
Oldsmobile Division	70,237	10.00	423,175	60.25	230,456	32.81	351,188	50.00	110,239	15.70
Omega	14,890	19.22	N.A.	.....	64,230	82.91	3,292	4.25	4,834	6.24
Firenza	30,108	100.00	N.A.	.....	N.A.	.....	720	2.39	30,108	100.00
Cutlass/Supreme	21,358	10.99	100,764	51.85	72,216	37.16	43,512	22.39	21,552	11.09
Cutlass/Ciera	3,881	3.83	62,180	61.37	55,138	54.42	20,973	20.70	19,879	19.62
Oldsmobile	N.A.	.....	226,303	85.34	38,875	14.66	248,763	93.81	5,913	2.23
Toronado	N.A.	.....	33,928	100.00	N.A.	.....	33,928	100.00	27,953	82.39
Pontiac Division	314,900	59.37	186,450	35.15	29,057	5.48	78,903	14.88	338,247	63.77
J-2000	118,859	100.00	N.A.	.....	N.A.	.....	2,734	2.30	118,859	100.00
T1000	44,469	100.00	N.A.	.....	N.A.	.....	N.A.	.....	41,089	92.40
Firebird	116,364	100.00	N.A.	.....	N.A.	.....	18,153	15.60	116,364	100.00
Phoenix	9,391	19.10	10,718	21.80	29,057	59.10	1,131	2.30	4,228	8.60
Grand Prix	22,985	28.50	57,665	71.50	N.A.	.....	24,114	29.90	32,179	39.90
Bonneville/LeMans	N.A.	.....	80,440	100.00	N.A.	.....	27,269	33.90	13,916	17.30
6000	2,832	7.00	37,627	93.00	N.A.	.....	5,502	13.60	11,612	28.70
VOLKSWAGEN	102,664	100.00	N.A.	.....	N.A.	.....	N.A.	.....	102,664	100.00
Total Cars, U. S.	2,402,482	42.06	1,958,724	34.29	1,447,728	25.34	1,370,183	23.99	2,751,129	48.16

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included in some instances. Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Standard-size Ford, EXP and LN7.

Figures are based on production of 5,712,297 '82 models, including 3,505,671 GM cars, 1,308,516 Ford cars, 724,548 Chrysler models, 70,898 AMC and 102,664 Volkswagens.

GM's total includes 739,984 Buicks, 235,584 Cadillacs, 1,297,357 Chevrolets, 702,340 Oldsmobiles and 530,406 Pontiacs. Ford's total includes 885,350 Ford Division and 423,166 Lincoln-Mercury models. Chrysler's total includes 448,419 Chrysler-Plymouth and 276,129 Dodge cars.



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TRANSMISSION OPTIONS on 1982 U. S. Models

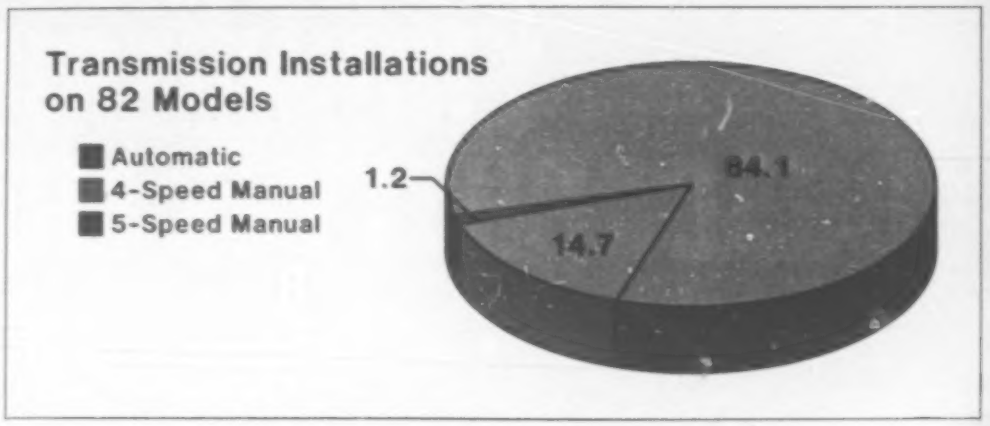
	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	55,057	77.7	8,047	11.3	7,794	11.0
Spirit	12,614	62.5	4,480	22.2	3,088	15.3
Concord	32,008	95.0	775	2.3	910	2.7
*Eagle	10,435	61.3	2,792	16.4	3,796	22.3
CHRYSLER CORP.	603,050	83.2	121,489	16.8	N.A.	.....
C-P Total	386,484	86.2	61,935	13.8	N.A.	.....
Horizon	22,705	53.2	19,973	46.8	N.A.	.....
TC3	19,632	46.0	23,046	54.0	N.A.	.....
Reliant	145,834	89.7	16,746	10.3	N.A.	.....
Gran Fury	18,746	100.0	N.A.	.....	N.A.	.....
Imperial	2,717	100.0	N.A.	.....	N.A.	.....
Cordoba	19,147	100.0	N.A.	.....	N.A.	.....
LeBaron	101,140	97.9	2,170	2.1	N.A.	.....
New Yorker	56,563	100.0	N.A.	.....	N.A.	.....
Dodge Total	216,575	78.4	59,554	21.6	N.A.	.....
024	18,050	39.6	27,531	60.4	N.A.	.....
Omni	21,015	57.7	15,407	42.3	N.A.	.....
Aries	110,014	88.0	15,002	12.0	N.A.	.....
Diplomat	26,258	100.0	N.A.	.....	N.A.	.....
Dodge 400	32,726	95.3	1,614	4.7	N.A.	.....
Mirada	8,512	100.0	N.A.	.....	N.A.	.....
FORD MOTOR	954,617	72.9	343,712	26.3	10,167	0.8
Ford Division	612,518	69.2	265,789	30.0	7,043	0.8
Escort	131,188	41.2	187,230	58.8	N.A.	.....
EXP	4,643	20.5	18,007	79.5	N.A.	.....
Must./Must. II	66,513	51.0	56,862	43.6	7,043	5.4
Granada	120,082	99.8	241	0.2	N.A.	.....
T-Bird	45,142	100.0	N.A.	.....	N.A.	.....
Ford	120,660	100.0	N.A.	.....	N.A.	.....
Fairmont	124,290	97.3	3,449	2.7	N.A.	.....
L-M Division	342,099	80.8	77,923	18.4	3,144	0.8
LN7	2,885	25.0	8,655	75.0	N.A.	.....
Lynx	45,451	45.4	54,662	54.6	N.A.	.....
Capri	18,970	52.5	14,020	38.8	3,144	8.7
Zephyr	38,506	98.5	586	1.5	N.A.	.....
Cougar	56,950	100.0	N.A.	.....	N.A.	.....
XR-7	16,867	100.0	N.A.	.....	N.A.	.....
Mercury	77,157	100.0	N.A.	.....	N.A.	.....
Continental	23,908	100.0	N.A.	.....	N.A.	.....
Lincoln	35,069	100.0	N.A.	.....	N.A.	.....
Mark VI	26,336	100.0	N.A.	.....	N.A.	.....
GENERAL MOTORS	3,179,615	90.7	314,833	9.0	11,223	0.3
Buick Division	727,020	98.2	12,964	1.7	N.A.	.....
Skylark	139,934	96.8	4,626	3.2	N.A.	.....
Skyhawk	39,589	82.6	8,338	17.4	N.A.	.....
Century	102,965	100.0	N.A.	.....	N.A.	.....
Regal	225,418	100.0	N.A.	.....	N.A.	.....
Buick	175,052	100.0	N.A.	.....	N.A.	.....
Riviera	44,071	100.0	N.A.	.....	N.A.	.....
Cadillac Division	231,663	98.3	3,921	1.6	N.A.	.....
Cimarron	22,047	84.9	3,921	15.1	N.A.	.....
Seville	19,998	100.0	N.A.	.....	N.A.	.....
Eldorado	137,600	100.0	N.A.	.....	N.A.	.....
Cadillac	52,018	100.0	N.A.	.....	N.A.	.....
Chevrolet Division	1,068,962	82.4	217,439	16.8	10,956	0.8
Chevette	139,504	57.3	93,003	38.2	10,956	4.5
Cavalier	123,645	63.4	71,379	36.6	N.A.	.....
Celebrity	92,314	100.0	N.A.	.....	N.A.	.....
Camaro	146,623	82.0	32,185	18.0	N.A.	.....
Citation	144,775	87.4	20,872	12.6	N.A.	.....
Malibu	116,125	100.0	N.A.	.....	N.A.	.....
Monte Carlo	92,391	100.0	N.A.	.....	N.A.	.....
Chevrolet	188,178	100.0	N.A.	.....	N.A.	.....
Corvette	25,407	100.0	N.A.	.....	N.A.	.....
Oldsmobile Division	693,400	98.7	8,940	1.3	N.A.	.....
Omega	74,370	96.0	3,099	4.0	N.A.	.....
Firenza	24,267	80.6	5,841	19.4	N.A.	.....
Cutlass/Supreme	194,337	100.0	N.A.	.....	N.A.	.....
Cutlass/Ciera	101,320	100.0	N.A.	.....	N.A.	.....
Oldsmobile	265,178	100.0	N.A.	.....	N.A.	.....
Toronado	33,928	100.0	N.A.	.....	N.A.	.....
Pontiac Division	458,570	86.4	71,569	13.5	267	0.1
J-2000	88,550	74.5	30,309	25.5	N.A.	.....
T1000	27,526	61.9	16,676	37.5	267	0.6
Firebird	95,418	82.0	20,946	18.0	N.A.	.....
Phoenix	45,527	92.6	3,638	7.4	N.A.	.....
Grand Prix	80,650	100.0	N.A.	.....	N.A.	.....
Bonneville/LeMans	60,440	100.0	N.A.	.....	N.A.	.....
6000	40,459	100.0	N.A.	.....	N.A.	.....
VOLKSWAGEN	10,882	10.6	53,489	52.1	38,293	37.3
Total Cars, U. S.	4,803,230	84.1	841,570	14.7	67,497	1.2

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,896 American Motors car; 724,548 Chrysler Corp. cars; 1,306,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

* Eagle includes Eagle SX-4.



STEERING WHEEL, ELECTRONIC OPTIONS ON 1982 U. S. MODELS

	Digital Clocks	Percent of Output	Electronic Instrument Panel	Percent of Output	Tilt Wheel	Percent Output	Tilt and Telescope	Percent of Output
AMERICAN MOTORS	50,784	71.6	0	0	23,130	[illegible]	0	0
Spirit	12,432	61.6	0	0	3,875	19.2	0	0
Concord	28,336	84.1	0	0	11,152	33.1	0	0
Eagle/SX4	10,026	58.9	0	0	8,103	47.6	0	0
CHRYSLER CORP.	412,277	58.9	2,717	0.3	223,561	30.8	0	0
C-P Total	287,341	64.1	2,717	0.6	146,644	32.7	0	0
Horizon	0	0	0	0	0	0	0	0
TC3	0	0	0	0	0	0	0	0
Reliant	106,002	65.2	0	0	18,371	11.3	0	0
Gran Fury	2,474	13.2	0	0	4,349	23.2	0	0
Imperial	2,717	100.0	2,717	100.0	2,717	100.0	0	0
Cordoba	16,275	85.0	0	0	12,522	65.4	0	0
LeBaron	103,310	100.0	0	0	103,310	52.4	0	0
New Yorker	56,563	100.0	0	0	5,375	95.0	0	0
Dodge Total	124,936	45.2	0	0	76,937	27.9	0	0
024	0	0	0	0	0	0	0	0
Omni	0	0	0	0	0	0	0	0
Aries	79,760	69.8	0	0	14,877	11.9	0	0
Diplomat	6,197	23.8	0	0	41,755	33.4	0	0
Dodge 400	34,340	100.0	0	0	15,487	45.1	0	0
Mirada	4,639	54.5	0	0	4,818	56.6	0	0
FORD MOTOR	387,019	29.6	72,154	5.5	474,014	36.2	0	0
Ford Division	182,973	20.7	7,358	0.8	245,158	27.7	0	0
Escort	50,310	15.8	0	0	0	0	0	0
EXP	21,019	92.8	0	0	0	0	0	0
Must./Must. II	41,603	31.9	0	0	26,214	20.1	0	0
Granada	120	0.1	0	0	89,280	74.2	0	0
T-Bird	20,224	44.8	7,358	16.3	34,985	77.5	0	0
Ford LTD	47,781	39.6	0	0	71,431	59.2	0	0
Fairmont	1,916	1.5	0	0	23,248	18.2	0	0
L-M Division	204,046	48.2	64,796	15.3	228,856	54.1	0	0
LN7	11,540	100.0	0	0	0	0	0	0
Lynx	17,620	17.6	0	0	0	0	0	0
Capri	36,134	100.0	0	0	8,853	24.5	0	0
Zephyr	10,789	27.6	0	0	8,952	22.9	0	0
Cougar	33,202	58.3	0	0	42,769	75.1	0	0
XR-7	7,826	46.4	2,581	15.3	12,566	74.5	0	0
Mercury	30,940	40.1	12,952	16.8	71,139	92.2	0	0
Continental	23,908	100.0	23,908	100.0	23,908	100.0	0	0
Lincoln	5,751	16.4	5,751	16.4	34,333	97.7	0	0
Mark VI	26,336	100.0	19,594	74.4	26,336	100.0	0	0
GENERAL MOTORS	1,110,970	31.7	33,731	1.0	1,913,336	54.6	255,796	7.3
Buick Division	63,440	8.6	0	0	543,205	73.4	14,379	1.9
Skylark	3,903	2.7	0	0	80,809	55.9	0	0
Skyhawk	0	0	0	0	24,246	50.6	0	0
Century	1,750	1.7	0	0	75,576	73.4	0	0
Regal	6,537	2.9	0	0	175,826	78.0	0	0
Buick	50,785	29.0	0	0	147,569	84.3	10,853	6.2
Riviera	485	1.1	0	0	39,179	88.9	3,526	8.0
Cadillac Division	235,584	100.0	33,731	14.3	24,020	10.2	200,157	85.0
Cimarron	25,968	100.0	0	0	24,020	92.5	0	0
Seville	19,998	100.0	9,699	48.5	0	0	19,578	97.9
Eldorado	52,018	100.0	24,032	46.2	0	0	50,822	97.7
Cadillac	137,600	100.0	0	0	0	0	129,757	94.3
Chevrolet Division	374,442	28.9	0	0	540,176	41.6	25,407	2.0
Chevette	0	0	0	0	22,642	9.3	0	0
Cavalier	185,858	95.3	0	0	71,964	36.9	0	0
Celebrity	32,864	35.6	0	0	48,372	52.4	0	0
Camaro	79,569	44.5	0	0	126,238	70.6	0	0
Citation	0	0	0	0	41,909	25.3	0	0
Malibu	0	0	0	0	47,263	40.7	0	0
Monte Carlo	0	0	0	0	60,978	6.60	0	0
Chevrolet	52,678	28.1	0	0	120,810	64.2	0	0
Corvette	23,273	91.6	0	0	0	0	25,407	100.0
Oldsmobile Division	182,615	26.0	0	0	510,250	72.6	15,853	2.2
Omega	19,967	25.8	0	0	32,460	41.9	0	0
Firenza	0	0	0	0	13,458	44.7	0	0
Cutlass/Supreme	83,176	42.8	0	0	136,230	70.1	0	0
Cutlass/Ciera	709	0.7	0	0	69,303	68.4	0	0
Oldsmobile	44,815	16.9	0	0	224,871	84.8	11,137	4.2
Toronado	33,928	100.0	0	0	33,928	100.0	4,716	13.9
Pontiac Division	254,889	48.0	0	0	295,685	55.7	0	0
J2000	114,580	96.4	0	0	36,014	30.3	0	0
T1000	0	0	0	0	4,358	9.8	0	0
Firebird	100,073	88.0	0	0	85,760	73.7	0	0
Phoenix	0	0	0	0	20,059	40.8	0	0
Grand Prix	2,339	2.9	0	0	64,036	79.4	0	0
Bonneville/LeMans	2,091	2.8	0	0	59,686	74.2	0	0
6000	35,806	88.5	0	0	25,772	63.7	0	0
VOLKSWAGEN	0	0	0	0	0	0	0	0
Total Cars	1,961,060	34.3	108,602	1.9	2,634,061	46.1	255,796	4.5

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,896 American Motors cars; 724,548 Chrysler Corp. cars; 1,306,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

OPTIONS/EQUIPMENT

AIR CONDITIONING INSTALLATIONS

1982 VS. 1981 MODEL YEAR

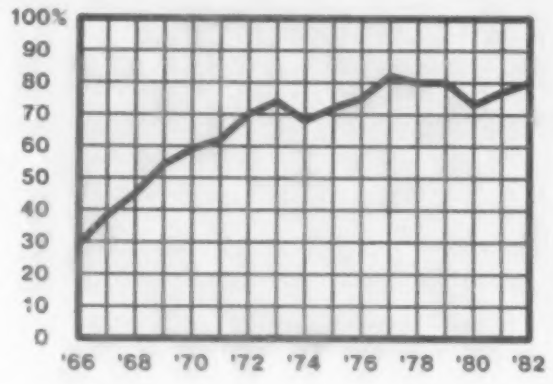
	1982 Model Year			1981 Model Year		
	Unit Total	Percent of Output	Pct. of '82 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '81 Air Conditioner Installation
AMERICAN MOTORS ..	42,786	60.35	0.93	73,184	53.37	1.42
Spirit	8,880	44.00	0.19	16,566	37.10	0.32
Concord	26,314	78.10	0.57	40,208	73.00	0.78
Eagle	7,592	44.60	0.17	16,410	43.84	0.32
CHRYSLER CORP.	506,052	69.84	11.04	427,736	58.31	8.25
C-P Total	331,501	45.75	7.23	256,901	60.95	4.96
Horizon	15,834	37.10	0.35	53,117	38.00	1.02
TC3	13,444	31.50	0.29	.....	.....	.....
Reliant	113,969	70.10	2.49	131,653	64.30	2.54
Gran Fury	16,665	88.90	0.36	7,328	94.60	0.14
Imperial	2,717	100.00	0.06	.....	.....	.....
Cordoba	18,400	96.10	0.40	19,176	94.50	0.37
LeBaron	93,9[illegible]	90.90	2.05	35,153	91.60	0.68
New Yorker	56,5[illegible]	100.00	1.23	10,474	99.00	0.21
Dodge Total	174,551	63.21	3.81	170,835	54.76	3.29
024	15,224	33.40	0.33	.....	.....	.....
Omni	13,403	36.80	0.29	39,741	34.60	0.77
Aries	84,761	67.80	1.85	97,177	81.40	1.87
Diplomat	24,289	92.50	0.53	17,803	83.00	0.34
Dodge 400	28,949	84.30	0.63	.....	.....	.....
Mirada	7,925	93.10	0.18	10,828	91.00	0.21
FORD MOTOR	970,487	74.17	21.16	1,071,117	71.22	20.65
Ford Division	617,357	69.73	13.46	685,116	67.04	13.21
Escort	137,238	43.10	3.00	150,100	46.80	2.89
EXP	12,548	55.40	0.27	42,214	58.90	0.82
Must./Must. II	86,726	66.50	1.89	104,973	57.50	2.02
Granada	110,577	91.90	2.41	106,537	87.80	2.05
T-Bird	44,194	97.90	0.9[illegible]	83,832	96.70	1.62
Ford	118,005	97.80	2.57	76,196	97.50	1.47
Fairmont	108,067	84.60	2.36	121,264	75.40	2.34
L-M Division	353,130	63.45	7.70	386,001	80.08	7.44
LN7	7,966	69.20	0.17	14,392	65.40	0.28
Lynx	49,756	49.70	1.09	59,908	53.30	1.16
Capri	25,800	71.40	0.56	37,666	63.90	0.73
Zephyr	35,691	91.30	0.78	57,198	86.00	1.10
Cougar	55,071	96.70	1.20	49,575	92.40	0.96
XR-7	16,665	98.80	0.36	36,157	97.00	0.70
Mercury	76,848	99.60	1.68	61,268	99.40	1.18
Continental	23,908	100.00	0.52	.....	.....	.....
Lincoln	35,069	100.00	0.77	32,839	100.00	0.63
Mark VI	26,336	100.00	0.57	36,698	100.00	0.70
GENERAL MOTORS ...	3,018,871	86.11	65.83	3,527,806	83.91	68.01
Buick Division	703,523	95.07	15.34	791,893	92.40	15.27
Skylark	129,526	89.60	2.82	218,303	83.80	4.21
Skyhawk	37,184	77.60	0.82	.....	.....	.....
Century	98,332	95.50	2.14	136,159	94.40	2.63
Regal	220,233	97.70	4.80	229,730	95.60	4.43
Buick	174,177	99.50	3.80	155,694	98.42	3.00
Riviera	44,071	100.00	0.96	52,007	100.00	1.00
Cadillac Division	235,584	100.00	5.14	252,256	100.00	4.86
Cimarron	25,968	100.00	0.57	14,048	100.00	0.27
Seville	19,998	100.00	0.44	28,606	100.00	0.55
Eldorado	52,018	100.00	1.13	60,557	100.00	1.17
Cadillac	137,600	100.00	3.00	149,045	100.00	2.87
Chevrolet Division ..	970,013	74.77	21.15	1,162,319	69.47	22.41
Chevette	94,464	38.80	2.06	182,500	40.20	3.52
Cavalier	124,620	63.90	2.72	38,882	59.70	0.75
Celebrity	80,959	87.70	1.77	.....	.....	.....
Camaro	150,378	84.10	3.28	96,118	76.20	1.85
Citation	121,751	73.50	2.66	279,440	67.60	5.39
Malibu	103,235	88.90	2.25	194,534	85.80	3.76
Monte Carlo	86,478	93.60	1.88	147,064	93.60	2.84
Chevrolet	182,721	97.10	3.98	178,150	96.30	3.43
Corvette	25,407	100.00	0.55	45,631	100.00	0.87
Oldsmobile Division ..	672,058	95.69	14.66	894,120	95.05	17.23
Omega	65,957	85.14	1.44	116,877	79.00	2.25
Firenza	22,686	75.35	0.49	.....	.....	.....
Cutlass/Supreme	191,092	98.33	4.17	470,709	100.00	9.07
Cutlass/Ciera	95,312	94.07	2.08	.....	.....	.....
Oldsmobile	263,083	99.21	5.74	263,930	98.20	5.09
Toronado	33,928	100.00	0.74	42,604	100.00	0.82
Pontiac Division	437,693	82.52	9.54	427,218	88.81	8.24
J-2000	85,103	71.60	1.86	.....	.....	.....
T1000	17,921	40.30	0.39	.....	.....	.....
Firebird	102,051	87.70	2.23	59,517	83.90	1.15
Phoenix	39,332	80.00	0.86	94,634	74.00	1.82
Grand Prix	78,231	97.00	1.70	105,852	97.70	2.05
Bonneville/LeMans	76,740	95.40	1.67	65,832	91.50	1.27
6000	38,315	94.70	0.83	.....	.....	.....
VOLKSWAGEN	47,431	46.20	1.04	86,933	48.40	1.67
Total Cars, U.S. ...	4,585,627	80.28	100.00	5,186,776	78.75	100.00

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included in some instances. Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Standard-size Ford, EXP and LN7.

Figures are based on production of 5,712,297 '82 models, including 3,505,671 GM cars, 1,308,516 Ford cars, 724,548 Chrysler models, 70,898 AMC and 102,664 Volkswagens.

GM's total includes 739,984 Buicks, 235,584 Cadillacs, 1,297,357 Chevrolets, 702,340 Oldsmobiles and 530,406 Pontiacs. Ford's total includes 895,350 Ford Division and 423,166 Lincoln-Mercury models. Chrysler's total includes 446,419 Chrysler-Plymouth and 276,129 Dodge cars.

Factory Installation of Air Conditioning



POWER EQUIPMENT OPTIONS ON 1982 U. S. MODELS

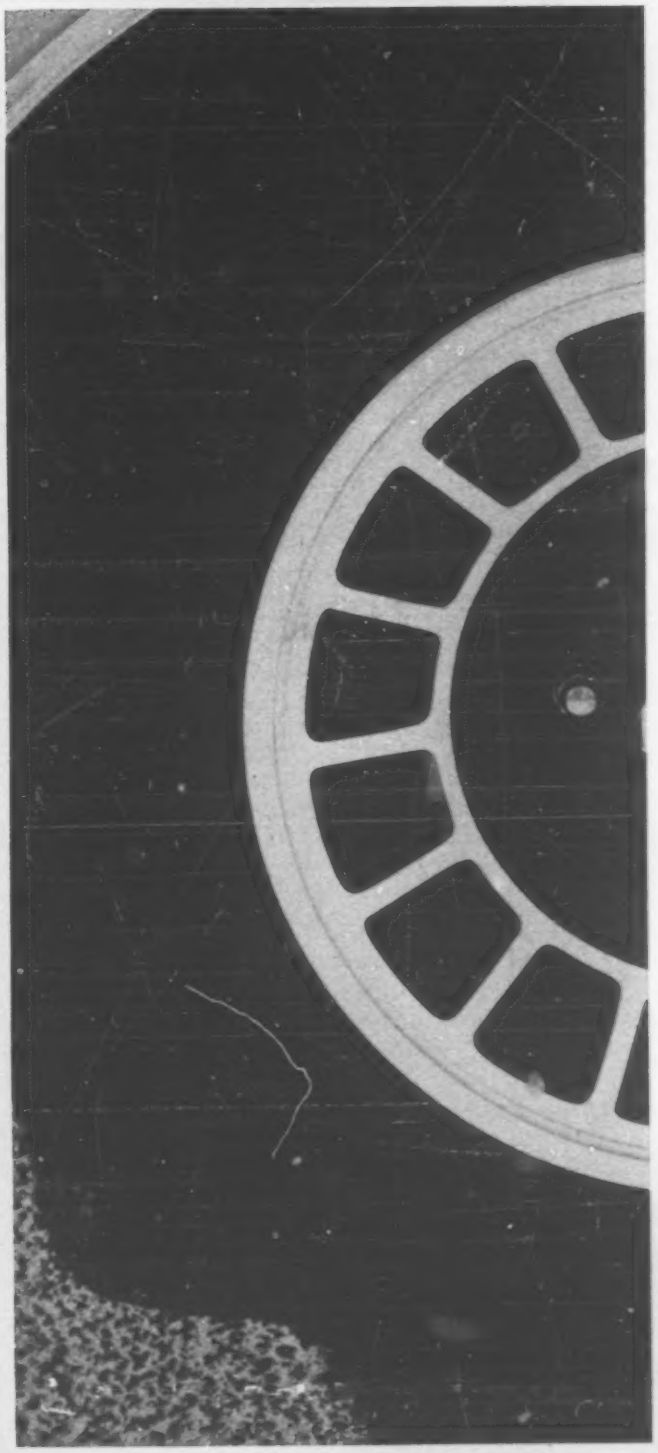
	Power Brakes	% of Output	Power Steering	% of Output	Power Side Windows	% of Output	Rear Window Defroster	% of Output
AMERICAN MOTORS	54,112	76.32	67,641	95.41	4,012	5.66	36,648	51.69
Spirit	8,618	42.70	17,498	86.70	242	1.20	9,808	48.60
Concord	28,471	84.50	33,120	96.30	2,527	7.50	15,128	44.90
Eagle	17,023	100.00	17,023	100.00	1,243	7.30	11,712	68.80
CHRYSLER CORP.	580,483	10.16	621,082	10.87	137,494	2.41	332,981	5.83
C-P Total	372,139	6.51	394,217	6.90	116,818	2.05	205,842	3.60
Horizon	14,126	33.10	21,339	50.00	NA	——	19,717	46.20
TC3	14,297	33.50	20,870	48.90	NA	——	20,272	47.50
Reliant	143,233	88.10	151,525	93.20	3,739	2.30	30,565	18.80
Gran Fury	18,746	100.00	18,746	100.00	2,606	13.90	11,548	61.60
Imperial	2,717	100.00	2,717	100.00	2,717	100.00	2,717	100.00
Cordoba	19,147	100.00	19,147	100.00	10,799	56.40	11,565	60.40
LeBaron	103,310	100.00	103,310	100.00	40,394	39.10	52,895	51.20
New Yorker	56,563	100.00	56,563	100.00	56,563	100.00	56,563	100.00
Dodge Total	206,344	3.65	226,845	3.97	20,676	0.36	127,139	2.23
024	17,321	38.00	23,748	52.10	NA	——	20,375	44.70
Omni	12,274	33.70	17,847	49.00	NA	——	15,589	42.80
Aries	109,639	87.70	116,140	92.90	3,125	2.50	56,632	45.30
Diplomat	26,258	100.00	26,258	100.00	3,230	12.30	14,967	57.00
Dodge 400	34,340	100.00	34,340	100.00	10,474	30.50	14,869	43.30
Mirada	8,512	100.00	8,512	100.00	3,847	45.20	4,707	55.30
FORD MOTOR	1,149,213	20.12	1,119,115	19.59	284,901	4.99	725,229	12.70
Ford Division	780,408	13.66	738,076	12.92	106,501	1.86	444,485	7.70
Escort	221,301	69.50	185,638	58.30	NA	——	21,954	38.30
EXP	22,650	100.00	16,195	71.50	NA	——	22,650	100.00
Mustang/Mustang II	122,593	94.00	123,897	95.00	10,825	8.30	67,557	51.80
Granada	120,323	100.00	120,082	99.80	12,393	10.30	65,215	54.20
Thunderbird	45,142	100.00	45,142	100.00	26,814	59.40	29,884	66.20
Ford	120,660	100.00	120,660	100.00	54,297	45.00	77,826	64.50
Fairmont	127,739	100.00	126,462	99.00	2,172	1.70	59,399	46.50
L-M Division	368,805	6.46	381,039	6.67	178,400	3.12	280,744	4.91
LN7	11,540	100.00	8,401	72.80	NA	——	11,540	100.00
Lynx	45,752	45.70	63,271	63.20	NA	——	42,948	42.90
Capri	36,134	100.00	34,183	94.60	2,674	7.40	24,860	68.80
Zephyr	39,092	100.00	38,897	99.50	1,095	2.80	22,009	56.30
Cougar	56,950	100.00	56,950	100.00	10,536	18.50	29,956	52.60
XR-7	16,867	100.00	16,867	100.00	11,115	65.90	10,238	60.70
Mercury	77,157	100.00	77,157	100.00	67,667	87.70	65,738	85.20
Continental	23,908	100.00	23,908	100.00	23,908	100.00	23,908	100.00
Lincoln	35,069	100.00	35,069	100.00	35,069	100.00	27,214	77.60
Mark VI	26,336	100.00	26,336	100.00	26,336	100.00	22,333	84.80
GENERAL MOTORS	3,249,807	56.89	3,215,475	56.29	1,280,231	22.41	1,985,845	37.76
Buick Division	739,984	12.95	738,834	12.93	334,459	5.86	419,441	7.34
Skylark	144,560	100.00	144,560	100.00	16,769	11.60	81,676	56.50
Skyhawk	47,918	100.00	46,768	97.60	4,408	9.20	26,642	55.60
Century	102,965	100.00	102,965	100.00	37,067	36.00	62,912	61.10
Regal	225,418	100.00	225,418	100.00	96,479	42.80	108,426	48.10
Buick	175,052	100.00	175,052	100.00	135,665	77.50	107,657	61.50
Riviera	44,071	100.00	44,071	100.00	44,071	100.00	32,128	72.90
Cadillac Division	235,584	4.12	235,584	4.12	232,208	4.07	181,412	3.18
Cimarron	25,968	100.00	25,968	100.00	22,592	87.00	25,968	100.00
Seville	19,998	100.00	19,998	100.00	19,998	100.00	17,758	88.80
Eldorado	52,018	100.00	52,018	100.00	52,018	100.00	40,678	78.20
Cadillac	137,600	100.00	137,600	100.00	137,600	100.00	97,008	70.50
Chevrolet Division	1,082,169	18.94	1,055,142	18.47	265,963	4.66	724,795	12.69
Chevette	38,711	15.90	32,137	13.20	NA	——	93,977	38.60
Cavalier	195,024	100.00	168,111	86.20	15,992	8.20	176,302	90.40
Celebrity	92,314	100.00	92,314	100.00	14,124	15.30	48,834	52.90
Camaro	178,808	100.00	178,808	100.00	80,106	44.80	110,503	61.80
Citation	155,211	93.70	161,671	97.60	5,466	3.30	78,185	47.20
Malibu	116,125	100.00	116,125	100.00	12,425	10.70	58,411	50.30
Monte Carlo	92,391	100.00	92,391	100.00	30,397	32.90	40,652	44.00
Chevrolet	188,178	100.00	188,178	100.00	82,046	43.60	94,277	50.10
Corvette	25,407	100.00	25,407	100.00	25,407	100.00	23,654	93.10
Oldsmobile Division	702,340	12.30	703,340	12.30	257,715	4.51	395,741	6.93
Omega	77,469	100.00	77,469	100.00	7,584	9.79	44,700	57.70
Firenza	30,108	100.00	30,108	100.00	1,921	6.38	16,379	54.40
Cutlass/Supreme	194,337	100.00	194,337	100.00	66,832	34.39	89,181	45.89
Cutlass/Ciera	101,320	100.00	101,320	100.00	36,181	35.71	60,711	59.92
Oldsmobile	265,178	100.00	265,178	100.00	111,269	41.96	157,807	59.51
Toronado	33,928	100.00	33,928	100.00	33,928	100.00	26,963	79.47
Pontiac Division	489,730	8.57	483,575	8.47	189,886	3.32	264,456	4.63
J2000	118,859	100.00	109,231	91.90	10,935	9.20	53,249	44.80
T1000	5,514	12.40	8,004	18.00	NA	——	18,810	42.30
Firebird	116,364	100.00	116,364	100.00	69,120	59.40	71,331	61.30
Phoenix	47,444	96.50	48,427	98.50	3,638	7.40	26,697	54.30
Grand Prix	80,650	100.00	80,650	100.00	50,326	62.40	34,760	43.10
Bonneville/LeMans	80,440	100.00	80,440	100.00	41,748	51.90	38,692	48.10
6000	40,459	100.00	40,459	100.00	14,120	34.90	20,917	51.70
VOLKSWAGEN	102,664	100.00	12,012	11.70	NA	——	89,626	87.30
Total Cars, U. S.	5,136,279	89.92	5,035,305	88.15	1,706,638	29.88	3,170,329	55.50

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP, and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

OPTIONS/EQUIPMENT



TIRE OPTIONS ON 1982 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Styled Deluxe Wheels	Percent of Output
AMERICAN MOTORS*	15,491	21.85	55,386	78.12	45,524	64.21	.....	.....
Spirit	827	4.10	19,355	95.90	13,300	65.90	.....	.....
Concord	5,593	16.60	14,181	83.30	23,551	69.90	.....	.....
Eagle	.....	59.90	.....	40.50	.....	64.80	.....	.....
CHRYSLER CORP.	268,530	37.10	489,472	67.60	636,816	87.90	517,619	71.40
C-P Total	204,073	28.20	243,696	33.60	378,898	45.00	326,343	72.80
Horizon	1,494	3.10	41,184	96.90	26,119	65.30	20,784	48.50
TC3	9,218	4.50	33,460	13.70	28,039	7.00	21,936	21.60
Reliant	25,037	12.30	136,892	56.20	135,267	35.70	100,312	61.70
Gran Fury	469	2.50	18,278	97.50	8,736	46.60	1,574	8.40
Imperial	2,717	100.00	.....	.....	2,717	100.00	2,717	100.00
Cordoba	5,205	2.00	13,882	5.70	19,147	100.00	19,147	100.00
LeBaron	103,310	100.00	.....	.....	103,310	100.00	103,310	100.00
New Yorker	56,503	100.00	.....	.....	58,563	100.00	56,563	100.00
Dodge Total	64,457	24.00	240,796	49.20	257,918	93.40	191,776	69.30
024	1,773	38.90	27,851	61.10	37,012	81.20	28,807	63.20
Omni	2,542	1.30	79,461	96.90	53,548	65.30	39,771	48.50
Aries	20,878	3.90	103,638	82.90	109,014	87.20	77,010	61.60
Diplomat	1,392	2.20	24,866	94.70	15,492	59.00	2,836	10.80
Dodge 400	34,340	53.30	.....	.....	34,340	100.00	34,340	100.00
Mirada	3,532	5.50	4,980	58.50	8,512	100.00	8,512	100.00
FORD MOTOR	1,300,307	99.40	.....	.....	786,649	60.10	943,943	72.14
Ford Division	885,345	67.70	.....	.....	536,108	41.10	434,373	33.20
Escort	318,418	100.00	.....	.....	71,007	22.30	318,518	100.00
EXP	22,650	100.00	.....	.....	4,258	18.80	22,650	100.00
Mustang	130,418	100.00	.....	.....	95,205	73.00	40,168	30.80
Granada	120,323	100.00	.....	.....	110,336	91.70	7,219	6.60
T-Bird	45,142	100.00	.....	.....	45,142	100.00	27,085	6.00
Ford	120,660	100.00	.....	.....	101,837	84.40	10,256	8.50
Fairmont	127,739	100.00	.....	.....	108,323	84.80	14,435	11.30
L-M Division	461,982	100.00	.....	.....	324,277	76.60	69,239	16.70
LN7	11,540	100.00	.....	.....	8,517	73.80	5,285	45.80
Lynx	100,113	100.00	.....	.....	31,336	31.50	4,005	4.00
Capri	36,134	100.00	.....	.....	29,999	83.00	.....	.....
Zephyr	39,134	100.00	.....	.....	23,377	89.80	.....	.....
Cougar	56,950	100.00	.....	.....	54,957	96.50	.....	.....
XR-7	16,867	100.00	.....	.....	16,867	100.00	.....	.....
Mercury	77,157	100.00	.....	.....	76,771	99.50	.....	.....
Continental	23,908	100.00	.....	.....	23,908	100.00	23,908	100.00
Lincoln	35,009	100.00	.....	.....	35,009	100.00	16,236	46.30
Mark VI	26,336	100.00	.....	.....	26,336	100.00	19,805	75.20
GENERAL MOTORS	2,260,016	64.10	1,030,683	29.40	1,936,343	55.20	1,290,522	36.80
Buick Division	563,175	76.10	176,800	23.40	713,284	96.40	94,415	12.80
Skylark	34,261	23.70	110,299	76.30	136,031	94.10	4,047	2.80
Skyhawk	6,325	13.20	41,593	86.80	39,101	81.60	5,556	11.60
Century	80,311	78.00	22,654	22.00	98,227	95.40	7,413	7.20
Regal	223,162	99.00	2,254	1.00	220,809	98.40	43,730	19.40
Buick	175,045	100.00	.....	.....	175,045	100.00	31,508	18.00
Riviera	44,071	100.00	.....	.....	44,071	100.00	2,159	4.90
Cadillac Division	234,131	100.00	.....	.....	222,315	94.40	29,607	12.60
Cimarron	25,968	100.00	.....	.....	14,152	54.50	25,968	100.00
Seville	19,995	100.00	.....	.....	19,995	100.00	774	3.80
Eldorado	52,018	100.00	.....	.....	52,018	100.00	936	1.80
Cadillac	136,150	100.00	.....	.....	136,150	100.00	1,929	1.40
Chevrolet Division	683,723	52.70	478,217	36.90	.....	.....	483,551	37.30
Chevette	8,623	37.00	224,185	96.30	.....	.....	.....	.....
Cavalier	37,445	19.20	15,758	80.80	.....	.....	152,704	78.30
Celebrity	33,443	36.20	58,887	63.80	.....	.....	10,826	11.70
Camaro	178,808	91.00	17,023	9.00	.....	.....	178,359	94.00
Citation	43,868	26.50	121,799	73.50	.....	.....	65,577	39.60
Malibu	75,560	65.10	40,565	34.90	.....	.....	20,558	12.70
Monte Carlo	92,391	100.00	.....	.....	.....	.....	55,527	60.10
Chevrolet	188,178	100.00	.....	.....	.....	.....	.....	.....
Corvette	25,407	100.00	.....	.....	.....	.....	23,603	92.90
Oldsmobile Division	545,173	77.62	157,890	24.26	681,840	97.10	225,853	32.20
Omega	17,800	22.98	596,920	77.05	71,368	92.12	15,540	20.10
Firenza	4,810	15.98	25,998	86.35	24,423	81.12	12,319	40.92
Cutlass/Supreme	194,337	100.00	.....	.....	194,337	100.00	121,060	43.01
Cutlass/Ciera	29,120	28.74	72,200	76.26	96,002	94.75	35,787	35.30
Oldsmobile	265,178	100.00	.....	.....	261,782	98.72	7,219	2.72
Toronado	33,928	100.00	.....	.....	33,928	100.00	33,928	100.00
Pontiac Division	333,814	63.30	217,776	41.10	318,904	60.10	457,096	86.20
J-2000	37,444	31.50	81,430	68.50	54,174	45.60	113,062	95.00
T1000	2,268	5.10	42,201	94.90	17,298	38.90	311	.70
Firebird	94,037	80.80	22,342	19.20	18,214	15.70	102,793	88.50
Phoenix	20,072	40.80	29,095	59.20	41,976	85.40	45,206	91.90
Grand Prix	80,650	100.00	.....	.....	79,286	98.70	79,494	98.90
Bonneville/LeMans	58,884	73.10	21,629	26.90	78,293	97.20	80,444	100.00
6000	40,459	47.90	21,079	52.10	29,663	73.30	35,786	88.50
VOLKSWAGEN	102,664	100.00	.....	.....	3,593	3.40	2,567	2.50
Total Cars, U. S.	3,947,008	69.10	1,575,541	28.10	3,408,972	59.70	2,754,651	48.20

*Estimated

Note: Figures are generally based on U. S. production. However, some Canadian-only sourced cars, or those where U. S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U. S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.

OPTIONS/EQUIPMENT

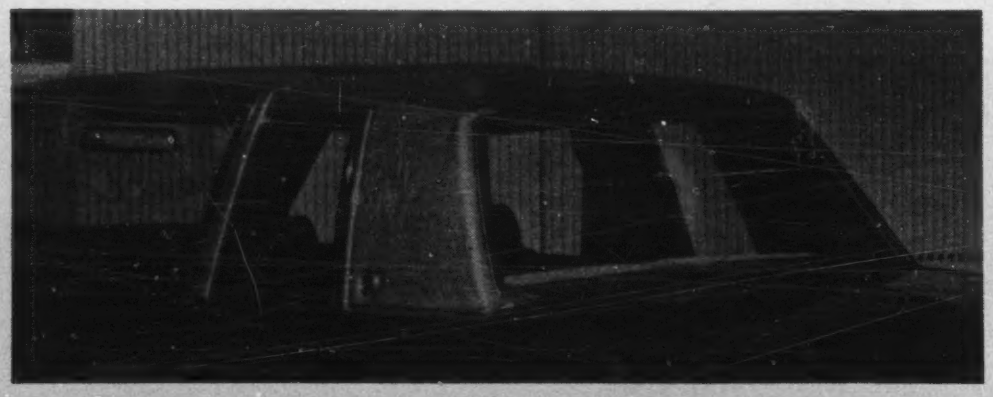
DECORATIVE ROOF OPTIONS ON 1982 U.S. MODELS

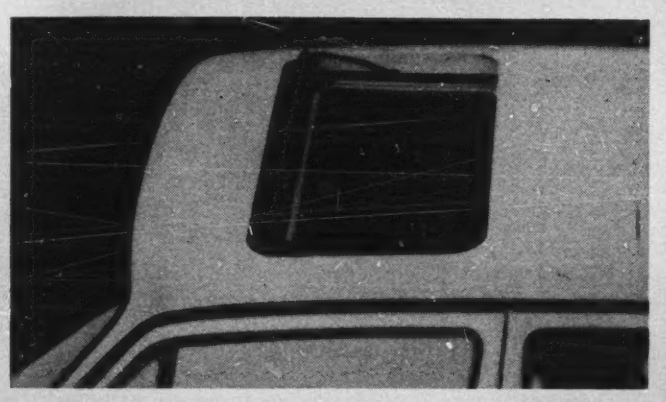
	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-up Sunroofs	Percent of Output	T-roof	Percent of Output
AMERICAN MOTORS	28,378	40.03	NA	—	2,041	2.88	NA	—
Spirit	NA	—	NA	—	648	3.21	NA	—
Concord	22,975	68.19	NA	—	337	1.00	NA	—
Eagle/SX4	5,403	31.74	NA	—	1,056	6.20	NA	—
CHRYSLER CORP.	213,496	29.47	2,881	0.40	11,699	1.62	1,438	0.20
C-P Total	170,078	37.93	2,828	0.63	6,033	1.35	536	0.12
Horizon	NA	—	NA	—	NA	—	NA	—
TC-3	NA	—	NA	—	3,627	8.50	NA	—
Reliant	15,445	9.50	NA	—	650	0.40	NA	—
Gran Fury	2,081	11.10	NA	—	NA	—	NA	—
Imperial	NA	—	NA	—	NA	—	NA	—
Cordoba	17,060	89.10	NA	—	NA	—	536	2.80
LeBaron	78,929	76.40	NA	—	1,756	1.70	NA	—
New Yorker	56,563	100.00	2,828	5.00	NA	—	NA	—
Dodge Total	43,418	15.72	53	0.02	5,666	2.05	902	0.33
024	NA	—	NA	—	4,376	9.60	NA	—
Omni	NA	—	NA	—	NA	—	NA	—
Aries	11,626	9.30	NA	—	500	0.40	NA	—
Diplomat	5,514	21.00	53	0.20	NA	—	NA	—
Dodge 400	21,222	61.80	NA	—	790	2.30	NA	—
Mirada	5,056	59.4	NA	—	NA	—	902	10.60
FORD MOTOR	273,258	20.88	7,859	0.60	59,870	4.58	18,945	1.45
Ford Division	135,130	15.26	NA	—	39,720	4.49	15,259	1.72
Escort	NA	—	NA	—	8,597	2.70	NA	—
EXP	NA	—	NA	—	8,358	36.90	NA	—
Must./Must II	2,869	2.20	NA	—	16,824	12.90	15,259	11.70
Granada	19,853	16.50	NA	—	602	0.50	NA	—
T-Bird	40,402	89.50	NA	—	3,295	7.30	NA	—
Ford	59,488	49.30	NA	—	NA	—	NA	—
Fairmont	12,518	9.80	NA	—	2,044	1.60	NA	—
L-M Division	138,128	32.64	7,859	1.86	20,150	4.76	3,686	0.87
LN7	NA	—	NA	—	5,216	45.20	NA	—
Lynx	NA	—	NA	—	3,904	3.90	NA	—
Capri	NA	—	NA	—	9,034	25.00	3,686	10.20
Zephyr	5,004	12.80	NA	—	743	1.90	NA	—
Cougar	7,688	13.50	NA	—	342	0.60	NA	—
XR-7	15,113	89.60	NA	—	911	5.40	NA	—
Mercury	60,877	78.90	NA	—	NA	—	NA	—
Continental	NA	—	1,339	5.60	NA	—	NA	—
Lincoln	23,110	65.90	1,753	5.00	NA	—	NA	—
Mark VI	26,336	100.00	4,767	18.10	NA	—	NA	—
GENERAL MOTORS	932,469	26.60	52,345	1.49	37,155	1.06	137,997	39.36
Buick Division	331,635	44.82	15,260	2.06	7,443	1.01	3,359	0.45
Skylark	22,580	15.62	NA	—	1,879	1.30	NA	—
Skyhawk	NA	—	NA	—	3,402	7.10	NA	—
Century	26,256	25.50	NA	—	2,162	2.10	NA	—
Regal	124,250	55.12	3,922	1.74	NA	—	3,359	1.49
Buick	124,689	71.23	3,939	2.25	NA	—	NA	—
Riviera	33,860	76.83	7,399	16.79	NA	—	NA	—
Cadillac Division	111,743	47.43	16,301	6.92	7,375	3.13	NA	—
Cimarron	NA	—	NA	—	7,375	28.40	NA	—
Seville	NA	—	2,960	14.80	NA	—	NA	—
Eldorado	24,917	47.90	7,699	14.80	NA	—	NA	—
Cadillac	86,826	63.10	5,642	4.10	NA	—	NA	—
Chevrolet Division	68,340	5.27	NA	—	12,567	0.97	81,473	6.28
Chevette	NA	—	NA	—	NA	—	NA	—
Cavalier	NA	—	NA	—	9,751	5.00	NA	—
Celebrity	9,785	10.60	NA	—	NA	—	NA	—
Camaro	NA	—	NA	—	NA	—	50,245	28.10
Citation	NA	—	NA	—	2,816	1.70	NA	—
Malibu	NA	—	NA	—	NA	—	NA	—
Monte Carlo	29,011	31.40	NA	—	NA	—	5,821	6.30
Chevrolet	29,544	15.70	NA	—	NA	—	NA	—
Corvette	NA	—	NA	—	NA	—	25,407	100.00
Oldsmobile Division	327,458	46.63	16,510	2.36	1,123	0.16	7,231	1.03
Omega	11,597	14.97	NA	—	1,123	1.45	NA	—
Firenza	NA	—	NA	—	NA	—	NA	—
Cutlass/Supreme	87,160	44.85	3,226	1.66	NA	—	4,820	2.48
Cutlass/Ciera	23,030	22.73	NA	—	NA	—	2,411	2.38
Oldsmobile	180,666	68.13	6,576	2.48	NA	—	NA	—
Toronado	25,005	73.70	6,708	19.77	NA	—	NA	—
Pontiac Division	93,293	17.58	4,274	0.81	8,647	1.63	45,934	8.66
J-2000	NA	—	NA	—	6,418	5.40	NA	—
T1000	NA	—	NA	—	NA	—	NA	—
Firebird	NA	—	NA	—	NA	—	40,611	34.90
Phoenix	3,373	6.86	NA	—	934	1.90	NA	—
Grand Prix	57,261	71.00	4,274	5.30	NA	—	5,323	6.60
Bonneville/LeMans	32,659	40.60	NA	—	NA	—	NA	—
6000	NA	—	NA	—	1,295	3.20	NA	—
VOLKSWAGEN	NA	—	NA	—	NA	—	NA	—
Total Cars, U.S.	1,447,601	25.34	63,085	1.11	110,765	1.94	158,380	2.77

Note: Figures are generally based on U.S. production. However, some Canadian-only sourced cars, or those where U.S. production does not give an accurate reading of the figures, are included.

Specific models include Chrysler's Gran Fury, Cordoba, New Yorker, Diplomat and Mirada; Ford's standard-sized Ford, EXP and LN7.

Figures are based on production of 5,712,297 U.S. models during 1982 model year, including 70,898 American Motors cars; 724,548 Chrysler Corp. cars; 1,308,516 Ford Motor Cars; 3,505,671 General Motors cars and 102,664 Volkswagen cars.





MANUFACTURERS

A continuing profit pinch, caused by a prolonged economic recession that put a cap on new-vehicle demand, continued to plague domestic auto companies in 1982. The book closed on Checker Motors Corp. which shut down its manufacturing operation in July; but it opened on two new name-plates: Assembly of Renault Alliance cars was launched by American Motors, while Honda of America Manufacturing Inc. began producing Accord models in the U.S.

BEST AVAILABLE COPY

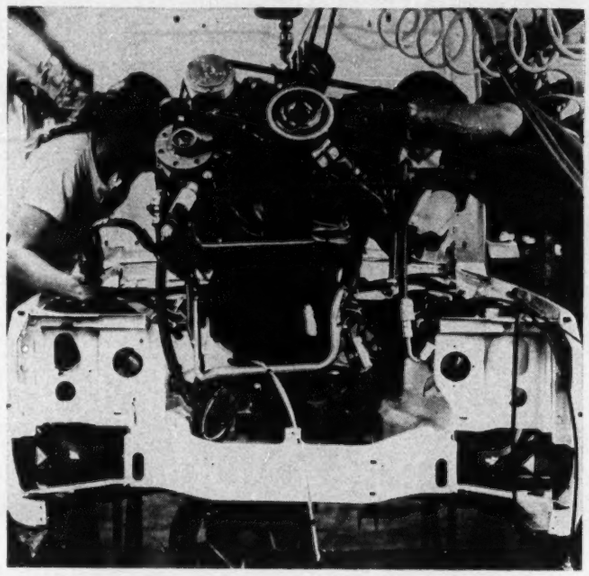
The time that tried the souls of domestic auto makers

The 1982 calendar year probably will be remembered as a year that promised much for U. S. motor vehicle manufacturers, but instead delivered a fourth year of lackluster sales.

The long-awaited sales recovery expected by the domestic motor vehicle industry and predicted by many respected economists didn't materialize during the first half of 1982, and domestic car sales hit a record low at the end of June equal to an annual selling rate of 4.8 million units.

But an upward trend began to signal its presence after midyear. It was painfully slow initially, gaining momentum in October and registering its arrival in the first two selling periods of November.

While there was strong feeling late in 1982 that the domestic motor vehicle industry's long period of depressed sales was slowly fading, there still were factors outside the direct control of vehicle manufacturers that dictated the strength of a recovery.



Because of these factors, which included complex issues impacting the worldwide economy, accurate future sales predictions were risky, at best, and open to constant revision as 1982 drew to a close.

One of the biggest factors was consumer spending attitudes. This spending hesitancy was consistent during 1982 despite the fact that consumers had high levels of personal savings and disposable income.

Record unemployment and concerns about future employment levels kept consumers cautious in their approach to buying throughout the year.

Despite the problems facing the economy and domestic car, truck and bus producers during 1982, there were optimistic signs, among them a new developing spirit of cooperation and the massive rebuilding effort undertaken by the domestic manufacturers.

The new spirit of cooperation, developed between the manufacturers and Washington and between the manufacturers and labor.

Together with the biggest and most complicated peacetime industrial revolution ever undertaken — the total rebuilding of the domestic vehicle industry — the developing spirit of cooperation put the industry and its workers on the cutting edge of the economic recovery.

Also seen in 1982 was a new attitude in Washington toward business, with significant steps being taken to break down the confrontational relationship that has existed for years. Auto makers hoped the effort would remove unnecessary and costly regulatory burdens which hamper manufacturing efforts and increase costs to consumers without providing additional benefits.

U. S. motor vehicle producers continued to invest in the future, despite posting record losses of $4.2 billion in 1980, $1.3 billion in 1981 and a small profit of $321 million in 1982. These performances were in stark contrast to $4.9 billion in after-tax profits reported in 1978, the record sales year that preceded, the auto industry's slide into recession.

In spite of these numbers, U. S. auto makers ended 1982 with a surge of optimism and determination. Domestic manufacturers were geared up with new products and renewed dedication to quality and manufacturing efficiency to capitalize on a market upswing.

There never has been a more drastic turnover in product design, style and function in any industry than in the automobile industry since the mid-'70s and into 1982.

There is no question that 1982 was a time that tried the souls of men and women in Detroit who live and die with 10-day sales reports. But the industry has always viewed problems as opportunities, and the revolutionary changes seen in 1982 were expected to help put domestic car and truck makers back in their accustomed role of world leaders.

Big Four sales total $110 billion in rough year

There is no arguing that 1982 was another rough year for auto makers. Continuing negative economic factors in the U. S. resulted in the worst auto industry sales in 19 years. Consequently, combined dollar sales of the four major U. S. auto companies — General Motors, Ford Motor Co., Chrysler Corp. and American Motors, slipped to $110.0 billion in 1982 from $113.5 billion in 1981.

There was a bright note, however. Although Ford and AMC continued to show financial losses, GM and Chrysler recorded profits, and combined results for the four companies showed a net profit of $321.5 million in 1982 compared to a loss of $1.3 billion in 1981.

Although GM's income from manufacturing operations was in the black, more than a third of the income was registered by accounting credits for currency exchange. If those credits and GM's long-term interest charges for the year are subtracted, the company's only money makers in 1982 were financing and insurance.

Tax credits and cost reductions — including labor reductions — also figured strongly in GM's 1982 net income of $962.7 million ($3.09 a share).

That compares favorably with $333.4 million ($1.07 a share) earned in 1981, but falls far short of GM's pre-recession earnings of $3.51 billion ($12.24 a share) in 1978.

GM's increased earnings in 1982 came despite a sales decrease. Last year's sales of $60.0 billion were down 4.3 percent from $62.6 billion in 1981. It was the third straight year of sales declines and the lowest total since 1977 when GM sales were $54.9 billion.

Worldwide factory sales for GM in 1982 were 6.24 million cars and trucks, down 7.7 percent from 1981, and the lowest since 1976 when GM sold 8.57 million vehicles.

GM manufacturing operations more than doubled their profits in 1982. Operating income rose from $392.1 million to $961.9 million, but interest expenses rose by 57 percent to $1.4 billion.

The $348.4 million realized from foreign exchange activity was 54 percent more than in 1981. Much of it was due to the strong value of the dollar and GM's accounting method: The corporation lost money: ($107 million) overseas, but was entitled to credits because the value of the foreign-currency debt declined compared to the dollar.

GM's European operations in 1982 were profitable for the first time since 1979. Sales of $7.3 billion resulted in net income of $6.2 million.

Latin American sales were up 5.2 percent to $3.0 billion, and the annual loss was reduced from $62.6 million to $16.5 million.

Canadian sales were down 9.9 percent to $7.97 billion. The loss was reduced from $35.6 million (U. S.) to $33.5 million.

U. S. sales also declined—4.6 percent—to $50.32 billion. But income was up 41.4 percent to $1.1 billion. GM lost $63.2 billion in other foreign markets. (The corporate sales total is less than the sum of the geographic totals because the latter includes intercorporate transactions.)

Capital spending by GM during 1982 totaled $6.2 billion, down from the record $9.7 billion spent in 1981.

The corporation spent $2.1 billion for research and development in 1982, down slightly from levels of 1981 and 1980.

GM's shining star in 1982 was GMAC; the finance unit reported an 88.4 percent increase in earnings above its previous record 1981 level. GMAC and its subsidiaries, primarily Motors Insurance Corp., reported net income of $688 million for 1982.

Ford Motor Co. reported a loss of $657.8 million for 1982, its third straight year of heavy losses. During the three-year period Ford lost $3.2 billion.

The 1982 deficit amounted to $5.46 a share, but it was an improvement of $402 million over Ford's $1.0 billion loss in 1981 ($8.81 a share). Dollar sales in 1982 dropped 3 percent to $37.0 billion from $38.2 billion in 1981.

Ford partially attributed the decrease in losses from 1981 to 1982 to continuing reductions in operating costs. The reductions amounted to more than $3 billion since 1979.

In addition to lower costs, Ford said the improvement in 1982 financial results reflected the absence of foreign-currency transaction losses incurred in 1981. This included savings of about $220 million ($1.83 a share) from adoption of a new accounting method.

However, this was offset partially by lower volume and the non-recurrence of a $154 million ($1.28 a share) tax credit in the UK that was included in 1981 results.

Ford's 1982 loss in the U. S. and Canada was $1.2 billion compared with a loss of $1.4 billion in 1981.

Outside the U. S. and Canada, Ford earned $613 million in 1982, an increase of $226 million from 1981. Ford sold 2,038,831 vehicles overseas in 1982—more than any other U. S.-based manufacturer, according to the company.

Worldwide 1982 factory sales of Ford cars, trucks and tractors were 4.3 million units, down 2 percent from sales of 4.4 million in 1981.

In the U. S., unit sales were down 2 percent; in Canada, unit sales were down 25 percent, and outside the U. S. and Canada unit sales were up 1 percent.

• Sale of Chrysler Corp.'s defense unit helped push the 1982 profits of the company into the black for the first time in five years.

Chrysler reported a net profit of $170.1 million ($1.84 a share) for the year. The sale of Chrysler Defense Inc. netted $239 million.

In 1981 Chrysler showed a loss of $475.6 million.

The 1982 profit came on sales of $10.0 billion, up 0.7 percent from $9.9 billion in 1982. Unit sales, however, declined 7.9 percent from 1.28 million in 1981 to 1.18 million in 1982.

Chrysler's continuing operations would have been profitable without a UAW strike at Chrysler Canada, which cost the company an estimated $125 million. As it was, they turned in a before-tax and before-tax-credit loss of $68 million.

But U. S. and Canadian car/truck/parts manufacturing operations were profitable during 1982.

Chrysler cut its breakeven volume to 1.1 million units in 1982 compared with 2.4 million units three years earlier.

Chrysler Financial reported an after-tax gain in 1982 of $5.2 million. Money losers for Chrysler were its company-owned stores (which lost about $11 million) and Mexican operations (which lost $55 million).

U. S. sales increased 10.4 percent to $10.2 billion in 1982 and earnings were $208.5 million. Canadian sales increased 43 percent to $2.9 billion and earnings climbed to $20.2 million from a 1981 loss of $49.3 million. Losses in other countries amounted to $58.6 million.

• American Motors' 1982 net loss was $153.4 million ($2.85 a share). It was the third consecutive year of losses and 12.4 percent worse than 1981's loss of $136.5 million ($2.44 a share). It was, however, lower than the 1980 loss of $200.8 million ($6.10 a share).

Net sales were up 11.5 percent in 1982 to $2.8 billion, the highest since 1979. This was despite an 8 percent decline in unit sales. Major declines in unit sales of foreign operations more than offset a domestic gain.

AMC wholesale auto sales in the U. S. and Canada increased 4.0 percent to 186,957 cars in 1982. The Jeep total climbed 7.0 percent to 67,646 units.

Meanwhile, AMC's international auto total fell 67.2 percent to 8,834 cars, and the Jeep total fell 44.3 percent to 23,083 units.

1982-1981 Financial Results

	Net Sales		Net Profit/Loss*		Profit/Loss Per Share	
	1982	1981	1982	1981	1982	1981
American Motors	$ 2,878,416,000	$2,588,923,000	$153,474,000*	$136,563,000*	$2.85*	$2.44*
Chrysler Corp.	$ 10,044,900,000	$9,971,600,000	$170,100,000	$475,600,000*	$1.84	$7.18*
Ford Motor Co.	$ 37,067,200,000	$38,247,100,000	$657,800,000*	$1,060,100,000*	$5.46*	$8.81*
General Motors	$ 60,025,600,000	$62,698,500,000	$962,700,000	$333,400,000	$3.09	$1.07
TOTAL	$110,016,116,000	$113,506,123,000	$321,526,000	$1,338,863,000*		

DEALERS

For franchised new car and truck dealers in the U.S., 1982 was a year of sales incentives, from manufacturer rebates to special reduced interest-rate programs by the factories. Despite the consumer incentives, dealers generally saw much the same in 1982 as in the preceding three years: Declining new-car sales and a financial squeeze caused by a staggering national economy. Dealer attrition remained high in 1982, although the rate of dealership closings was lower than in 1981.

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NADA presidents

1983—William C. Turnbull
GMC-International Harvester
Huntington, W. Va.
1982—George W. Lyles
Chevrolet and Rolls-Royce
High Point, N. C.
1981—Wendell H. Miller
Dodge-Honda Lincoln-Mercury
Binghampton, N. Y.
1980—George S. Irvin
Chevrolet-Subaru, BMW and Mercedes-Benz
Denver, Colo.
1979—William C. Doenges
Ford-Toyota
Bartlesville, Okla.
1978—Robert P. Mallon
Ford
Tacoma, Wash.
1977—Reed T. Draper
Chevrolet
Saginaw, Mich.
1976—John J. Pohanka
Oldsmobile-Fiat-Honda
Marlow Heights, Md.
1975—William E. Hancock Jr.
Buick-Opel
Columbia, S. C.
1974—Hugh R. Gibson
Ford
Cleveland, O.
1973—John S. Hinckley
Dodge
Ogden, Utah
1972—Charles J. Whitley
Chrysler-Plymouth
Bismarck, N. D.
1971—Warren J. McEleney
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.
1970—Sam H. White
Oldsmobile
Houston, Tex.
1969—Lyman W. Slack
Chevrolet
Portland, Ore.
1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.
1967—William E. Voyce Jr.
Ford
Baltimore, Md.
1966—S. E. Kossman
Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
Cleveland, Miss.
1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt.
1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho
1963—John H. Lander
Rambler
Atlanta, Ga.
1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.
1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.
1960—Birkett Williams
Ford
Cleveland
1959—H. L. Gallas
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.
1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.
1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.
1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.
1955—Frank H. Yarnall
Chevrolet, Chicago
1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City
1953—Robert S. Armacost
Studebaker
Kansas City
1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.
1951—R. D. McKay
Chrysler-Plymouth
Wichita
1950—Fred L. Haller
Hudson, Washington
1949—George F. Ziesmer
Ford
Mankato, Minn.
1948—Ben T. Wright
Lincoln-Mercury
Chicago
1947—M. O. Anderson
Buick, Seattle
1945-46—W. L. Mallon
Pontiac
Newark, N. J.
1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.
1942-43—D. E. Castles
Buick, St. Louis
1942—Harry Sommers
Chrysler-Plymouth, Atlanta
1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.
1939-40—Stanley H. Horner
Buick, Washington
1938—J. W. Roby
Shreveport, La.
1936-37—E. M. Lied
Omaha
1933-35—F. W. A. Vesper
St. Louis
1932—Floris Nagelvoort
Seattle
1931—F. J. Edwards
Milwaukee
1930—J. R. Histed
Beverly Hills, Calif.
1929—W. E. Griffith
San Francisco
1928—C. C. Coddington
Charlotte, N. C.
1927—W. L. Hughson
San Francisco
1926—C. B. Warren
New York
1925—Charles E. Gambill
San Marino, Calif.
1924—John L. Butler
Los Angeles
1923—G. G. G. Peckham
Cleveland
1922—Thomas J. Hay
Chicago
1922—W. J. Brace
Kansas City
1921—Jesse A. Smith
Milwaukee
1920—H. B. Harper
Rosemont, Pa.
1918-19—F. W. A. Vesper
St. Louis
1917—George W. Browne
Milwaukee

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1983 VS. 1982

	Jan. 1, 1983				Jan. 1, 1982			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	399	2,380	2,779	1,589	1,547	0	1,547	1,547
AMC	267	1,190	1,457		1,547	0	1,547	
Renault	132	1,190	1,322		*	*	*	*
CHRYSLER CORP.	970	7,199	8,169	3,637	1,043	7,007	8,050	3,684
Chrysler	0	2,665	2,665		0	2,639	2,639	
Dodge	955	1,537	2,492		1,026	1,427	2,453	
Imperial	0	425	425		0	421	421	
Plymouth	15	2,572	2,587		17	2,520	2,537	
FORD MOTOR CO.	2,853	5,802	8,655	5,414	3,042	5,920	8,962	5,685
Ford	2,832	1,764	4,596		3,021	1,813	4,834	
Lincoln	0	1,478	1,478		0	1,465	1,465	
Mercury	21	2,560	2,581		21	2,642	2,663	
GENERAL MOTORS	5,500	10,260	15,760	10,160	5,880	10,325	16,205	10,655
Buick	780	2,130	2,910		825	2,125	2,950	
Cadillac	260	1,315	1,575		270	1,325	1,595	
Chevrolet	3,185	2,010	5,195		3,405	2,025	5,430	
Oldsmobile	660	2,475	3,135		695	2,495	3,190	
Pontiac	615	2,330	2,945		685	2,355	3,040	
VOLKSWAGEN	934	0	934	934	1,006	0	1,006	1,006
TOTALS	10,656	25,641	36,297	21,734	12,518	23,252	35,770	22,577
Minus Intercorporate Duals				935				897
NET DEALERS				20,799				21,680

*—The U. S.-built Renault Alliance was introduced as a 1983 model. Renault was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1982.

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1983		Jan. 1, 1982	
Imported cars only				
Exclusives	2,643		2,703	
Duals	1,287		1,320	
		3,930		4,023
Import-domestic duals				
U.S. duals with captive imports	3,637		3,684	
U.S. duals with other imports	3,341		3,563	
		6,978		7,247
		10,908		11,270

Note: Renault is counted as a domestic for 1983. If it had been counted as a domestic in 1982, the import-dealer total would have been 10,076. VW is counted as a domestic in both years. Captive-import duals are Dodge—Colt and Challenger and Plymouth—Colt (Champ) and Sapporo.

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IMPORT FRANCHISES

	Jan. 1, 1983	Jan. 1, 1982
JAPAN	9,884	9,149
Colt (Champ)/Sapporo	2,587	2,206
Colt/Challenger	2,492	2,225
Toyota	1,093	1,093
Datsun/Nissan	1,083	1,105
Honda	806	801
Subaru	784	759
Mazda	766	767
Isuzu	206	193
Mitsubishi	67	0
WEST GERMANY	1,565	1,544
Audi	421	428
Mercedes-Benz	413	409
BMW	403	382
Porsche	328	325
SWEDEN	723	709
Volvo	404	402
Saab	319	307
U.K.	536	670
DeLorean*	250	340
Jaguar	205	221
Rolls-Royce	69	67
Aston Martin	12	14
Lotus	0	28
FRANCE	330	1,674
Peugeot	330	327
Renault	**	1,347
ITALY	199	840
Alfa Romeo	117	130
Ferrari	48	43
Maserati	34	27
Fiat	0	499
Lancia	0	141
MISCELLANEOUS	15	25
TOTAL FRANCHISES	13,252	14,611

** Renault counted as a domestic for 1983 only. Renault franchise total for Jan. 1, 1983 was 1,322. See Feb. 14 Automotive News.

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* Estimated.

RETAIL OUTLETS
U. S. CARS, 1947-1982

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41
Jan. 1, 1983	20,799*	−4.06

*—Jan. 1, 1982 and subsequent totals include Volkswagen.

**—Jan. 1, 1983, total includes Renault.

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USED VEHICLE SALES BY FRANCHISED NEW CAR & TRUCK DEALERS

(In Thousands)

Year	Retail	Wholesale	Total
1972	10,295	2,260	12,555
1973	9,942	2,333	12,275
1974	8,625	2,023	10,648
1975	9,137	2,144	11,281
1976	10,035	2,478	12,513
1977	10,097	2,847	12,944
1978	9,903	3,127	13,030
1979	8,804	2,810	11,614
1980	7,818	2,469	10,287
1981	8,178	2,582	10,760
1982	7,959	2,500	10,459

SOURCE: NADA Industry Analysis Department

1982 TOTAL SALES BY NEW-CAR DEALERS—BY STATE

	All Dealers ($ Mil.)	Average Per Dealer ($ Thous.)		All Dealers ($ Mil.)	Average Per Dealer ($ Thous.)
Alabama	1875	5419	Montana	557	2841
Alaska	262	10480	Nebraska	962	2932
Arizona	1749	9064	Nevada	625	8017
Arkansas	1518	4532	New Hampshire	930	5741
California	16276	9170	New Jersey	4494	6097
Colorado	2314	8149	New Mexico	939	6300
Connecticut	1875	5282	New York	8104	5805
Delaware	415	6486	North Carolina	3334	4770
D. C.	117	13000	North Dakota	586	2701
Florida	8595	12020	Ohio	6153	5281
Georgia	3089	5209	Oklahoma	2121	4642
Hawaii	507	11259	Oregon	1654	5285
Idaho	605	3623	Pennsylvania	6756	4207
Illinois	7168	5689	Rhode Island	412	4583
Indiana	3124	4807	South Carolina	1543	5010
Iowa	1772	2822	South Dakota	422	2210
Kansas	1602	3569	Tennessee	2898	6426
Kentucky	1771	4786	Texas	12500	8306
Louisiana	2918	7780	Utah	885	5708
Maine	749	3860	Vermont	375	3352
Maryland	3056	8858	Virginia	3650	6415
Massachusetts	3833	6666	Washington	2115	5479
Michigan	5886	6282	West Virginia	1101	3797
Minnesota	2756	4577	Wisconsin	2531	3228
Mississippi	1192	3548	Wyoming	384	3842
Missouri	3014	4601	TOTAL U. S.	144069	5714

Source: NADA Industry Analysis Dept.

REIMBURSEMENT RATES AND CHARGEBACKS BASED ON NAFA'S PERSONAL USE SURVEY

Personal Use Chargebacks for Fleets using a Straight Mileage Charge
U. S. Commercial Fleets Only

Amount	1978	1979	1980	1981	1982
7c or less	47%	16%	14%	2%	3%
8, 9 or 10c	35%	63%	44%	43%	45%
More than 10c	18%	21%	42%	55%	51%

Source: National Assn. of Fleet Administrators

NEW-CAR OUTLETS BY STATE

As of January 1, 1983

Alabama	346
Alaska	25
Arizona	193
Arkansas	335
California	1775
Colorado	284
Connecticut	355
Delaware	64
D. C.	9
Florida	715
Georgia	593
Hawaii	45
Idaho	167
Illinois	1260
Indiana	650
Iowa	628
Kansas	449
Kentucky	370
Louisiana	375
Maine	194
Maryland	345
Massachusetts	575
Michigan	937
Minnesota	602
Mississippi	336
Missouri	655
Montana	196
Nebraska	328
Nevada	78
New Hampshire	162
New Jersey	737
New Mexico	149
New York	1396
North Carolina	699
North Dakota	217
Ohio	1165
Oklahoma	457
Oregon	313
Pennsylvania	1605
Rhode Island	90
South Carolina	308
South Dakota	191
Tennessee	451
Texas	1505
Utah	155
Vermont	112
Virginia	569
Washington	386
West Virginia	290
Wisconsin	784
Wyoming	100
TOTAL U.S.	24725

Source: NADA Industry Analysis Dept.

OPERATING EXPENSES

Canada

Average miles per month	1,668
Fuel	.0788
Oil	.0012
Tires & tire repair	.0045
Repair & maintenance	.0195
Total operating expense (1c/mile)	.1040
Average price per gallon of fuel	$ 1.72
Average miles per gallon	21.8

OPERATING EXPENSE COMPARISONS COMPOSITE FLEETS

1980 - 1982

	1980	1981	1982
Average miles per month	1,897	1,822	1,880
Operating Expenses			
(cents cost per car per mile)			
Fuel	.0715	.0745	.0643
Oil	.0012	.0012	.0011
Tires & tire repair	.0066	.0059	.0057
Repair & maintenance	.0132	.0142	.0150
Total operating expenses	.0925	.0958	.0861
Incidental Expenses			
(dollar cost per car per month)			
License & taxes	$9.07	$6.23	$8.63
Accident repairs — recoveries	8.90	8.65	7.39
Washing	3.24	5.04	6.14
Parking & tolls	11.50	16.48	12.09
Miscellaneous	1.23	3.29	2.98
Total incidental expenses	$33.94	$39.69	$37.23
Standing Expenses			
(dollar cost per car per month)			
Leasing service charge or interest	$ 51.46	$ 74.86	$ 76.38
Depreciation reserve	120.95	154.89	161.37
Depreciation adjustment	-16.91	-17.56	-23.06
Selling expenses	—	1.35	11.38
Insurance	19.16	21.27	23.94
Total standing expenses	$174.66	$234.81	$250.01
Credits			
(dollar return per car per month)			
Personal use credit	$ 23.64	$ 41.48	$ 42.28
Net Expenses			
(Incidental expenses plus standing expense less credits)	$183.07	$230.87	$244.96

OPERATING EXPENSE COMPARISONS

1980 - 1982

Small Cars

	1980	1981	1982
Average miles per month	1,630	1,794	2,339
Fuel	.0695	.0725	.0627
Oil	.0010	.0011	.0015
Tires & tire repair	.0074	.0052	.0040
Repair & maintenance	.0144	.0123	.0112
Total operating expense	.0923	.0911	.0794
Average price per gallon of fuel	$1.21	$1.35	$1.36
Average miles per gallon	17.4	18.6	21.8

Mid-Size Cars

	1980	1981	1982
Average miles per month	1,929	1,799	2,027
Fuel	.0725	.0781	.0748
Oil	.0011	.0010	.0014
Tires & tire repair	.0066	.0064	.0053
Repair & maintenance	.0120	.0118	.0105
Total operating expense	.0922	.0973	.0920
Average price per gallon of fuel	$1.21	$1.35	$1.36
Average miles per gallon	16.7	17.3	18.2

AVERAGE DEALERSHIP PROFILE

	1976	1977	1978	1979	1980	1981	1982	% Change 1980-82
Total Dealership Sales	3601541	4195628	4694831	4952960	4549754	5223595	5714189	9.39
Total Dealership Gross	549595	591584	673239	717684	699297	772570	793129	2.66
As % of Total Sales	15.26	14.10	14.34	14.49	15.37	14.79	13.88	
Total Dealership Expense	476484	509769	581220	655277	671544	711976	718845	0.96
As % of Total Sales	13.23	12.15	12.38	13.23	14.76	13.63	12.58	
Net Profit Before Taxes	73111	81815	92019	62407	27753	60594	74284	22.59
As % of Total Sales	2.03	1.95	1.96	1.26	0.61	1.16	1.30	
(Net Pre-Tax Profit in Constant '67 Dollars)	42881	45077	47083	28701	11245	22248	25693	15.49
New Vehicle Dept. Sales	2243760	2681006	3009387	3145130	2802648	3191617	3508512	9.93
As % of Total Sales	62.30	63.90	64.10	63.50	61.60	61.10	61.40	
Used Vehicle Dept. Sales	785136	876886	981220	1005451	955448	1196203	1302835	8.91
As % of Total Sales	21.80	20.90	20.90	20.30	21.00	22.90	22.80	
Service and Parts Sales	572645	637735	704225	802380	791657	835775	902842	8.02
As % of Total Sales	15.90	15.20	15.00	16.20	17.40	16.00	15.80	
New Vehicles Average Selling Price	5470	6120	6470	6950	7530	8850	9910	11.98
Average Net Worth (As of 12/31)	305993	325495	351410	393404	362242	364014	392458	7.81
Net Profit as % of Net Worth	23.89	25.14	26.19	15.86	7.66	16.65	18.93	

Source: NADA Industry Analysis Department

TRUCK OUTLETS

Retail Outlets*

	Jan. 1, 1983	†Jan. 1, 1982
Chevrolet	5,192	5,434
Dodge	2,615	2,611
Ford	4,696	4,928
Freightliner	176	180
FWD	58	62
International	943	1,170
GMC	2,478	2,539
IVECO (Magirus)	201	168
Jeep	1,573	1,704
Kenworth**	120	120
Mack	236	242
Mercedes-Benz	170	169
Peterbilt**	87	88
Plymouth***	2,587	2,537
Volvo	107	121
White	169	168
Miscellaneous	248	235
Private outlets	21,656	22,474
Factory outlets	171	227
TOTALS	21,827	22,701
Adjustment for multiple franchising	2,631	2,699
NET TOTALS	19,196	20,002

*—Retail outlets include dealerships, distributorships and factory-owned outlets.
**—Kenworth and Peterbilt totals are estimates.
***—Plymouth trucks are the Trail Duster sports/utility vehicles, Voyager window van and Scamp and Arrow compact pickups.
†—White includes Autocar.
‡—Revised.

SUPPLIERS

Like motor vehicle manufacturers, original equipment suppliers of automotive components and materials suffered through a period of extremely difficult business conditions in 1982. Manufacturers' continuing refinement of vehicle designs, improved quality programs and use of new materials and manufacturing processes presented an on-going challenge throughout the year. The changing mix of materials in new vehicles and price pressures intensified competition among suppliers.

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Gloomy 1982, uncertain '83

OE suppliers face tough challenges

Like motor vehicle manufacturers, automotive original equipment suppliers suffered dismal financial fortunes in 1982 as a result of depressed new car and truck sales.

But also like their auto making customers, suppliers saw hope for improvement in the overall economic picture as 1983 got under way, although the consensus did not indicate expectations of a return to high-volume vehicle sales of the 1970s.

Despite a gloomy 1982 and an uncertain immediate future, suppliers generally believe long-term prospects for the automotive business are attractive.

"The American auto industry is having maturity pains, but it's going to remain a big business and big market for a long time," said C. E. Johnson, vice president - transportation, Borg-Warner Corp. "Marginal components suppliers are in trouble, and many will go under during 1983 and beyond. But suppliers of technology that matches the needs of the market place, rather than those simply bending metal on a lowest-cost basis, will survive the shakeout."

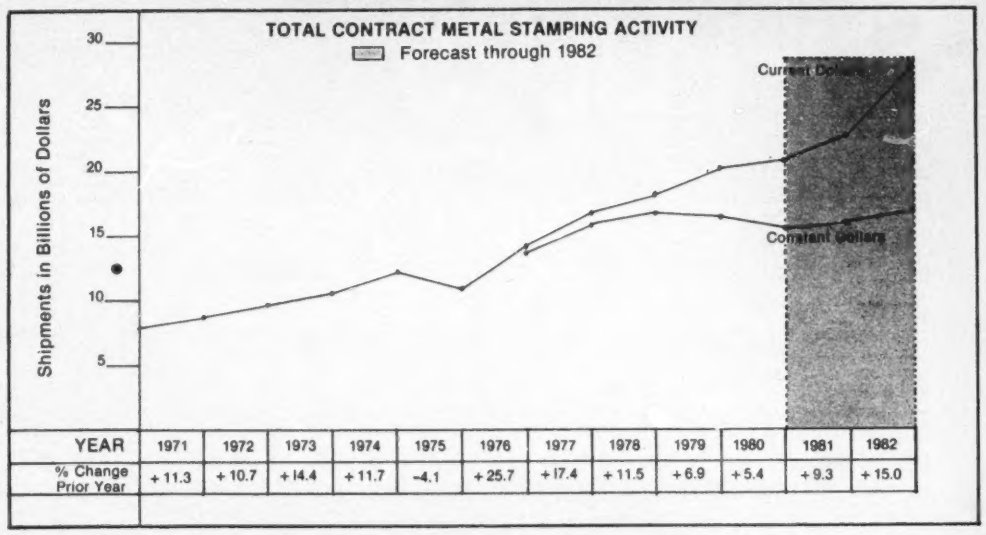
Chester Devenow, chairman, Sheller-Globe Corp., said that even though markets for new cars and trucks may remain depressed in 1983, the performance of suppliers and vehicle manufacturers should improve because of reductions in break-even points brought about by cost - reduction programs, improved productivity, restructured organizations and better management of human and manufacturing resources.

One of the toughest challenges facing suppliers is having to manufacture products of consistently higher quality while reducing manufacturing costs.

James K. Ashford, president, Tenneco Automotive, said quality has become a driving force throughout the auto industry in response to consumer demand and a perception by consumers that foreign vehicles are of higher quality than those produced domestically. Noting that the response by U.S. vehicle manufacturers has improved the quality of domestic vehicles and made greater demands on suppliers, Ashford said, "As a result, all parts of the system now place heavier emphasis on statistical methods of quality control."

Ashford said continuing refinement of vehicle designs and implementation of new ones has impacted suppliers by increasing the complexity of their design and development tasks. Other challenges facing auto suppliers, he said, include keeping production costs down and increased utilization of new materials, processes and technology in programs to reduce vehicle weight.

He said competition between suppliers is likely to intensify because overall vehicle production is not likely to increase significantly. "That competition is likely to stress quality, cost and ability to deliver on time; I expect to see more 'just in time' inventory programs to help minimize costs," the Tenneco Automotive president said.



YEAR	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
% Change Prior Year	+11.3	+10.7	+14.4	+11.7	-4.1	+25.7	+17.4	+11.5	+6.9	+5.4	+9.3	+15.0

Auto stampings climb in '82

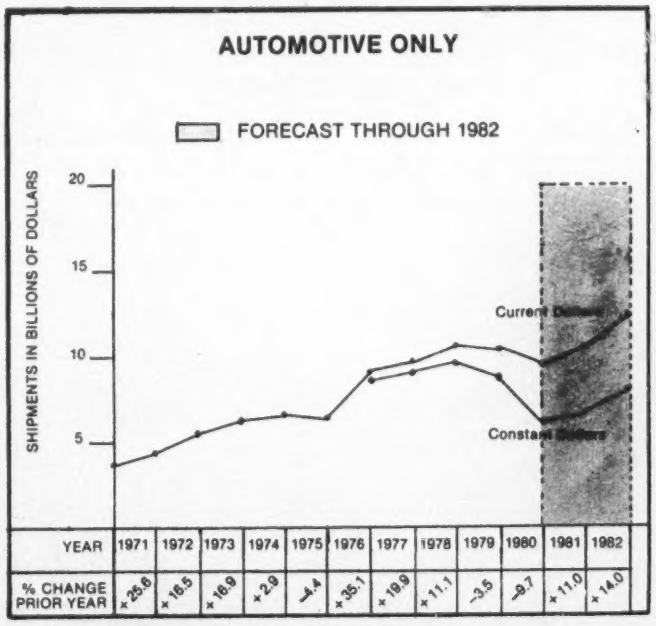
Industry trend to buying rather than making

Automotive contract stampings increased to an estimated $11.8 billion in 1982 over 1981, up 14 percent in dollar volume of shipments.

Total contract stampings, automotive and nonautomotive, climbed to an estimated $26.9 billion in 1982 from $23.4 billion in 1981 for an increase of 15 percent.

The historical patterns shown in the accompanying charts are based upon contract stamping shipments as reported by the U.S. Bureau of Census. Shipments are actual figures through 1979 while amounts of 1980 and 1981 are estimated. The estimates are subject to revision when governmental survey data are available for these later years. Non-automotive stampings include: Metal stampings nec (SIC 3469); crowns and closures (SIC 3466) and other fabricated metal products (SIC 34994).

On a longer term basis, the market should improve because of a perceived fundamental change in American industry, according to the American Metal Stamping Assn. (AMSA.), because more and more large American industries are opting for "buying rather than making." Pressures on prices, profits and cash are forcing companies to carefully evaluate the relative competitiveness of in-house manufacturing facilities, said AMSA, and a significant trend is emerging in which stamping and component assembly operations increasingly are being subcontracted at lower than in-house costs. As another dimension of this trend, companies are also opting to subcontract component production for new products, rather than make capital investments in machines and tooling required for in-house manufacture.



YEAR	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
% CHANGE PRIOR YEAR	+25.6	+16.5	+16.9	+2.9	-4.4	+35.1	+19.9	+11.1	-3.5	-9.7	+11.0	+14.0

Aftermarket still growing

Japanese forge steadily forward in U.S.

The four "I's" affecting the auto industry adversely in the past—interest rates, inventories, imports and inflation—will be lined up more favorably in 1983, according to William A. Raftery, president of the Motor & Equipment Manufacturers Assn. (MEMA).

The result, he predicts, will be a better year for the entire industry from production to consumption.

"The lid will remain on inflation," feels Raftery. "That's a gain well-established in 1982 and not likely to be sacrificed by Congress at this stage of recovery. And the Japanese are continuing their voluntary ceiling on vehicle shipments to the U.S. market — also a plus already established."

The big improvement, he forecasts, will be "the favorable impact of continued lower interest rates on new car sales, and on inventory levels in the aftermarket as consumer demand strengthens.

"I'm not convinced interest rates will get down to the single-digit level," says Raftery. "But even if they do, and even if U. S. vehicle makers market successfully, we still won't see a return to the swinging sales levels the industry once enjoyed —not for several years."

Light truck sales had already turned upward in '82, points out Raftery. Heavy truck sales will follow in '83, he believes, "but not until consumer spending has started to move the entire economy upward—not before the end of the second quarter in '83."

The aftermarket will pick up considerably in '83, he predicts. "The average age of both cars and trucks has continued to climb in recent years, and total miles driven by this aging fleet has recovered modestly in the past two years from the severe declines of '79 and '80.

"MEMA tracks the accumulated mileage per vehicle," says Raftery, "and the maintenance and repair requirements that have been building up cannot be deferred much longer and should be increasing attention as consumer confidence in the recovery increases."

The heavy-duty aftermarket should pick up earlier than the new truck market, he foresees, because the momentum needed in the economy to stimulate effective operation of the existing fleet is not as great as will be needed to justify investment in new heavy trucks.

Stepped-up demand in both car and truck aftermarkets will give everyone in the distribution channels the incentive to use the inventory-increasing ability provided by lower interest rates. "But levels won't get back to what we used to consider normal," says Raftery, "for more than one reason.

"There may be a lot of watchful waiting," he explains, "before the aftermarket is convinced that demand is strong and sustaining enough to justify higher inventories.

"Moreover," he says, "the OE suppliers are operating in an atmosphere in which their vehicle-making customers are comparing their production efficiency with the Japanese just-in-time system, stressing elimination of inventories.

"This puts the supplier in the position of having to carry a certain amount of OE customer inventory in addition to requirements of the aftermarket, yet under the same gun as the customers to keep inventory costs down. We could become too lean for our own good if demand starts accelerating."

For 1983, Raftery thinks aftermarket demand for parts, in units, could reach a level of 10 percent above the 1982 levels on an overall basis. Various lines, however, will be affected to greater or lesser degrees.

"Some lines showed strength throughout '82," he says, "while others will need more than a 10 percent improvement to regain their previous growth curves."

The Japanese, meanwhile, have been forging steadily forward in the U. S. aftermarket. Notes Raftery: "The annual U. S. deficit in automotive and truck components trade, with Japan, was already $700 million in 1975. The elements included in the figures have changed somewhat, since then, but if you use the same elements today you find the deficit exceeded $4 billion in '82."

He points out that the swelling number of Japanese vehicles on U. S. highways also has been aging and accumulating maintenance and repair requirements, traditionally served mostly through franchised Japanese auto dealerships with Japanese parts.

"This growth, nevertheless," says Raftery, "is now an integral part of the U. S. aftermarket, and individual companies will exercise varying degrees of initiative in going after it."

U. S. Automotive Industry Use of Reinforced Plastics

The recession caught up with the Reinforced Plastic Composites industry in 1982, reducing total shipments 17 percent to an estimated 1.52 billion pounds. Land transportation use of the materials—primarily in cars and trucks — declined 20 percent to 359 million pounds.

However, the industry forecasts an 8.4-percent increase in total shipments in 1983 to a volume of 1.65 billion pounds, and an increase of 11 percent to 402 million pounds in land transportation use.

The increase in reinforced plastics shipments in 1983 forecast by the industry (Table Below) is predicated on resumption of growth in the economy.

Cal. Year	Pounds
1970	167,000,000
1971	195,000,000
1972	250,000,000
1973	307,000,000
1974	293,000,000
1975	265,000,000
1976	398,000,000
1977	460,000,000
1978	532,000,000
1979	550,000,000
1980	416,000,000
1981	445,000,000
1982	359,000,000
1983	402,000,000*

* Forecast. Poundage figures include thermosetting and thermoplastic resins, reinforcements and fillers. Figures are for land transportation uses, primarily automobiles and trucks.

Source: Society of the Plastics Industry, SPI Reinforced Plastics/Composites Institute.

SUPPLIERS

Steel—the basic ingredient

1,700 pounds in typical U.S.-made '82 car

Steel continues to be the basic material of the automotive industry, maintaining its 60 percent share of the automobile's weight. The 1,700 pounds of steel in the typical 1982 U. S.-built car represented more than all other materials in the car combined. And steel has maintained its edge over the years. In 1922 the Model T Ford was 50 percent steel.

That does not mean automotive engineers and designers have been using this traditional material in traditional ways. Much to the contrary, the automotive engineer uses today's high-strength and coated steels in innovative ways to meet the challenges of weight reduction and greater durability.

Today high-strength steel (HSS), with yield strength of 35 ksi or higher, is the fastest growing category for material replacement in American automobiles. Increasingly coated steels such as one- and two-side galvanized sheet steels are being used to combat corrosion.

The U. S. steel industry shipped a total of 87 million tons of steel in 1981, according to American Iron and Steel Institute statistics. Of that 15.1 percent was shipped to the automotive market.

At present 30 percent of the sheet steel shipped to the auto industry is either high-strength or coated. In 1970 only 10 percent of the steel was shipped in those grades. It is expected that by 1990 this portion will increase to 40 percent.

The HSS grades are 20 to 400 percent stronger than ordinary carbon sheet steel so that they can be used to produce thinner, lighter components which comfortably meet or exceed performance requirements.

HSS is being used in wheels for the Chevy Camaro and Pontiac Firebird, American Motors' Renault Alliance and '83 Ford Ranger pickup trucks. Expanded usage of high-strength also can be found in bumper systems, control arms, door beams, frame rails, seat backs and suspension system cross members.

The new Ranger wheels use HSS steel in both rims and the spider, an industry first. An advanced light truck, on the drawing boards, reportedly could use up to 700 pounds of HSS, comprising about 50 percent of the weight of the body-in-white and 20 percent of the vehicle dry weight.

At least two domestic steel companies are modernizing facilities with the installation of continuous annealing (CA) lines which should facilitate the economic production of HSS. The CA lines also will be able to produce bake-hardenable steels which have good formability and the advantage of undergoing strengthening during the paint bake cycle. The yield strength of the steels increase by about 25 percent by the paint oven exposure. These bake-hardenable steels can be beneficial for outer panel use since the high yield strength may allow 10 percent reduction in gage (weight) with no loss in dent resistance. Major utilization of the steels in future vehicles seem probable.

While the American auto industry has led in use of HSS steels, the Japanese lately have mounted an aggressive effort for its use in Japanese vehicles.

• Ten times more salt is used on today's U. S. and Canadian roads as compared to 1955. Due to the increased use of these corrosion causing chemicals, greater attention his focused on corrosion resistance of vehicles. Today a broad range of coated steels is available including galvanized one- and two-side; differentially coated galvanized; aluminum - coated; aluminum-zinc coated, long terne; tin coated and Zincrometal.

Increasingly, the automakers are turning from mild carbon sheet steels to coated varieties for exposed body panels that require corrosion protection. The 1983 Renault Alliance uses galvanized steels in all exterior panels, including roof. Chrysler's Omni and Horizon models use one-side galvanized steel for the outer door panels and quarter panels.

In the unitized body construction that dominates current production vehicles, extensive use of one- and two-side galvanized steels is made in structural components. General Motors' F-car, for example, has upper and lower front rails and body rear rails that use two-side galvanized steel. Exhaust systems are another typical application for the coated steel types.

An application related to safety is front and rear bumpers. Soft fascia bumper designs on Chrysler K-cars and GM J-cars are backed by ultra high-strength steel reinforcement beams. K-cars use 0.062 inch steel with 120 ksi minimum yield strength. A hot dipped G90 galvanized coating provides corrosion resistance. The J-car bumpers use 0.035 inch ultra high strength steel of 190 ksi minimum tensile strength that is roll-formed into shape. A weight savings is realized and the safety requirement is met.

• Chrysler led domestic auto makers in use of zinc-coated steel in 1982 with an estimated average of 291 pounds per car, according to a survey by the Zinc Institute (ZI).

GM averaged 283 pounds per car, Ford, 249 pounds and AMC 236 pounds. Estimates, based on data supplied to ZI by the car makers for 1982 product lines, include one-side galvanized steel, two-side galvanized steel and zincrometal.

Dale C. Nevison, ZI vice president-field operations, says Chrysler's offering of a five-year no-rust-through guarantee on its cars "might be the basis behind its industry-leading use of zinc coatings."

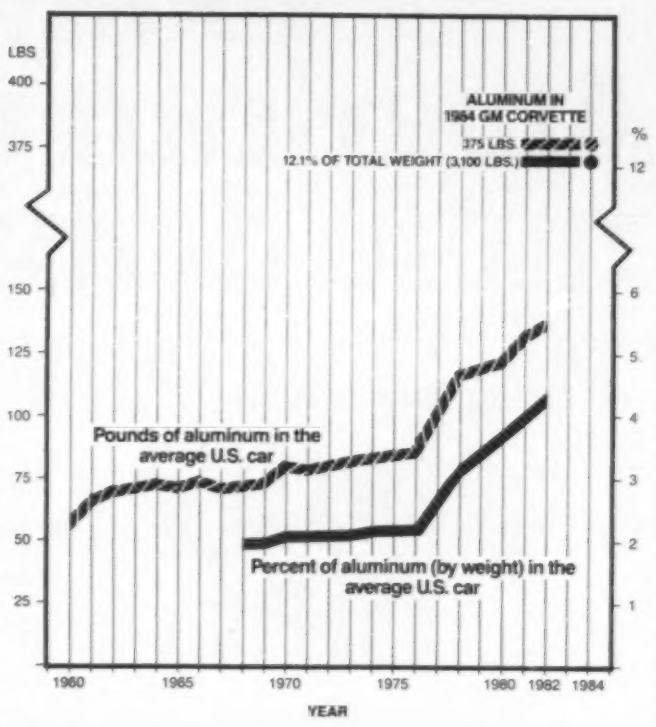
On an industry basis, the survey shows the typical 1982 model utilized 53 pounds of one-side galvanized steel, 115 pounds of two-side galvanized and 106 pounds of zincrometal. In addition each vehicle contains approximately 1.5 pounds of zinc dust used in zinc-rich paints.

The average 1982 U. S. car used 6.8 pounds of zinc as a coating material, according to the survey. That excludes such other automotive uses of zinc such as die castings and zinc oxide in plastic and rubber parts.

On the basis of size, the average small car contains 253 pounds of zinc-coated product, an intermediate model 291 pounds and standard-size cars 310 pounds.

The ZI survey reportedly represents the first time any group has attempted to pinpoint the use of zinc-coated steel.

Trends in the Estimated Use of Aluminum in U.S. Passenger Automobiles



Aluminum—133 pounds

Industry aims for 135 pounds in '83 models

U. S. auto companies used an average of 133 pounds of aluminum per car in the 1982 model year, according to aluminum industry sources. Preliminary estimates were the figure would climb to 135 pounds in the 1983 model year.

The percentage of aluminum climbed to 4.4 percent of a typical car's total weight in '82, up slightly from 1981 and more than double 1976 (2.1 percent).

The 1984 Chevrolet Corvette, introduced in spring 1983, is aluminum's latest success story. It has more than 80 aluminum components that weigh a total of 375 pounds or 12.1 percent of the car's total weight of 3,100 pounds.

More aluminum is used in the new sports car than any automobile in the past. Upper and lower control arms and knuckles are made from aluminum forgings for the front and rear suspension. The lateral control support arm in the rear suspension is forged aluminum. It's the first time these major automobile components have been made from aluminum. Use of the metal in the parts saves approximately 75 pounds.

In the engine compartment, brackets holding the alternator, power steering elements and air conditioning compressor are diecast aluminum.

For the first time ever an automobile prop shaft and its yokes are made from forged aluminum that is welded together. Even the lifting bracket for the engine is made from aluminum.

The brake rotor splash shield is aluminum. Brake calipers are a combination of iron and cast aluminum. The brake master cylinder is also aluminum.

In a unique design approach the new Corvette uses a U-shaped, stamped aluminum channel-beam to connect the rear of the transmission housing with the differential. The prop shaft runs inside the channel beam.

The heat stove tube, used to heat intake air, is made from bright aluminum tubing, mostly for appearance. The torque convertor housing is stamped aluminum sheet. The radiator has aluminum fins.

Ford Motor Co.'s 1983 Ford Tempo and Lincoln-Mercury Topaz boast an industry first: A cast aluminum oil pan, ribbed for rigidity to improve driveline smoothness. Aluminum also is used in the radiator for various applications.

A lot of work is going on with aluminum in experimental cars. One is the BL ECV3, an experimental energy conservation vehicle built with an aluminum structure and plastic body panels. The aluminum structural frame is a conventional monocoque type and includes the roof to which the plastic body panels are attached.

Estimated amount of aluminum in U. S. passenger automobiles

Mod. Yr.	Average Pass. Car Wgt. Lbs. (1)	Aluminum Application Lbs./Car (2)	Pct. of Alum.
1960	—	54	—
1961	—	63	—
1962	—	67	—
1963	—	70	—
1964	—	72	—
1965	—	71	—
1966	—	73	—
1967	—	71	—
1968	3863	72	1.9%
1969	3942	73	1.9%
1970	3877	78	2.0%
1971	3887	77	2.0%
1972	3942	78	2.0%
1973	3969	81	2.0%
1974	3968	83	2.1%
1975	4058	84	2.1%
1976	4059	87	2.1%
1977	3944	100	2.5%
1978	3587	114	3.2%
1979	3507	118	3.4%
1980	3283	120	3.7%
1981	3099	130	4.2%
1982	3009	133	4.4%

(1) Light Duty Fuel Economy Trends through 1982. SAE Paper 82-0300. (2) Aluminum Company of America (model years 1960-1971); Auto & Truck Committee, Aluminum Assn. and Industry sources (model years 1972-1982).

Powder metal operations at half capacity

Powder metallurgy (PM) industry executives agree that the economic outlook at the end of 1982 was uncertain and gloomy.

R. William Rosenquest, president of the Metal Powder Producers Assn. (MPPA), says the metal powder industry last year operated at 55 to 60 percent of capacity. Some companies did well, but only in specialized areas. Customer inventories were low or non-existent. The business outlook in early 1983 was not much better.

Robert C. Burgess, president of the Powder Metallurgy Parts Assn. (PMPA), said a 1982 survey of PMPA members, showed 74 percent of the respondents reporting shipments and backlogs down from 1981. Fifty-five percent said tool orders were up and 45 percent said they were the same or down.

The fabricators were almost split down the middle about the future. A little over 50 percent felt business would be up for 1983 and 48 percent said it would remain the same or down.

Leonard Confer, president of the Powder Metallurgy Equipment Assn., also reflected the current uncertainty in the industry. PMEA members queried by him said they operated at 64 percent of capacity in 1982, compared with 79 percent in 1981 and 88 percent in 1980. But equipment makers see an improving 1983.

Replacement belt and hose sales keep on climbing

With U. S. motorists owning their cars longer than ever, predictions are that retail sales of replacement belts and hose will reach an all-time high in 1983 of more than $870 million.

Paul J. Foley, Goodyear manager of automotive replacement products, said unit sales of V-belts and hose will increase from 5 to 7 percent this year after gains the past two years of 7 and 6 percent, respectively.

"Import cars that earned a significant market share in the late 1970s and early 1980s are now coming into their replacement parts age and will boost aftermarket belts and hose sales," Foley said.

Another factor cited by Foley is the aging of cars and trucks on the road. "The average age of a car should surpass seven years in 1983 while the average truck age is expected to be 7.4 years," Foley said. Nearly 2 percent more vehicles will be on the nation's highways next year, he said.

Fuel prices should remain stable and, consequently, the average car is likely to travel 3.6 percent more miles in 1983 or about 9,600 miles, according to Foley. Annual miles driven by all types of vehicles will rise more than 1.5 percent.

"Belts and hose continue to be purchased primarily on an emergency basis," Foley said. "A belt or hose failure disables a vehicle and its repair can't be delayed." This has helped belts and hose sales top the automotive replacement market average growth rate of 2 to 3 percent, he said.

SUPPLIERS

Die casting sales decline 15 percent

Trends include shift from captive to custom plants

U. S. die casting industry sales declined to $5 billion in 1982—a 15 percent decrease — according to the American Die Casting Institute (ADCI).

ADCI said zinc custom die casting output declined 19.5 percent to 165,000 tons in 1982, with dollar sales down 15 percent. Aluminum custom castings were down 6 percent to 240,000 tons, with dollar sales declining 10.8 percent. Magnesium custom die castings (produced in much smaller quantities) declined 6 percent in pounds but rose 3 percent in dollars.

All categories reflected worsening business conditions and lower die casting sales in 1982.

While the recession was costly, it has made die casting more efficient, according to ADCI President Peter A. R. Findlay. Expenses have been controlled, markets expanded, modern technology implemented and productivity increased, he said, adding, "Die casting is now lean, tightly honed and poised, ready to move forward to meet customer needs."

Viewing 1982 industry developments, Findlay highlighted the new ZA high aluminum-zinc alloys. Use of these cold chamber alloys is increasing significantly, and ADCI sees great promise for marketing this new die casting material.

For 1983, ADCI sees a "slow but steady improvement in sales," with production gains tied to expansion in the primary automotive, appliance and housing end-markets.

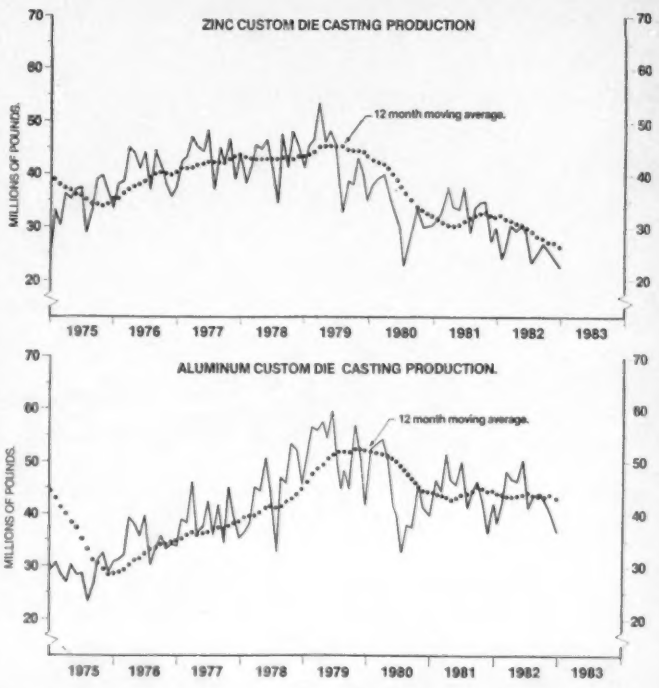
Structural changes include a shift from captive (large-company-owned die casting operations) to custom (independent die casting) plants. Because privately owned companies seem more efficient, several conglomerates and other large organizations began to close-down or sell captive units in favor of custom purchase, Findlay said.

Sales of new tools are increasing, notwithstanding the present economy. This indicates corporate commitments to tool-up for new orders. When a recovery occurs, ensuing production will therefore be rapid, he predicted.

Findlay said markets are being diversified to lessen reliance on automotive industry customers. Die casters have been able to control labor, energy and metals costs, via internal efforts and economic forces. But costs are expected to increase steadily with a future business recovery, he predicted.

Findlay cautioned die casters to consider the problems of metals suppliers in today's recession. Long-term relationships and ability to receive supplies when markets improve are more important than hard-bargained price reductions, he said.

Another manufacturing trend is toward the Japanese "just-in-time" inventory delivery system. Automotive die casting customers are exploring this and contemplating its potential in light of America's longer supply lines and winter weather conditions.



Gradual recovery for tires

More OE sales to car and truck makers

The tire and rubber industry began a gradual economic recovery in 1982.

Donald G. Brotzman, president of the Rubber Manufacturers Assn., said, "Our statistical experts believe the worst is over, the recession has bottomed out, and that our industry has begun a slow recovery along with the automobile industry and business in general.

"We expect this gradual improvement to continue. We are not out of the woods yet, but at least we are headed in the right direction."

Brotzman based his guardedly optimistic forecast on three industry statistical reports by the RMA, covering tires, industrial products such as hose and belting, and mechanical rubber products such as molded, extruded and lathe cut goods.

"Our statistical committees predict slow but steady improvement over the next few years in all the main segments of our industry," Brotzman says.

The tire forecast shows U. S. demand for passenger tires growing from a total of 164.5 million units in 1982 to 172.5 million in 1983 and 181.3 million in 1984. Truck and bus tires are seen rising from 33.5 million, to 36.2 million in 1983 and 38.3 million in 1984.

The industrial products forecast, stated in dollar value instead of units, shows U. S. demand for hose growing from $845 million in 1982 to $870 million in 1983 and $915 million in 1984. The demand for flat belting is expected to grow from $335 million in 1982 to $345 million in 1983 and $360 million in 1984. The demand for V-belts is seen rising from $400 million in 1982 to $415 million in 1983 and $435 million in 1984.

The mechanical rubber products forecast, also in dollar value, shows U. S. demand for molded goods growing from $1.286 billion in 1982 to $1.429 billion in 1983. Demand for extruded goods is seen growing from $309 million in 1982 to $337 million in 1983. Demand for lathe-cut goods is seen rising from $54 million in 1982 to $59 million in 1983.

Auto industry estimates for 1983 indicate the market for original equipment auto tires will rise 10 percent, or 3.4 million tires, to 37.5 million tires,

A 1983 increase is forecast for original equipment truck tires to 4.9 million, compared with 4.4 million tires in 1982. The apparent low ratio of tires to trucks results from the fact that many light trucks are equipped with auto tires.

In the truck tire replacement market, demand should increase 3.2 percent to 28.9 million tires from 28 million a year ago.

Demand for radial-ply tires in the truck-tire replacement market should increase in 1983. Half the replacement tires for medium and heavy trucks will be of radial construction. In 1982, 45 percent of the replacement-truck tires shipped were radials.

• The Rubber Manufacturers Assn. for 1982 reported isolated examples of important growth in tire imports — in particular sizes, for example—but numbers overall are not big.

The table at right shows statistics for the past few years, according to RMA.

Forecast: Molded, Extruded and Lathe Cut Mechanical Rubber Products

	1982	1983
Total molded goods	$1,286,000,000	$1,429,000,000
Total extruded goods	309,000,000	337,000,000
Total lathe cut goods	54,000,000	59,000,000
GRAND TOTAL	$1,649,000,000	$1,825,000,000

Note: Forecast compiled by RMA Molded & Extruded Products Division Statistical Committee. Totals shown for each product represent U. S. demand. This includes domestic shipments less exports, plus imports. Figures based on 1981 dollars.

U. S. Tire Market

	1982	1983	1984
PASSENGER TIRES			
Shipments—Original Equipment	35.5	42.5	50.3
Replacement	129.0	130.0	131.0
TRUCK & BUS TIRES			
Shipments—Original Equipment	5.6	6.5	7.1
Replacement	27.9	29.7	31.2
TRACTOR-IMPLEMENT TIRES			
Shipments—Original Equipment	1.1	1.4	1.7
Replacement	2.1	2.5	2.8

Note: Forecast compiled by RMA Tire Statistical Committee. Total for each product shows U. S. demand including shipments and imports. All figures are in millions of units.

Forecast: Industrial Products

	1982	1983	1984	1985	1986	1987
Hose	$845	$870	$915	$955	$990	$1,025
Flat Belting	$335	$345	$360	$370	$380	$ 390
V-Belts	$400	$415	$435	$450	$465	$ 475

Note: Forecast compiled by RMA Industrial Products Division Statistical Committee. Totals shown for each product (in millions of 1982 dollars) represent U. S. demand. This includes domestic shipments less exports, plus imports. Hose products are reinforced hose, rubber or plastic except garden hose. Flat belting is all conveyor, elevator and flat transmission belting of rubber or plastic. V-belts are all power transmission belts including industrial and automotive other than flat, of rubber or plastic, including belts made for original equipment and replacement.

Machine tool orders almost down by half

The American machine tool industry closed its books for 1982 with orders off almost 50 percent from 1981.

According to the National Machine Tool Builders' Assn., total net new orders of metal-cutting and metal-forming tools decreased 49 percent for the 12-month period ending December 31. Orders for the years were the lowest since 1975, reaching $1,498,550,000 compared to $2,944,850,000 in 1981.

Industry shipments were off 29 percent at $3,607,200,000, marking the first decrease in shipments in six years.

"It's a very alarming situation," commented NMTBA President James A. Gray. "Our industry is being squeezed by a massive and unabated foreign intrusion on one side and a stagnant domestic economy on the other."

Gray pointed to the industry's drastic reduction in order backlog as another discouraging sign. "These extremely low backlog levels are bound to have a negative impact on 1983 shipments," Gray said.

Imports of Passenger Car Tires

Year	Tires	Pct. of Market
1982	16,900,000	10.4
1981	17,500,000	10.9
1980	13,700,000	8.7
1979	15,200,000	8.2

Imports of Truck and Bus Tires

Year	Tires	Pct. of Market
1982	3,700,000	11.7
1981	3,900,000	11.8
1980	4,300,000	13.0
1979	4,800,000	11.4

White was most popular paint color in 1982

White was 1982's most popular car-paint color—displacing light blue, the 1981 leader—but dark grey posted the largest increase, according to DuPont Co.

Based on production figures from leading domestic-car makers, the report covers two general classifications — full-sized/intermediates and compacts.

White accounted for 11.3 percent of the larger models, up from 10.6 percent. Dark blue moved from fourth to second with 10.9 percent, up 2.3 percentage points from last year, while the new dark red-brown and dark-grey took over third and fourth, with 9.8 percent and 9.4 percent, respectively.

Light blue-green gained 1.2 percentage points, to appear on 8.9 percent of the bigger cars. But it still slipped a notch to fifth. Light blue was off 1.6 percentage points, at 8.5 percent, dropping from second to sixth among the bigger cars.

Silver and white — two-three for compacts in 1981 — both gained a percentage point to tie for first with 12.6 percent. Light blue—the '81 compact-car leader—fell a half point to rank third at 12.1 percent.

Dark grey, which scored impressively among the larger cars, leaped 7.8 percentage points, to move from 15th to fourth place, with 9.1 percent of the compact market. Dark blue was off a fraction at 8.8 percent, slipping from fourth to fifth. Red jumped almost four points on the compact-car list, moving from ninth to sixth place, with 8.6 percent of the market.

NET NEW ORDERS — MACHINE TOOLS

(Thousands of Dollars)

	METAL CUTTING			METAL FORMING			TOTAL Cutting & Forming		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
1982	$ 890,400	174,850	1,065,250	371,750	61,550	433,300	1,262,150	236,400	1,498,550
1981	$1,945,800	282,300	2,228,100	616,850	99,900	716,750	2,562,650	382,200	2,944,850
% Change 1982: 1981	-54.2	-38.1	-52.2	-39.7	-38.4	-39.5	-50.7	-38.1	-49.1

SHIPMENTS — MACHINE TOOLS

	METAL CUTTING			METAL FORMING			TOTAL Cutting & Forming		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
1982	$2,601,550	296,000	2,897,550	599,750	109,900	709,650	3,201,300	405,900	3,607,200
1981	$3,552,450	552,050	4,104,500	824,200	166,900	991,100	4,376,650	718,950	5,095,600
% Change 1982: 1981	-26.8	-46.4	-29.4	-27.2	-34.2	-28.4	-26.9	-43.5	-29.2

Source: National Machine Tool Builders' Assn.

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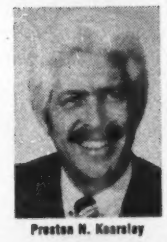
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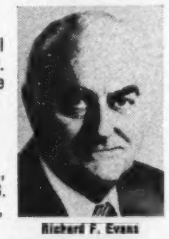
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James F. Friedlund

SALES PER OUTLET BY CORPORATION

Domestic new-car sales per U.S. dealership

	American Motors	Chrysler Corp.	Ford Motor	General Motors	Studebaker		All U.S. Industry*
1955	49	129	225	215	47		175
1956	47	104	189	183	44		148
1957	56	130	194	169	30		154
1958	75	83	133	141	21		118
1959	127	97	199	169	53		158
1960	142	141	214	197	44		184
1961	125	104	208	193	34		172
1962	139	119	232	261	37		212
1963	139	163	243	283	33		233
1964	125	186	276	294	15		246
1965	115	213	318	351	8		299
1966	104	214	321	331			290
1967	100	212	258	321			270
1968	112	244	318	345			304
1969	104	233	332	351			307
1970	109	230	328	268			269
1971	114	240	343	361			320
1972	141	249	360	361			329
1973	205	284	399	421			380
1974	176	229	330	310			296
1975	177	201	298	318			286
1976	140	271	340	409			353
1977	112	254	384	442			374
1978	105	239	389	464			377
1979	97	202	322	426			333
1980	88	163	237	367			280
1981	85	193	236	349		241	280
1982	96	189	243	338		164	277

* Average for all U.S. industry includes Studebaker for 1955-1964. 1973-1982 figures based on retail sales. Prior years based on R. L. Polk registrations.

1982 CROSS BORDER AUTO SHIPMENTS

Company—Division & Makes Names	# Cars Built in Canada for sale in the U.S. in 1982 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1982 Cal. Yr.
AMERICAN MOTORS	26,465	10,457
AMC Total	26,465	3,426
Concord	11,143	1,332
Spirit	948	1,543
SX-4	2,693	107
Eagle	11,681	444
RENAULT Total	.....	7,031
Alliance	.....	7,031
CHRYSLER CORP.	135,209	82,334
Plymouth Total	18,434	35,690
Horizon	.....	10,231
Reliant	.....	23,903
Caravelle	.....	1,556
Gran Fury	18,434	.....
Chrysler Total	84,856	12,864
New Yorker	70,652	.....
LeBaron	.....	11,186
Cordoba	14,204	.....
Chrysler E	.....	1,678
Dodge Total	31,919	33,780
Omni	.....	9,802
Aries	.....	20,536
Mirada	6,402	.....
Diplomat	23,891	.....
D400	.....	1,953
Imperial	1,626	.....
D600	.....	1,489
FORD	223,309	58,160
Ford Division	208,385	34,933
Escort	69,509	9,230
Fairmont	.....	5,987
Mustang	.....	9,566
Granada	.....	5,326
Thunderbird	.....	1,833
Ford	122,796	.....
EXP	16,080	.....
LTD	.....	2,991
L&M Division	14,924	23,227
Mercury Total	14,924	21,619
Lynx	9,340	3,495
Capri	.....	3,082
Zephyr	.....	2,470
Cougar	.....	3,931
XR-7	.....	957
Marquis	.....	5,529
LN7	5,584	.....
Grand Marquis	.....	2,155
Lincoln Total	.....	1,608
Continental	.....	334
Lincoln	.....	928
Mark VI	.....	346
GENERAL MOTORS	228,697	171,573
Buick Division	.....	30,423
Skylark	.....	9,794
Skyhawk	.....	2,672
Century	.....	6,124
Regal	.....	5,076
Electra	.....	2,105
LeSabre & Estate Wgn.	.....	3,774
Riviera	.....	878
Cadillac Division	.....	2,459
Cimarron	.....	98
Seville	.....	320
Eldorado	.....	387
Cadillac	.....	1,654
Chevrolet Division	159,174	68,547
Chevette	.....	28,859
Cavalier	.....	6,401
Celebrity	13,107	.....
Camaro	.....	13,395
Citation	.....	7,490
Malibu	.....	9,171
Monte Carlo	.....	3,055
Chevrolet	146,067	.....
Corvette	.....	176
Oldsmobile Division	48,394	29,206
Omega	.....	7,889
Firenza	.....	2,485
Cutlass	48,394	.....
C-Ciera	.....	7,952
Oldsmobile	.....	10,056
Toronado	.....	824
Pontiac Division	21,129	40,938
2000	.....	5,223
T1000	.....	1,120
Firebird	.....	10,297
Phoenix	.....	6,761
Grand Prix	14,648	2,599
Bonneville	6,481	4,945
Acadian	.....	9,993
CHECKER	.....	48
VOLVO	3,305	.....
TOTAL CARS	616,985	322,572

U. S. CAR SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars in Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis. During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,699*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
1981	105,838,582	1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

U. S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks in Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	187,834	968,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1958	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,802	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,483,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,483,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,968,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,968,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,859	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,861	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,861	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
1981	36,069,197	1982	36,966,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0

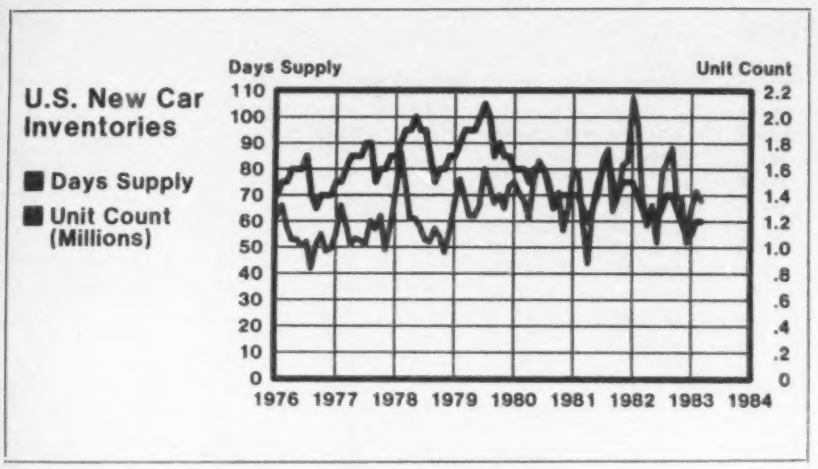
*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

ETCETERA



COST OF OPERATING CARS IN U. S. AREAS

Basing Point	Fixed Per Day	Running Per Mile
Portland, Oregon	$8.70	8.30c
San Francisco, California	7.53	9.35
Spokane, Washington	6.84	8.70
Sacramento, California	6.76	9.50
Boise, Idaho	6.34	8.70
Butte, Montana	6.20	8.60
Denver, Colorado	6.42	8.65
El Paso, Texas	7.22	7.90
Omaha, Nebraska	6.99	8.50
Dodge City, Kansas	6.56	7.30
Corpus Christi, Texas	6.96	7.20
Duluth, Minnesota	6.40	8.30
Des Moines, Iowa	6.38	7.35
Kansas City, Missouri	6.94	7.35
Joplin, Missouri	6.60	7.05
St. Louis, Missouri	7.27	7.45
Tulsa, Oklahoma	6.50	7.30
Ft. Smith, Arkansas	6.69	8.25
Houston, Texas	7.93	7.35
Jackson, Mississippi	6.44	8.80
New Orleans, Louisiana	7.15	8.55
Chicago, Illinois	6.98	7.75
Milwaukee, Wisconsin	6.61	7.55
Louisville, Kentucky	6.56	8.20
Nashville, Tennessee	6.06	8.45
Birmingham, Alabama	6.20	8.60
Traverse City, Michigan	6.39	8.30
Youngstown, Ohio	6.97	7.25
Syracuse, New York	6.95	8.20
Elmira, New York	6.78	7.45
Pittsburgh, Pennsylvania	6.73	8.50
Williamson, West Virginia	6.36	8.50
Chattanooga, Tennessee	6.37	8.55
Saratoga Springs, New York	7.04	8.40
New York, New York	8.23	8.50
Chelsea, Massachusetts	8.99	7.20
Bayonne, New Jersey	7.57	7.20
Norfolk, Virginia	6.41	7.45
Charleston, South Carolina	7.79	8.45
Miami, Florida	7.04	7.50

Footnotes:

1. Above costs are based on representative model 1982 Ford, Chevrolet, Plymouth compact cars, 6 cylinder engines, 4 doors, equipped with standard accessories, radio, automatic transmission, power steering and power disc brakes.
2. Fixed costs include depreciation, based on a 4-year trade-in cycle or 60,000 miles, whichever comes first, individual state license fees and taxes, individual state sales and user taxes, financing costs and insurance premiums based on a commutation category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator; $100 deductible comprehensive, $250 deductible collision, $100/300M bodily injury and $50M property damage.
3. The running costs include the cost of fuel (no-lead regular), oil, normal preventive maintenance, repair costs, washing, lubrication and tires.
4. If the mileage exceeds 15,000 per year, add a further depreciation allowance of 4.2c per mile.

Source: RUNZHEIMER AND COMPANY, INC. International Management Consultants for Business Travel and Living Expenses

Runzheimer Park
Rochester, WI 53167
Telephone:
414/534-3121
Telex: 910/278-2910

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	66½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83½
August 1	1,675,193	87½
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81½
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58½
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78½
August 1	1,377,130	83
September 1	1,379,434	88
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71½
March 1	1,248,384	68
April 1	1,235,313	55½

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1983

March			
Feb.	$4,733		
Jan.	4,646		

1982

Dec.	$4,505	June	$4,708
Nov.	4,569	May	4,799
Oct.	4,513	April	4,710
Sept.	4,807	March	4,781
Aug.	4,910	Feb.	4,687
July	4,885	Jan.	4,904

1981

Dec.	$4,117	June	$4,286
Nov.	4,315	May	4,326
Oct.	4,364	April	4,116
Sept.	4,321	March	4,076
Aug.	4,548	Feb.	4,076
July	4,398	Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,981	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1981-82 PRICE AVERAGE BY MONTH AT AUCTIONS

1981	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1981	$7,757	$7,138	$8,432	$8,014	$7,326	$7,126	$7,619	$8,434	$7,546	$7,074	$6,689	$6,424
1980	5,667	5,704	5,696	5,872	5,697	5,856	6,008	6,130	5,814	5,697	5,454	5,363
1979	4,726	4,773	5,001	4,807	4,843	4,857	5,000	5,122	5,051	4,922	4,657	4,321
1978	3,585	3,705	3,681	3,748	3,845	3,669	3,872	4,031	3,963	3,731	3,762	3,475
1977	3,125	2,997	2,888	2,866	3,066	2,972	3,142	3,160	3,045	2,927	2,733	2,590
1976	2,092	2,265	2,226	2,144	2,264	2,288	2,291	2,413	2,122	2,140	2,099	2,026
1975	1,541	1,663	1,525	1,605	1,708	1,699	1,686	1,567	1,587	1,628	1,562	1,361
1974	1,280	1,205	1,347	1,358	1,457	1,379	1,314	1,248	1,180	1,258	.....	.....
Overall Average	$3,961	$4,076	$4,076	$4,116	$4,326	$4,286	$4,398	$4,548	$4,321	$4,364	$4,315	$4,117

1982	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1982	$7,432	$7,719	$9,019	$8,891	$9,102	$9,646	$9,371	$8,749	$8,253	$7,962	$6,961	$6,811
1981	6,435	6,422	6,839	6,979	6,995	6,892	6,824	6,591	6,564	6,457	6,141	6,157
1980	5,144	5,282	5,439	5,472	5,439	5,367	5,377	5,348	5,204	5,115	4,904	4,811
1979	5,184	4,487	4,759	4,636	4,807	4,768	4,823	4,830	4,907	4,511	4,479	4,148
1978	3,633	3,658	3,849	3,764	3,874	3,637	3,872	3,867	3,822	3,493	3,424	3,125
1977	2,857	2,783	2,953	2,917	2,986	2,950	2,935	3,038	3,010	2,812	2,822	2,649
1976	2,343	2,189	2,281	2,183	2,146	2,041	2,103	2,046	1,976	2,091	2,001	2,021
1975	1,854	1,798	1,695	1,491	1,539	1,415	1,686	1,357	1,271	1,355	.....	.....
Overall Average	$4,904	$4,687	$4,781	$4,710	$4,799	$4,708	$4,885	$4,910	$4,807	$4,513	$4,569	$4,505

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Dealers stand to lose bundle in Shay deal

By Kathleen Hamilton
Financial Editor

Shay Motors Corp., a replicar maker that went out of business last year owing dealers millions of dollars, is being liquidated. Most of its assets are being purchased by another replicar maker, Camelot Motors, in a $2.4 million deal.

It is unlikely that dealers who paid licensing fees and deposits to Shay will recover anything, according to Lloyd Kellum, bankruptcy trustee in the case.

There is $3.0 million worth of Shay debt that has priority, $2.9 million of that due First Wisconsin Financial Corp., a subsidiary of First Wisconsin National Bank of Milwaukee. Another $3 million to $4 million in unsecured debt is outstanding, and most of that is debt to dealers, Kellum said.

First Wisconsin has worked out an agreement with Paul Housey, Camelot owner, that gives Housey $600,000 worth of Shay assets until Aug. 1. Housey said he is producing cars at a leased plant in Marshall, Mich., some 12 miles from where Shay used to build cars in Battle Creek, Mich.

• On Aug. 1, if Housey meets production and sales goals and other terms of the agreement, the deal will close and First Wisconsin will become Camelot's backer. A spokesman for First Wisconsin said that perhaps $1.0 million to $1.5 million would be due at that time, from the sale of vehicles and inventory.

Still up for sale is the Battle Creek plant from which Shay Motors (earlier called Model A & Model T Motor Car Reproduction Corp.) produced Pinto-based, fiberglass-bodied replicas of the Ford Model A and 1955 Thunderbird.

Harry J. Shay, president of the firm named after him, made several unsuccessful challenges to the way the assets of his former replicar firm are being handled.

Shay put the company into Chapter 11 — reorganization — in March, 1982. In July, he changed that to Chapter 7 — liquidation.

Housey had worked for Shay's Model A & T Corp. in an engineering capacity for a few months during the firm's formative period in 1979. Shay was setting the stage at that time for other imitators who set up shop in the quickie-replicar business with very little capital and who financed their startup

Continued on Page 70, Col. 1

Made in Ohio

Honda 'officially' opens Marysville plant

Although Honda's Marysville (O.) assembly plant has been open and building cars since last November, the company picked last week for its formal dedication ceremony. Honda "associates"—as workers are called—are shown putting finishing touches on four-door Accords at the end of the half-mile-long line. Story on Page 3.

Ford Motor charges anti-trust laws bar GM-Toyota venture

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Ford Motor Co. last week presented its objections to the proposed General Motors-Toyota car-assembly venture, charging that "from a legal standpoint, it would constitute a clear violation of the U. S. antitrust laws."

Ford's position was detailed by David N. McCammon, vice president, corporate strategy and analysis. In testimony before the House Subcommittee on Commerce, Transportation and Tourism, he urged the FTC to move promptly to prevent the joint venture.

Also last week, Chrysler Corp. distributed its 38-page memo to the FTC, which sets forth Chrysler's objections to the GM-Toyota plan.

McCammon noted that the proposed arrangement would "combine the resources of the first and third largest auto companies in the world."

"And by eliminating competition between the two companies in small cars," he said, "it would permit GM to devote more of its substantial resources to larger cars where it already accounts for a dominant two-thirds of the U. S. market."

Such a venture between U. S. companies of similar size would never be tolerated based on previous interpretation of U. S. antitrust laws, McCammon said.

"Why, then," he asked, "should a project between a foreign and domestic producer be given favored treatment when two domestic producers would never be given such treatment?

"We believe that the FTC has the obligation to move promptly to prevent this combination between GM and Toyota," he said. "In the past, the FTC has moved to block joint ventures between companies where competition was far less significant and less direct than it is between GM and Toyota.

"Failure to challenge the proposed relationship between these two major direct competitors would be a startling and wholly unjustified departure from past precedent in the enforcement of U. S. antitrust laws," he said. "Such a result would have ramifications reaching far beyond the auto industry."

McCammon said that Ford continues to believe that overseas producers who wish to benefit from the U. S. market should manufacture, invest, pay taxes and provide jobs here.

However, he said, "the GM-Toyota joint venture is not designed to produce cars for Toyota; it is designed to produce cars for GM. Accordingly, this does not represent a commitment by Toyota to produce its

Continued on Page 8, Col. 1

Calls for BBB arbitration on engine, transmission problems

FTC approves settlement with GM

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The vote is in and the reactions are mixed on the FTC's proposed settlement with General Motors over engine and transmission problems. The settlement was approved by the FTC last week by a 3-2 vote.

This is the first time a proposal has involved the 50-state arbitration system that GM has with the Council of Better Business Bureaus.

GM admits no liability under the tentative proposal, which cannot become final until a 60-day comment period has passed, after which FTC can change its mind. GM described the proposal as a "much greater opportunity for immediate, long lasting and comprehensive consumer benefits than would ever be achieved through litigation."

Carol T. Crawford, FTC's new director of consumer protection, is "delighted" because GM is "locked in" to a settlement program and, for the next eight years, consumers are eligible for redress for any problem involving powertrain components and consumers who have had problems but have sold the car can seek redress in some 39 cities through the local BBB panels—all for free.

Commissioner Patricia Bailey said she voted for the proposed settlement because the alternative was "continued litigation which would take at least until the end of the decade." She said by that time, those with 1974 cars "will have given up, disappeared, or lost records," and even if they got money, the dollars would have eroded in value.

"Unprecedented in numbers and scope" is how the chief staff attorney in the FTC's Cleveland Office (where the case originated in August, 1980) described the settlement.

As the Center for Auto Safety sees it, the proposal is a "gross consumer abuse and sell-out because it offers consumers nothing they would not obtain in any event."

Center Director Clarence Ditlow III said that the "biggest economic loss to consumers, excess depreciation of thousands of dollars per vehicle for the one million diesels covered by the settlement," is not covered under the arbitration.

But, according to FTC official Crawford, the arbitration covers other GM powertrain problems, such as all those diesel engine problems allegedly not

Continued on Page 70, Col. 4

breaking news

IUE and GM pick lifetime job plant

WARREN, O. — The International Union of Electrical Workers (IUE) and General Motors have chosen the Packard Electric Division here as the first IUE-represented location to participate in the "lifetime job security" pilot project. Under the plan 80 percent of the workers will be guaranteed protection from permanent layoff. There are about 8,300 IUE members in the plant. Similar programs were announced at four locations by the UAW and GM last year.

Wolter gets top sales job at VW Division

TROY, Mich.—James G. Wolter has been promoted general sales manager for the Volkswagen Division at Volkswagen of America, succeeding William J. Young, who is leaving the company. Wolter, who joined VW in 1971, is currently Washington manager. Charles R. Hughes, manager of marketing for the division, will head the Washington region.

See BREAKING NEWS, Page 8, Col. 1

In first six months of '83 model year

Diesel-car sales plunge 48 pct.

By Jim Plegue
Staff Writer

Sales of diesel-powered automobiles in the U. S. have skidded 47.98 percent during the first six months of the 1983 model year and now comprise less than 3 percent of the total car market.

The statistics are particularly discouraging for the domestic makers.

Consider: General Motors' market share slipped 12.97 percentage points during the first six months of the '83 model year and has dropped to less than 50 percent of the total diesel market.

Consider: Volkswagen diesel sales plummeted 60 percent during the first half of the year.

Consider: Mercedes-Benz' diesel-market share exceeded the VW-Audi share during the first six months and is within 1½ percentage points of Oldsmobile, the traditional diesel sales leader.

• Total diesel sales during the first six months of the 1983 model year (Oct. 1, 1982, to March 31, 1983) were 119,074 units, tumbling from the 228,927

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23 acres under one roof

Honda's U.S. factory spacious, spic and span

By Jim Plegue
Staff Writer

MARYSVILLE, O. — Honda's $250 million car-assembly plant here has been producing four-door Accord models for sale in the Eastern U. S. since Nov. 1 of last year but it wasn't until last week that the company opened its factory doors to the media.

The U. S. press is unaccustomed to such delays but Honda spokesmen shrug it off, explaining that company officials wanted everything at the plant to be just so.

And that it was. The plant is a modern one - million - square-foot facility — "23 acres under one roof," boasted an official — located adjacent to Honda's four-year-old motorcycle plant in the heart of rural Ohio.

It is spacious and fairly well lit by factory standards, so clean you could eat off the floor.

"We have no janitors here," said Plant Manager Bob Watson. "All our associates (Honda's term for employes) keep the plant in the shape you will see it in now."

Members of the press were shown the plant on April 25. The official dedication, attended by local and state officials, Honda suppliers and others, was held the following day. Yoshio Okawara, Japan's ambassador to the U. S., was a speaker.

Honda's plant is building about 185 cars per day on one shift and employs about 800 workers. Only four-door Accord models are being built and sold in states east of the Mississippi River. Eventually—this fall, according to a plant engineer—the Marysville facility will build Accord hatchbacks for the Eastern states. Marysville will also assemble the Honda Accord Special Edition model for the Eastern states.

• By mid-1984, Marysville will hit full stride, employing 2,000 workers and producing 600 cars on two daily shifts, according to Kazuo Nakagawa, president, Honda of American Mfg.

Nakagawa tackled the issue of union representation for Honda plant employes before the question ever came up. Nakagawa said it is an issue "best left up to our associates."

Honda employes and company officials were all clad in the same uniform — white work clothes and green caps with "Honda" printed on the crown.

The four-door Accord has a U. S.-sourced content of 50 percent. Honda said it is trying to increase that percentage but one official said that it becomes a difficult task because of the total equation of pricing, quality and supplier proximity.

From the welding operation—which the press was not allowed to photograph—to the end of the assembly line, the finished Accord sedan requires 12 to 16 hours of work.

• Honda said its assembly plant was funded 95 percent from sales of Honda cars and motorcycles in the U. S. Honda owns additional acreage next to its plants "for future possibilities," an official said.

Cliff Schmillen, senior vice president of American Honda Motor Co., Inc., said Honda expects sales of 400,000 cars during 1983, including about 50,000 built in Ohio.

Schmillen said Honda officials are hoping that buyers will not perceive the U. S.-built Accord any differently than they do those made in Japan—a problem that Volkswagen faced with its U. S.-built Rabbits.

"We feel the best way to attack that problem is to say as little as possibie and let the car speak for itself," Schmillen said.

Accord Special Edition bows

Honda has introduced an Accord Special Edition four-door sedan featuring leather seating, power moonroof, dual remote-controlled outside mirrors, power windows and door locks, aluminum alloy wheels and stereo with power booster and seven-band graphic equalizer. One color scheme is offered—charcoal gray exterior with dove gray interior.

Pontiac Fiero moves smoothly toward Job One

By Jim Plegue
Staff Writer

Pontiac's mid-engined Fiero sports car is heading toward its mid-July Job One production date with pilot output "as smooth as any we've ever seen," said William Hoglund, Pontiac general manager.

"And that's disregarding the fact that we've got more new technology in this car than has come out of the United States in one hell of a long time," Hoglund said.

The Fiero, known as the GM P-body, will debut this fall as an '84 model. Pilot production of the plastic-bodied two-seater began last month at the division's revamped home plant in Pontiac. Annual production is targeted at 110,000 or more.

Fiero will ride on a 93-inch wheelbase with overall length of 165 inches. Hoglund said Fiero will weigh 2,450 pounds, rather than the 2,550 pounds listed last week by AUTOMOTIVE NEWS.

Fiero's plastic body is attached to a unique "space frame" chassis, comprised of more than 270 pieces, about 10 to 15 percent of which are made of high - strength lightweight steel.

Hoglund said manufacturing difficulties with a handful of those components required a change to conventional steel within the last six months, but he said those changes have added no appreciable weight to the car.

The Fiero's target weight of 2,450 has been unchanged during the last three years, Hoglund said, though in its concep-

Continued on Page 8, Col. 3

As his successor on board

Fraser sees Bieber for Chrysler

By Marjorie Sorge
Labor Editor

UAW President Douglas A. Fraser will not stay on the Chrysler Corp. board of directors beyond his one-year extension, and he "is confident" he will then be succeeded by Owen Bieber.

Bieber is due to replace Fraser as head of the one-million member UAW when Fraser retires at the union's Constitutional Convention in Dallas, May 15-20.

"I'm not saying I have any agreement or commitment, but let me put it this way: I would not stay on for this year except that I was confident that Owen Bieber will succeed me in a year," Fraser told AUTOMOTIVE NEWS in an interview. "I have absolutely no intention of staying beyond the one year."

During the interview, Fraser also said the union would not be so particular about jurisdictional lines during organizational drives; that the UAW would have preferred that Toyota build its own plant in the U. S. rather than enter into a joint venture with General Motors, and that the union should have restructured itself by eliminating another vice presidency and consolidating the four Detroit regions and three Ohio regions.

In addition, he said he believes the job market "absolutely hit bottom last year" but said he was not as confident about the strength of the recovery in the auto industry.

"I think it's weak and I think unless we get an increase in sales, all we're doing is building inventories," he said. "We've increased production substantially, but there is no increase in sales. If we increase sales this year by 17 percent, we'd still be 26.5 percent below 1978 (based on figures from numerous forecasters)."

• Fraser recently agreed to stay on the Chrysler board for an additional year at the urging of both Chrysler officials and UAW members. Originally, he said he would retire from the board when he retired from the union presidency.

But after conversations with Lee Iacocca, Chrysler chairman, and union officials, Fraser decided to remain on the board. He said Iacocca wanted Bieber to get his feet wet as union president before assuming the board seat and Bieber wanted to postpone taking over the position until after 1984 bargaining with Chrysler is completed. That contract expires Jan. 14, 1984.

"That makes it kind of clumsy and so, as a consequence of all these things, I decided to stay," Fraser said.

Fraser also sees changes coming in how the union spends its resources. He said he expects the UAW to spend more money on political action, education and communication and organizational activities.

He emphasized that the union would not be so particular about jurisdictional lines in the future in its organizing drives.

In the past, unions have been careful not to tread on the organizational turf of other unions, but the current difficulties in organizing and declining memberships have chopped down some of those barriers. The UAW's membership has dropped from 1.5 million in 1979 to just over one million this year.

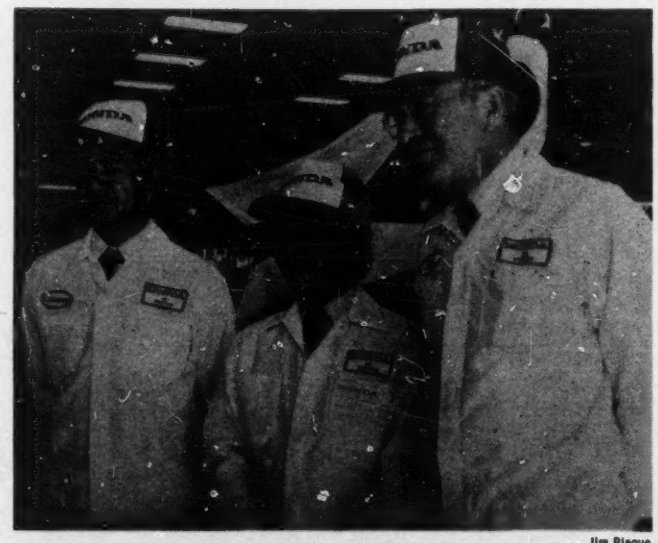
While not abandoning the automotive arena, the UAW will broaden its horizons, moving into non-traditional organizing areas such as education and insurance and other service industries. In making these moves, the union will not be as particular as it has been in the past about what union would normally organize those areas.

"We intend to move in where no other union has gone, regardless of whether or not it is the traditional organizing area," a UAW spokesman said.

The UAW will not violate the AFL-CIO stipulation that no union can move into any company which has or had a bargaining relationship with other unions, the spokesman said.

• Another problem facing the UAW is the new GM-Toyota venture. While the union has long been advocating the need for Japanese manufacturers to put their money where their

Continued on Page 8, Col. 4



Jim Plegue

Modeling the Honda uniform

Honda officials, wearing the company work uniform—white slacks and jackets with green caps—strike a pose during the dedication last week of the company's Marysville (O.) assembly plant. From left: Kazuo Nakagawa, president, Honda of America Mfg., Inc.; Kiyoshi Kawashima, president, Honda Motor Co., Ltd., and Bob Watson, vice president and plant manager, Honda of America Mfg.

Dealer offers to buy property from DeLorean

One of John DeLorean's tenants was trying to reach him last week with a plan that could mean cash for the former auto maker.

Les Donovan, Prestige Pontiac/Cadillac, Wichita, said he had read about DeLorean's need for cash and thought he might be able to help.

Donovan said his dealership currently has a 20-year lease from DeLorean on the dealership property and equipment but that he would now like to buy the real estate and equipment.

"Everything I've been reading says John has been forced to liquidate everything he has," Donovan told AUTOMOTIVE NEWS. "We'd like to own this property. We have a 20-year lease on it, but we would like to turn that into a purchase."

Donovan said DeLorean's Wichita attorneys had been unable to help him reach his landlord.

Documents filed in conjunction with the federal drug trafficking charges in Los Angeles indicate the Wichita property and equipment had an "estimated realizeable market value" of $1 million last October with a secured loan balance outstanding of $1,118,000 at that time.

—EDWARD LAPHAM

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58th year — No. 4966

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Goes *faster, stops quicker*

Audi adds "shorter" performance gears and ventilated front-disk brakes to make its limited-edition (about 1,800 in 1983) Coupe GT model go faster and stop quicker. Additionally, the Coupe GT has a new sport exhaust system, spoke-style alloy wheels, a rear spoiler, stiffer shocks and springs, blacked-out trim and special interior appointments.

Weighted body found in New York lake

Death of former GM official probed

By John A. Russell
New York Staff Writer

NEW YORK. — State Police investigators are probing into the background of George M. Perry, a former General Motors executive whose weighted body was found in an upstate lake with three .22 caliber bullets in his head.

Federal agencies have been contacted, but are not actively involved in the investigation. Reports in local newspapers have suggested intelligence involvement but the FBI is not actively involved in the case.

An FBI spokesman said the agency has offered its services to the New York state police to investigate any leads the police develop that are interstate or international.

Perry was general manager of GM's Terex Division until it was sold in late 1980. His body was discovered three weeks ago by a fisherman on Lake Tiorati, in Harriman State Park. At the time of his disappearance, Perry had been working for Stiil Bras, Inc., of Sao Paulo, Brazil as a consultant and had lived in Sao Paulo since last August.

Perry, 64, vanished from a New York City hotel in early January, leaving $2,000 in U. S. and Brazilian currency in the hotel safe. None of his personal belongings have been found.

• Twelve investigators have been assigned to the case and the autopsy revealed that Perry was shot at close range.

Although police are looking into a possible connection between Perry and U. S. intelligence, Joseph Brown, Orange County district attorney, told AUTOMOTIVE NEWS that they have not been able to establish such a connection.

When asked if the murder could be considered "professional," he responded that the typical street robbery could probably be ruled out and "obviously the person did not want the body found." Police, however, have not established a motive for the slaying.

He was supposed to leave Jan. 10 for Switzerland to meet Joseph Vanacek, president of Stiil Bras.

Perry last had contact with his family, his youngest son, James, 22, on Jan. 7.

When contacted by AUTOMOTIVE NEWS, James Perry declined to discuss the case.

The family reported him missing on Jan. 21 and hired a private detective agency to find him. Perry had two more sons, Bill, 33, and Jack, 28. His wife committed suicide last summer after several years of mental illness.

Perry was born in Prague, Czechoslovakia and lived there with his American parents until 1937.

During World War 11, Perry was a B-24 pilot with the U. S. Eighth Air Force and received the Distinguished Flying Cross, the Bronze Star Medal and the Air Medal with four oak leaf clusters.

He was also a staff intelligence officer with the U. S. Strategic Bombing Survey and interrogated German officers for that unit.

After he obtained his release from military service, he joined Euclid Corp., the predecessor of Terex, as assistant export manager.

After serving in various capacities with Euclid and its successor, Terex, he was named general manager of Terex in 1974. He left GM after Terex was sold.

In 1976, Perry was honored by Queen Elizabeth II, who named him Honorary Commander of the Most Excellent Order of the British Empire.

• Although Perry and Vanacek were described as close friends, Perry's son, James, said he did not know when or where they met, nor had he ever met Vanacek.

Stiil Bras was described as an export-import operation handling many lines, including heavy-duty cranes and tractors, which was the major business of Terex.

Attempts to reach Vanacek in Sao Paulo were unsuccessful. The U. S. subsidiary of Stiil Bras, Sucotec Corp., in New York, referred all calls to Vanacek's attorney, who was unavailable.

All makers except VW post increases

Mid-month sales show 19 pct. gain

By Jenny L. King
Staff Writer

Domestic new-car sales in mid-April were up more than 31,000 units over the same period a year earlier and notched the highest mid-month total so far this calendar year. It was the third consecutive 10 days in which sales improved and the ninth gain in 11 periods of 1983.

April 11-20 sales numbered 190,167, up 19.73 percent from 158,824 last year. On a daily-rate basis, sales were up 6.43 percent, to an average 21,130 from 19,853. There were nine selling days this year compared with eight in 1982.

Year-to-date sales rose 1,805,764 through April 20, up 6.67 percent from 1,692,916 in 1982.

On year-to-year comparisons, sales were up for four of the five major U. S. auto makers; on a daily-rate basis, three of the five were ahead of '82 sales.

General Motors was up 11.81 percent, to 113,651 from 101,644 (down 0.61 percent daily rate). Ford Motor Co. sales of 42,084 were up 21.87 percent from 34,532 (up 8.32 percent daily rate).

Chrysler Corp. was up 40.65 percent, to 24,914 from 17,714 (up 25.02 percent daily rate).

American Motors reported estimated sales of 6,600 passenger cars this year, up 186.96 percent from 2,300 (up 154.51 percent daily rate).

Volkswagen of America dealers retailed 2,118 Rabbits in mid-April, down 19.59 percent from 2,634 a year earlier (down 28.65 percent daily rate), and estimated sales of U. S.-built Honda Accords were 800 units.

GM dropped to 59.77 percent of the mid-month market from its year-ago 64.00 percent. Ford was up to 22.13 percent from 21.74 percent. Chrysler bit off 13.10 percent, up from 11.15 percent. AMC earned 3.47 percent compared with 1.45 percent a year earlier. VWoA had 1.11 percent, down from 1.66 percent, and Honda took 0.42 percent with no year-ago comparison.

On a total basis, 11 domestic makes were up compared with a year ago. At Chrysler Corp., Plymouth was up 22.37 percent, Chrysler was up 66.74 percent and Dodge was up 41.54 percent. At Ford Motor Co., Ford was up 23.34 percent, Mercury was up 22.77 percent and Lincoln was up 6.11 percent.

At GM, Buick was up 21.93 percent, Cadillac was up 25.81 percent, Chevrolet was up 11.60 percent, Oldsmobile was up 3.58 percent and Pontiac was up 5.43 percent.

Imperial was off 31.37 percent, VW was off 19.59 percent and AMC (not including Alliance) was down an estimated 15.00 percent. Renault Alliance and Honda Accord were not on the market at this time in 1982.

DOMESTIC SALES

	April 11-20, 1983	April 11-20, 1982
AMC	2,000	2,300
Alliance	4,600	.....
AMERICAN MOTORS	6,600†	2,300†
Chrysler	7,950	4,768
Imperial	70	102
Plymouth	8,206	6,706
Dodge	8,688	6,138
CHRYSLER CORP.	24,914	17,714
Ford	28,567	23,162
Mercury	10,704	8,719
Lincoln	2,813	2,651
FORD MOTOR CO.	42,084	34,532
Buick	23,374	19,170
Cadillac	8,434	6,704
Chevrolet	43,174	38,685
Oldsmobile	23,986	23,158
Pontiac	14,683	13,927
GENERAL MOTORS	113,651	101,644
VOLKSWAGEN	2,118	2,634
HONDA	800†	.....
U. S. INDUSTRY TOTAL	190,167	158,824

† Estimate

Mack sale to Renault sought by parent firm

By Jack Walsh
Truck Editor

Signal Cos., parent firm of Mack Trucks, Inc., has said "no" to the truck business and is trying to get Renault to acquire a greater interest in the veteran heavy-truck manufacturer.

Renault, which builds the Classes 6 and 7 Mack Mid-Liner mid-range diesel trucks, already owns a 20 percent interest in Mack, and Signal is talking with the French company about increasing its holdings to as much as 45 percent.

The decision to dispose of Signal's 80 percent interest in Mack was announced by Forrest N. Shumway, chairman, at the company's annual meeting last week in San Diego.

There has been considerable speculation that Signal would spin off money-losing Mack (it had a net loss of $32 million in 1982 on sales of $1.29 billion) since Signal's merger with Wheelabrator - Frye, Inc., in January.

Shumway said that if Renault takes control, the remaining Signal holdings in Mack will be distributed among Signal shareholders or disposed of through a public offering.

Signal wrote down its investment in Mack by $108 million in the first quarter. The company said part of that sum reflected Mack losses for the period, about the same as the $8.4 million the truck manufacturer lost last year.

• Shumway said he thinks Mack's future would be brighter under Renault.

"Mack is going to have a tougher and tougher time competing with those international companies," he added, referring to AB Volvo, which acquired the White manufacturing rights, and Daimler-Benz AG, which bought Freightliner Corp.

Signal acquired Mack late in 1967, two years after Zenon C. R. Hansen took over command of the company and brought it back from the brink of bankruptcy.

"We got Mack turned around in 1966, and then the vultures started moving in," said Hansen, who retired in 1975 as chairman. "There were a number of companies interested in buying Mack.

"I made the deal with Signal, and it worked well all the while that I was with Mack," he added.

In 1979, Signal sold 10 percent of Mack's common stock for $50 million cash to Renault Vehicules Industriels, a subsidiary of Renault Holdings S. A. An additional $65 million of subordinated debentures was converted into another 10 percent equity last July.

VW production underway in Mainland China

TOKYO. — Production of Volkswagen cars has started in Mainland China.

With parts supplied by Volkswagen of West Germany, five VW Santana models were turned out in Shanghai, according to the Chinese news agency.

Production is expected to reach 600 this year and climb to 20,000 a year by 1985. China reportedly produced 176,000 vehicles in 1981.

Tempo priced from $6,840; Topaz line starts at $7,355

DEARBORN.—Ford Motor Co. has priced its new front-wheel-drive compact cars, the Ford Tempo and Mercury Topaz, which will be introduced May 26.

Tempo prices start at $6,840 for the Tempo L. The Tempo GL is $7,084, and the Tempo GLX is $7,544. The Topaz GS is $7,355, and the Topaz LS is $7,756. Topaz has a higher level of standard equipment than the base Tempo.

Prices are the same for the two-door and four-door notchback models in each series of Tempo and Topaz, which is a departure from normal automotive pricing procedure.

Dealer discount is 15 percent on the cars, 18 percent on options.

At $6,840, the Tempo L is $250 more than the Ford Fairmont which it replaces in the lineup.

The base Tempo price is higher than that of the base price of the Plymouth Reliant / Dodge Aries four-door at $6,718, but Ford said the Tempo dealer discount is higher. Tempo also is priced above base models of the Chevrolet Cavalier and Pontiac 2000, but Ford noted that Tempo is less than the Nissan Stanza, Honda Accord and Mazda 626.

Tempo L standard equipment includes AM radio (delete option), power brakes, console, wheel covers, halogen headlights and carpeting. Automatic transmission and air conditioning are not available on the Tempo L.

Tempo/Topaz wheelbase is 99.9 inches, and the cars are 176.2 inches in overall length. The engine is a new 2.3-liter four, and four-speed manual transmission is standard.

Ford said projected EPA ratings for Tempo/Topaz are 28 MPG city and 42 MPG highway with four-speed manual and 24 MPG city and 33 MPG highway with automatic.

Ford to expand French factory

BORDEAUX, France. — Ford-France has invested more than $40 million to expand the capacity of its gearbox factory here.

This follows the decision to source four- and five-speed manual transaxles for the Escort going into production this August in Sao Paulo, Brazil.

Build bigger cars in U. S., too

AMC plans to import larger Renault models

By Kathleen Hamilton
Financial Editor

American Motors plans to double its coverage in the U. S. auto market within the next five years by importing larger models from Renault and by building larger Renault models here.

Speaking at AMC's annual meeting in Detroit, AMC Chairman Paul Tippett said AMC plans "to move from a product lineup that covers 25 percent of the U. S. car market to one with over 50 percent coverage."

After the meeting, he said AMC plans to use the Encore, a hatchback version of the Alliance which has bowed as the R-11 in Europe — as the 1984 replacement for the Le Car, which will no longer be imported. AMC has no plans to introduce a car smaller than that new hatchback, he said.

That means that AMC has nowhere to go but up in car size — up, and out of what is the most competitive auto segment, subcompacts. By doubling its product coverage, AMC aims to more than double its sales in five years, Tippett said.

AMC expects the new downsized XJ Jeep series, also due in 1984, to be the start of an expansion into the light-truck market.

Jeep competes in 12 percent of the light truck-van-4x4 market now, and expects to be competing in 41 percent of the market in 1985, Tippett said.

"Pickups are 50 percent of the 4x4 market. We've got to get aggressive," he said.

AMC will be targeting the downsized and highly successful Ford Bronco II and Chevy S-10 Blazer both in price and features initially, and plans to get into the 4x4 minipickup sales competition after that.

The new AMC-developed 2.5-liter four-cylinder engine will trim $300 from the cost of using engines from other makers in Jeeps and Eagles, he said.

Bernard Hanon, Renault chief executive and an AMC director, said he is hopeful that sales of the Alliance and XJ will propel AMC to profits in the first quarter of 1984.

Tippett cautioned that that should not be taken as a projection. AMC last made a profit in the first quarter of 1980.

AMC is selling the Alliance for more than it costs to make it, Tippett said. Small cars are notoriously unprofitable for U. S. car makers.

Speaking on AMC's plans for Asia, Tippett said, "I think we should be more aggressive there." The name Jeep is valued there, he said. AMC has been negotiating for several years with the Chinese government.

Stockholders reelected the 14 directors nominated by the board, authorized an additional 40 million shares of common stock and created a new class of preferred stock, authorizing 10 million shares.

Tippett said AMC has no plans to issue any of the new stock at this time.

Touche Ross & Co. was returned as independent auditors. A stockholder proposal to change the date of the annual meeting was defeated.

NEW-CAR MARKET SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1983	Percent Share of Market	Regis., Feb., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 2 months, 1983	Percent Share of Market	Regis., 2 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	78,236	13.76	90,680	16.62	− 2.86	163,059	14.01	172,700	16.37	− 2.36
Ford	63,326	11.13	64,228	11.77	− 0.64	134,125	11.52	118,238	11.21	+ 0.31
Oldsmobile	59,797	10.52	49,831	9.13	+ 1.39	118,900	10.22	98,545	9.34	+ 0.88
Buick	50,203	8.83	46,924	8.60	+ 0.23	102,003	8.76	90,928	8.62	+ 0.14
Pontiac	30,274	5.32	34,274	6.28	− 0.96	62,467	5.37	62,606	5.93	− 0.56
Mercury	24,774	4.36	23,565	4.32	+ 0.04	48,470	4.16	43,264	4.10	+ 0.06
Dodge	18,903	3.33	17,082	3.13	+ 0.20	38,842	3.34	33,929	3.22	+ 0.12
Cadillac	18,565	3.26	15,832	2.90	+ 0.36	38,227	3.28	33,964	3.22	+ 0.06
Plymouth	17,190	3.02	17,812	3.24	− 0.22	32,376	2.78	34,630	3.28	− 0.50
Chrysler	15,437	2.71	9,123	1.67	+ 1.04	29,135	2.50	18,037	1.71	+ 0.79
Lincoln	6,580	1.16	5,576	1.02	+ 0.14	13,920	1.20	10,180	0.96	+ 0.24
AMC	4,550	0.80	5,901	1.26	− 0.46	10,405	0.89	14,928	1.42	− 0.53
GENERAL MOTORS	237,077	41.69	237,541	43.53	− 1.84	484,656	41.64	458,743	43.48	− 1.84
FORD MOTOR CO.	94,680	16.65	93,369	17.11	− 0.46	196,515	16.88	171,682	16.27	+ 0.61
CHRYSLER CORP.	51,530	9.06	44,017	8.07	+ 0.99	100,353	8.62	86,596	8.21	+ 0.41
AMC	4,550	0.80	5,901	1.26	− 0.46	10,405	0.89	14,928	1.42	− 0.53
IMPORTS	180,789	31.79	163,804	30.01	+ 1.78	371,827	31.95	322,698	30.59	+ 1.36
MISCELLANEOUS	37	0.01	114	0.02	− 0.01	201	0.02	288	0.03	− 0.01
TOTAL	568,663		545,746			1,163,957		1,054,935		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

But February total trails January's

Month's registrations top year-ago

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in February dipped 4.47 percent from the January total but climbed 4.20 percent compared with February, 1982, according to figures compiled by R. L. Polk & Co. It was the fifth consecutive month in which total registrations were above comparable year-ago levels.

This February, 568,663 new domestic and imported cars were registered, up 4.20 percent from 545,746 in 1982. They represented a decline of 4.47 percent from 595,294 in January of the current year.

U. S. domestic registrations numbered 387,874 for the second month of 1983, up 1.55 percent from 381,942 a year earlier but off 4.05 percent from 404,256 in January.

Registrations of imported new cars marked a record penetration for the month, with 31.79 percent of the total market. A year earlier, imports accounted for 30.01 percent, the former February record. Imports numbered 180,789 in February, up 10.37 percent from 163,804 last year.

Total registrations for the first two months of 1983 were up 10.33 percent, to 1,163,957 from 1,054,935 in 1982. Domestics numbered 792,130, up 8.18 percent from 732,237. Imports, at

Table on Page 37.

371,827 were up 15.22 percent over the year-ago 322,698.

Chrysler Corp. and the combined imports increased their shares of the month's market this February compared with 1982 standings. Chrysler was up 0.99 percentage points, to 9.06 from 8.07, and the imports enjoyed a 1.78-percentage-point gain, climbing to 31.79 percent from 30.01 percent.

General Motors dropped 1.84 percentage points during the month, going to 41.69 percent from 43.53 percent. Ford Motor Co. was down 0.46 percentage points, to 16.65 percent from 17.11 percent, American Motors dipped to 0.80 percent from 1.26 percent, and miscellaneous domestics were off 0.01 percentage points, to 0.01 percent from 0.02 percent.

For the domestics in February, intermediates represented the largest single segment of the market, at 35.83 percent. A distant second were compacts, at 22.52 percent, followed by standards at 19.46 percent, subcompacts at 14.37 percent and luxury models at 7.82 percent.

Imports, with 31.79 percent of the total, accounted for the biggest piece of the overall market during the second month of 1983. The breakdown was as follows: Imports (180,789) with 31.79 percent; intermediates (138,993) with 24.44 percent; compacts (87,327) with 15.36 percent; standards (75,481) with 13.27 percent; subcompacts (55,736) with 9.80 percent, and luxuries (30,337) with 5.34 percent.

• In February, 1982, the market-class spectrum was: Imports (163,804) with 30.01 percent; intermediates (106,012) with 19.43 percent; compacts (104,093) with 19.07 percent; subcompacts (92,892) with 17.02 percent; standards (51,065) with 9.36 percent, and luxury models (27,880) with 5.11 percent.

On a year-to-date basis through Feb. 28, Ford Motor Co., Chrysler Corp. and the imports increased their presence in the U. S. market. Ford was up 0.61 percentage points, to 16.88 percent from 16.27 percent; Chrysler was up 0.41 percentage points, to 8.62 percent from 8.21 percent, and the imports climbed 1.36 percentage points, to 31.95 percent from 30.59 percent.

Among the domestics for the two months, 61.18 percent belonged to GM compared with 62.65 percent a year earlier. Ford earned 24.81 percent, up from 23.44 percent. Chrysler had 12.67 percent, up from 11.83 percent. AMC held 1.31 percent, down from 2.04 percent, and miscellaneous domestics accounted for 0.03 percent, down from 0.04 percent.

The February domestics-only shares, 1983 vs. 1982, were as follows: GM at 61.12 compared with 62.19 percent; Ford at 24.41 percent vs. 24.45 percent; Chrysler at 13.29 percent vs. 11.52 percent; AMC at 1.17 percent vs. 1.81 percent, and miscellaneous domestics at 0.01 percent vs. 0.03 percent.

All his jobs were fun

Cook looks back on 42 years at Olds

By Al Fleming
Industry Editor

LANSING.—As part of General Motors' top management, Robert J. Cook became practiced at handling pressure. As happens with any GM vice president, it came looking for him all the time.

But you'd never know it in the case of the unflappable Cook, who retired this month at 61 as general manager of Oldsmobile and vice president of the corporation.

He's always come across as just plain Bob, a good ol' Lansing boy who got a kick out of any job that came his way, did the best he knew how at it, and, gosh, there he was one day, a captain of the automobile industry.

Sitting at a conference table at his office here, the day before his official leave-taking April 1, Cook, as usual, was restless about being interviewed, expressing surprise that anyone would take the time to drive from Detroit to Lansing just to talk to someone about to leave the business.

But Cook isn't just any guy. If there is a "Mr. Oldsmobile," he's it. His 42-year GM career, all at Oldsmobile, began in 1940 as a GM Institute student sponsored by the division. He had been general manager of Oldsmobile since January 7, 1974, making him senior among GM car division general managers.

Although Cook may not have inspired awe like some charismatic GM car-division general managers of the past—the Coles, the Knudsens, the Esteses — Oldsmobile became an automotive superpower under his leadership.

Starting with the 1975 calendar year, Olds has been the No. 3 seller of passenger cars in the U. S. for eight straight years. Its penetration of industry went from 6 percent in 1974 to 10.1 percent in 1982, highest in the

Continued on Page 44, Col. 3

A lifetime of service

"I never had a job—not one—I didn't think was fun," said Oldsmobile General Manager Robert J. Cook upon his retirement. Under his leadership, Olds has been No. 3 car seller in the U. S. for eight consecutive years.

AMC reports sales climb, but so does net loss

SOUTHFIELD, Mich. — Despite a 30-percent increase in dollar sales for the first quarter, American Motors announced a net loss of $66.08 million ($1.21 a share), nearly 30 percent worse than one year ago.

The loss had been expected by AMC; its officials said that launch costs for its new Renaults and forthcoming Jeeps, as well as depressed international sales, would cause big losses in the first half of the year.

AMC expects "significant" improvements during the second half, but said its operations probably will not be profitable until 1985. The last profitable year for AMC was 1979.

AMC said its optimism for the second half of 1983 lies in the success of its Renault Alliance and a "dramatically" improved 4WD market.

The loss was the 12th consecutive quarterly loss for AMC, and the largest since the second quarter of 1982. In the first quarter of 1982, AMC lost $50.97 million ($0.93 a share).

Sales for the quarter were $782.05 million, a 30-percent increase over the $600.16 million of the first quarter of 1982.

BEST AVAILABLE COPY

Concern on 'escape clause'

AIADA rips proposal to change Trade Act

WASHINGTON. — Suggested changes in the 1974 Trade Act which would make it easier for industries to obtain government help when they cannot meet "honest" foreign competition were criticized by the American International Automobile Dealers Assn. before a House Ways and Means Subcommittee.

"Import relief from fairly traded imports should not be easy to get," Thomas Nemet, AIADA chairman, told the Subcommittee on Trade. He appeared with Robert McElwaine, AIADA president.

McElwaine said AIADA is particularly concerned that the act's Section 201, the so-called "escape clause" will be transformed from what he called a carefully constructed statute which protects consumers from exploitation, as well as protecting domestic manufacturers from extremely strong foreign competition, into "legislation with a distinctly protectionist bias," as is envisioned by proposals before Congress.

"On the whole, Section 201 has worked well to balance the interests of the parties involved" in making trade policy in this nation's pluralistic society, McElwaine said.

Regarding related issues, the AIADA representatives said:

1. Adjustment assistance, which is being phased out, should remain in some form to provide funds for wage maintenance of unemployed workers, retraining and government guaranteed loans for retooling and modernization.

2. U. S. industries which benefit from actions protecting them from import incursions into their markets should be obligated to create a well-developed plan for industrial recovery, subject to annual review. These industries should be accountable to consumers who must pay higher prices for products that are protected.

3. The statute should clarify the GATT obligation of the U. S. government to provide a "compensation" in the event a decision is made by the President to impose import restraints.

After an industry receives protection from a specific country's imports, the nation of origin has the right to request compensation in another trade area. Thus, the AIADA said, the U. S. might be required to reduce other tariffs, thereby threatening jobs elsewhere in the economy, or facing higher tariffs abroad, with the same result.

"Why should the U. S. high-technology or aircraft industries be forced to pay a price in the form of high customs barriers abroad for the sake of other U. S. industries in decline for reasons that are more substantial than imports?" McElwaine asked.

Auto terminal to be constructed in Philadelphia

PHILADELPHIA. — Philadelphia Port Corp. is preparing to build an automobile import and export terminal on city-owned Hog Island, a 150-acre tract on the Delaware River.

S. T. Hudson, Inc., an engineering firm, has been assigned to design the installation and contracts for construction are slated for bids this spring.

The Hog Island site is adjacent to the Philadelphia International Airport and is served by Conrail. Also, a rail spur will be built to accommodate trilevel railcars. Interstate 95 is nearby.

The first stage of development, according to the port corporation, will cover 50 acres with facilities to handle approximately 120,000 vehicles a year and will cost $10 million.

Hog Island will be operated as an open terminal available to all private operators to service ships. Leases can be arranged on a long-term or short-term basis.

Northwood names its top scholars

WASHINGTON. — In a special NADA-sponsored commencement ceremony, Norwood Institute named its outstanding scholars for 1983.

The two-year winners are: Michigan Campus — Douglas A. Indovina, and Texas Campus — Clay F. Holcomb.

The outstanding four-year scholar for 1983 is Lawrence S. Schreiber.

Young Olds dealer

Patricia M. Bianco, 27, signs an Oldsmobile sales and service agreement as St. Louis zone manager C. D. Hardy Jr. looks on. Bianco is the zone's youngest dealer. Her dealership, Bianco Oldsmobile, Inc., is in South St. Louis County.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

FEBRUARY '83 VS. FEBRUARY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	631	1,340	1,443	3,030
Concord	1,032	2,504	1,565	3,205
Concord SW	440	1,392	514	1,936
Eagle 4WD	294	630	586	1,165
Eagle 4WD SW	1,365	3,285	1,513	3,163
Eagle SX4 4WD	588	1,254	1,280	2,429
TOTAL AMC	4,550	10,405	6,901	14,928
Chrysler LeBaron FWD	4,484	8,710	4,868	9,846
LeBaron SW FWD	593	1,203	27	45
E Class/NY FWD	3,956	7,200		
Cordoba	1,052	1,920	1,086	2,231
NY Fifth Ave.	5,194	9,761	2,934	5,471
Imperial	158	341	208	444
Total	15,437	29,135	9,123	18,037
Plymouth Horizon FWD	2,548	5,605	6,641	12,608
Turismo FWD	1,823	3,748	328	605
Reliant FWD	8,391	15,027	7,086	14,621
Reliant SW FWD	2,993	5,540	2,599	4,994
Gran Fury	1,435	2,456	1,158	1,802
Total	17,190	32,376	17,812	34,630
Dodge Omni FWD	2,416	5,161	5,525	10,621
Charger FWD	2,048	4,224	925	1,769
Aries FWD	6,034	12,627	5,215	10,771
Aries SW FWD	2,158	4,875	2,049	3,932
Dodge 400 FWD	2,279	4,389	1,501	2,982
Diplomat	1,883	3,078	1,326	2,733
Diplomat SW			16	29
Mirada	385	765	525	1,092
Dodge 600 FWD	1,700	3,723		
Total	18,903	38,842	17,082	33,929
TOTAL CHRYSLER CORP.	51,530	100,353	44,017	86,596
Ford Escort FWD	17,046	34,502	20,075	34,550
Escort SW FWD	6,090	11,972	6,457	11,702
EXP FWD	1,359	3,166	3,413	5,928
Fairmont	7,631	21,090	8,231	16,377
Fairmont SW			577	1,079
Tempo FWD		2		
Granada	729	2,141	5,812	11,008
Granada SW	193	580	2,364	4,714
LTD	7,700	16,658		
LTD SW	3,240	6,259		
LTD '82	234	623	2,885	5,171
LTD Crn. Victoria	7,159	14,069	2,767	5,418
LTD Crn. Victoria SW	2,019	3,875	1,249	2,492
Mustang	8,010	16,499	7,410	13,600
Thunderbird	1,916	2,689	2,988	6,199
Total	63,326	134,125	64,228	118,238
Lincoln Town Car	3,246	6,956	1,747	3,214
Mark VI	1,891	4,009	1,458	2,908
Continental	1,443	2,955	2,371	4,058
Total	6,580	13,920	5,576	10,180
Mercury Lynx FWD	4,380	8,323	6,099	10,114
Lynx SW FWD	1,418	2,716	1,706	3,023
LN7 FWD	450	1,132	1,242	2,202
Capri	1,996	4,071	2,018	3,867
Zephyr	2,741	6,084	2,919	5,553
Zephyr SW			225	425
Cougar	211	623	2,894	5,340
Cougar SW	51	151	1,012	1,886
Marquis	3,431	6,763		
Marquis SW	957	2,027		
Marquis '82	25	68	557	1,003
Marquis Brougham '82	34	106	1,034	2,345
Grand Marquis	7,145	13,193	2,075	3,973
Marquis '82 SW/G Marquis SW	992	1,980	614	1,213
XR7	943	1,233	1,170	2,320
Total	24,774	48,470	23,565	43,264
Lincoln Mercury Div. Total	31,354	62,390	29,141	53,444
TOTAL FORD MOTOR CO.	94,680	196,515	93,369	171,682

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	6,068	13,343	13,594	24,410
Skyhawk FWD	3,687	7,806	530	541
Skyhawk SW FWD	634	1,195		
Century FWD	7,493	16,330	5,038	7,949
Regal	15,239	28,868	13,899	29,488
Regal SW	981	1,993	836	1,719
LeSabre	2,596	4,846	1,867	3,650
LeSabre Limited	5,133	10,085	3,692	7,447
Electra	4,180	8,780	3,789	7,775
Buick SW	1,104	2,207	862	1,868
Riviera FWD	3,088	6,550	2,817	6,083
Total	50,203	102,003	46,924	90,928
Cadillac deVille	8,308	16,272	6,567	14,162
Cimarron FWD	1,295	2,812	1,274	2,482
Fleetwood & Chas.	2,916	6,400	2,677	6,184
Eldorado FWD	4,231	8,793	3,500	7,729
Seville FWD	1,817	3,950	1,814	3,407
Total	18,565	38,227	15,832	33,964
Chevrolet Chevette	12,467	24,643	18,657	36,875
Camaro	10,427	21,920	7,711	12,339
Cavalier FWD	8,256	16,619	7,657	12,159
Cavalier SW FWD	2,788	5,460	2,080	3,350
Citation FWD	7,470	17,943	21,513	39,311
Malibu	3,758	7,412	5,294	12,170
Malibu SW	3,404	7,090	2,155	5,264
Celebrity FWD	8,521	18,947	4,556	6,923
Monte Carlo	6,825	13,352	6,780	14,930
Impala	2,862	5,754	3,611	7,144
Caprice	7,369	15,275	6,600	13,335
Chevrolet SW	3,167	6,482	2,605	5,826
Corvette	924	2,162	1,461	3,074
Total	78,238	163,059	90,680	172,700
Oldsmobile Omega FWD	3,224	6,818	6,930	12,406
Firenza FWD	1,906	4,081	479	482
Firenza SW FWD	638	1,181		
Cutlass Ciera FWD	9,239	19,218	5,688	9,171
Cutlass Sup/Calais	19,562	37,074	17,546	37,091
Cutlass SW	1,432	2,943	1,329	2,774
Delta 88	588	1,137	759	1,459
Delta Royale	12,254	23,978	8,293	16,294
98	6,986	14,401	5,667	12,083
Oldsmobile SW	1,648	3,210	1,154	2,571
Toronado FWD	2,320	4,859	1,986	4,214
Total	59,797	118,900	49,831	98,545
Pontiac 1000	2,467	5,259	5,280	9,205
Firebird	5,955	13,182	4,715	7,494
2000 FWD	3,766	7,570	3,792	6,442
2000 SW FWD	667	1,352	563	949
Phoenix FWD	2,199	4,936	5,843	10,222
Bonneville	3,947	7,921	4,196	8,308
Bonneville SW	930	1,813	968	2,018
6000 FWD	4,747	9,851	2,266	3,926
Grand Prix	5,596	10,583	5,780	11,845
Catalina			86	234
Bonneville '81			344	925
Bonneville Brougham '81			331	796
Pontiac SW			110	242
Total	30,274	62,467	34,274	62,606
TOTAL GM CORP.	237,077	484,656	237,541	458,743
(Checker)	18	155	93	244
Miscellaneous Domestic	37	201	114	288
Domestic Station Wagon Total	40,102	80,781	33,584	67,212
Domestic Grand Total	387,874	792,130	381,942	732,237
Import Total	180,789	371,827	163,804	322,698
Grand Total All Registrations	568,663	1,163,957	545,746	1,054,935

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Used-car auction directory

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To fight fleet subsidies

FDA approves $50,000 war chest

By John A. Russell
New York Staff Writer

LEXINGTON, Ky.—A $50,000 anti-fleet-subsidy war chest was approved by the Ford Dealers Alliance (FDA) as the organization prepares to fight the manufacturers on fleet sales.

Ed Mullane, FDA president, made the announcement here at a meeting of the Kentucky Automobile Dealers Assn. and termed the fund an "anti-fleet subsidy educational fund."

In addition, Mullane said, each member of the board has pledged $100 to the fund.

The purpose of the fund is to put the facts on leasing subsidies "before the public," Mullane said. He said that the organization is preparing a national advertising campaign bringing the issue to the public and claiming that "our retail customer was overcharged $200 so that Ford, General Motors and Chrysler could subsidize fleet sales."

Mullane and the FDA have alleged that manufacturers subsidize fleets to the tune of $1 billion which the companies build into the price of the car.

While NADA has been active on this front and has been instrumental in having a bill introduced in Congress banning subsidies, Mullane asked, "How hard will NADA push this bill and do they have the stomach for a real conflict?"

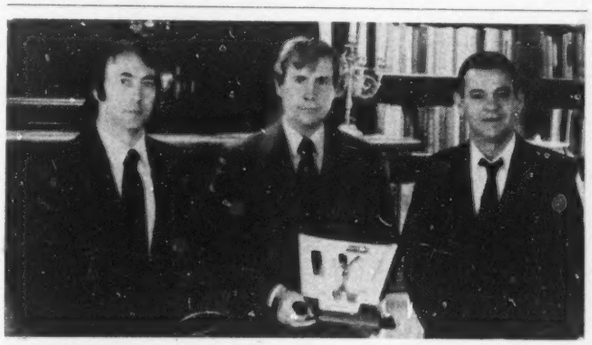
He said that there is a need to put the "facts before the public" in order to create a "climate of opinion" that will aid "litigative and legislative" approaches.

Mullane, who launched his attack on fleets late last year, outlined many of the allegations on subsidies. He said that the FDA would be sending letters to all state and local dealer associations asking them to contribute to the fund. In addition, he said, "We're writing every dealer in America asking him to contribute."

Mullane cautioned that "this is not a battle for the weak of heart."

He added that success or failure would not be measured in "10-day reports, but in years and decades."

"But for years and decades we've been talking about fleet subsidies," Mullane said, and added, "Let's stop talking and start acting."



Rolls-Royce sales leader

Charles Schmitt & Co., St. Louis, sold more Rolls-Royces in 1982 than any other U. S. dealer. Schmitt, center, was recognized by the factory for this achievement as David Carmichael, left, Zone 2 sales manager, presented him with a plaque. Ray Hummel, dealership vice president, joined in the presentation.

March car sales in Canada equal January-February total

By Jenny L. King
Staff Writer

Sales of new North American-built cars in Canada in March were heady enough to match the combined efforts of January and February, as all the major car makers except Ford of Canada reported impressive gains over March, 1982, sales.

Truck sales were up 5.75 percent. It was the first month since June, 1981, that truck sales had pulled ahead of the preceding-year total.

Passenger-car sales numbered 59,873 this March, up 33.17 percent from 44,960 a year ago and nearly matching the 60,816 sum for January and February of 1983. Year-to-date sales reached 120,689, up 14.09 percent from 105,780 last year.

Truck sales climbed 5.75 percent in March, to 17,686 from 16,724. Truck sales for the first quarter were off 8.12 percent, to 37,623 from 40,946 in 1982.

General Motors' car sales soared 69.98 percent in March, to 30,595 from 18,010 last year. Ford was down 14.65 percent, to 11,143 from 13,055. Chrysler dealers retailed 13,196 units, up 26.30 percent from 10,448. American Motors was up 51.30 percent, to 3,964 from 2,620, and Volvo reported a gain of 17.90 percent, to 975 from 827.

GM's share of the March market was 51.10 percent, up from 40.06 percent a year earlier. Ford plunged to 18.61 percent from 29.03 percent. Chrysler slipped to 22.04 percent from 23.24 percent. American Motors was up to 6.62 percent from 5.83 percent, and Volvo picked up the remaining 1.63 percent this year, down from 1.84 percent in 1982.

March truck sales of 17,686 include captive imports for the major auto makers. GM was up 13.09 percent, to 8,863 from 7,837 last year. Ford climbed 6.72 percent, to 5,959 from 5,584. Chrysler sales of 2,692 new trucks were down 8.59 percent from 2,945. AMC dealers sold 172 new Jeeps during the month, down 51.96 percent from 358.

GM earned 50.11 percent of the truck market in March, up from 46.86 percent. Ford had 33.70 percent, up from 33.39 percent. Chrysler slipped to 15.22 percent from 17.61 percent and AMC dropped to 0.97 percent from 2.14 percent.

Rent a Cougar, buy one, get a check from Budget

CHICAGO. -- Budget Rent a Car is offering to refund the rental fee up to $100 to customers who rent a 1983 Mercury Cougar and then purchase one.

MaryBeth Ther, advertising director of the company, said the promotion will run from April 15 to June 30, though customers have until Aug. 31 to receive the refund from Budget.

Customers must send the company a copy of their rental agreement along with proof of purchase of the Cougar.

The company is calling the program the Budget Test Drive and advertising is slated to appear in Frequent Flyer, INC., the Wall Street Journal and USA Today.

Budget is featuring a daily rate of $34.95 with unlimited mileage for the Cougar with the offer.

This is part of a program Budget started earlier this year when the company dropped out of the "giveaway blitz" by rental companies and began to rent Lincoln Town Cars for a daily rate of $39.95.

While the programs are separate, Ther noted that they were directed primarily to the business traveler.

Morris Bolzberg, Budget president, termed the Cougar program a "back to the basics 1983 marketing strategy" of providing cars at low rates.

Ther told Automotive News that the program is entirely from Budget and Lincoln-Mercury is not involved. Asked why those two models were selected, she said the company's franchisees "buy a lot of Lincoln-Mercury products."

The company has budgeted "in the seven figures" for advertising the program, she said.

Used Car Sales
Auction Averages

April	$5,069
Month ago	$5,085
Year ago	$4,710

Model breakdown
Auction Averages

	APRIL	MARCH	FEBRUARY
1983.....	$ 8,595	$10,292	$12,350
1982.....	8,142	8,112	7,711
1981.....	6,140	6,046	5,989
1980.....	5,342	5,195	5,013
1979.....	4,498	4,589	4,398
1978.....	3,511	3,496	3,293
1977.....	2,828	2,637	2,378
1976.....	2,012	2,232	1,773
Overall Average	$ 5,069	$ 5,010	$ 4,733

Total falls nearly 48 pct.

Diesel sales share cut to less than 3 pct.

Continued from Page 1

sold during the comparable 1982 period. The diesel's share of the total domestic and import new-car market dropped to 2.92 percent during 1983 from 6.18 percent during the 1982 period.

Falling or stabilizing gasoline prices, the higher price tag on diesel-engine options and consumer disenchantment with some diesel engines have all contributed to the waning sales.

Only four makes — all of them imports — reported sales gains during the period.

Mercedes sold 26,754 diesel cars during the six-month period, up 8.27 percent from the 24,709 sold during the comparable '82 period. Mercedes' market share jumped 11.68 percentage points — from 10.79 in '82 to 22.47 percent of the market during '83. That share is second among individual makes only to Oldsmobile — and by only a point-and-a-half.

Diesel-powered cars accounted for 77.8 percent of all Mercedes U. S. sales during the period, down slightly from 78.5 percent last year.

• Volvo, Isuzu and Audi were the only other makes to record diesel-car sales increases during the six-month period.

GM's sales of 56,094 diesel units during the first six months of the '83 model year represented a 59.21 percent nosedive from the 137,537 sold during the equivalent period in '82.

Likewise, GM's market share slipped from 60.08 percent last year to 47.11 percent during '83 — the first time the corporation's penetration has dipped below 50 percent since GM became a serious diesel manufacturer.

All GM divisions took a beating during the period, with Pontiac and Chevrolet posting the biggest sales declines.

Chevrolet diesel sales of 9,548 were off 76.90 percent from the 41,350 sold last year. All Chevy car lines were down but, most notably, the Chevette diesel (powered by an Isuzu-built 1.8-liter engine) crashed from 14,485 sales last year to 1,319 deliveries this year.

Chevrolet's share of the diesel market dropped 10.04 percentage points — from 18.06 percent in '82 to 8.02 percent this year.

• Oldsmobile sold 28,472 diesel cars during the first six months of the model year, down 43.59 percent from 50,482 sold last year, yet the division's market penetration actually gained. Oldsmobile's share was 23.91 percent of the market, up 1.86 points from 22.05 last year.

Volkswagen sales, crippled by sagging interest in the Rabbit diesel, dropped to 16,331 diesel units during the first six months of the 1983 model year from 40,869 sales during the equivalent '82 period. VW's market share of 13.72 percent was down 4.13 percentage points from 17.85 percent last year.

Only about 20 percent of Rabbit sales during 1983 were diesel models, compared with 48 percent during the '82 period. In its heyday, the diesel model accounted for 60 percent of all Rabbit sales.

Sales of diesel Audis were up 23.43 percent during the '83 model year, boosted by introduction of new turbocharged diesel models. Audi sold 3,899 diesel-powered cars during the first half of the '83 model year, compared with 3,159 during the equivalent '82 period. Audi's market share more than doubled during the period.

Combined, VW and Audi sold 20,230 diesel cars, down 54.05 percent from the 44,028 sold during the '82 period. Market share dropped 2.24 percentage points — from 19.23 percent in 1982 to 16.99 percent in 1983.

Other losers during the period were Datsun and Peugeot. Datsun offered only one diesel-powered car, the Maxima, during the comparison period. The company recently added a diesel-powered Sentra model but its sales are not yet recorded.

Sales of diesel Maximas during the first six months of '83 were 2,571, down 66.75 percent from 7,734 last year, despite a 46-percent increase in total sales during the '83 period.

Peugeot sales of 3,718 units were down 37.44 percent from 5,944 during the 1982 period. Diesels accounted for 52.1 percent of all Peugeot sales during the first half of the 1983 model year, compared with 80.53 percent during the year-ago period.

Dealers stand to lose a bundle on Shay deal

Continued from Page 1

costs with dealer deposits on future production.

One of those imitators was California Classic Motor Car Reproduction Corp. (also called Thunderbird Classic Motor Car Reproduction Corp.).

When Housey and others from Model A & T joined California Classic, Shay sued. Among his complaints: The loss of his key personnel had delayed the Model A & T production schedules.

Unlike Model A & T, California Classic folded before producing any cars.

In 1980, Housey had begun forming his own company, Camelot, near Elkhart, Ind., to produce a 1957 Thunderbird replicar.

And although he had set eventual production goals for Camelot near the magic number of quickie-replicar trade (10,000 a year), Housey had always been conservative about Camelot plans.

He said in 1981 that he had taken deposits on only 30 cars.

To date, Camelot has built 12 vehicles, mostly prototypes.

He says he still has 30 orders with deposits, totaling $75,000. Camelot has 57 orders altogether, and he said he plans to take no more deposits — only irrevocable letters of credit from dealers.

• Housey moved Camelot to Michigan this year, as negotiations for the Shay assets looked more promising. He said he now employs 16 persons. Two vehicles are in production this month, and five more are scheduled to be completed next month.

By April, 1984, Housey plans to have built 400 cars and expects to be employing about 100 persons. Second-year production is scheduled to be between 1,000 and 2,000. Housey said he has no intention of ever producing 10,000 cars a year.

Meanwhile, he is redesigning the Shay vehicles, changing their structures and adding defrosters to the Model A. He will be producing four models: 1955 and 1957 Thunderbird replicas and 1929 Model A and Model A pickup.

The Model As will be equipped with new four-cylinder engines from the Shay inventory of Pinto components. The Camelot-designed 1957 T-bird replica can be ordered with V-6 or V-8, and Housey hopes to modify the Shay T-bird for a more powerful engine, too.

He said the Model As will retail for about $10,000 to $11,000; the T-birds, for $15,000 to $16,000. That will include a 5-year/50,000-mile warranty from American Fidelity Insurance Co., he said.

VW credit begins retail leasing plan

TROY, Mich. — VW Credit, Inc. (VCI), has introduced a retail leasing program for Volkswagen and Porsche-Audi dealers. The program, Prestige Leasing, is available to all 1,300 VW and Porsche-Audi dealers through 95 VCI branch offices across the U. S.

All new 1983 VW, Porsche and Audi vehicles sold or distributed by Volkswagen of America are eligible under the plan, the company said.

Lease terms range from 24 to 48 months and up to 60 months on certain models. For the customer, the leases are "closed end" with no downpayment required and, for the dealer, they are "without recourse." Customers may provide their own insurance or be covered through a dealer-arranged policy.

Sales of diesel-powered cars in the U. S.
(First six months of model year)

	1983 Sales	Percent Share of Market	1982 Sales	Percent Share of Market
Cadillac	5,257	4.41	16,932	7.40
Buick	10,985	9.23	21,469	9.38
Pontiac	1,832	1.54	7,304	3.19
Chevrolet	9,548	8.02	41,350	18.06
Oldsmobile	28,472	23.91	50,482	22.05
GM Total	56,094	47.11	137,537	60.08
Volkswagen	16,331	13.72	40,869	17.85
Audi	3,899	3.27	3,159	1.38
VW-Audi Total	20,230	16.99	44,028	19.23
Mercedes-Benz	26,754	22.47	24,709	10.79
Peugeot	3,718	3.12	5,944	2.60
Volvo	2,880	2.42	2,418	1.06
Datsun	2,571	2.16	7,734	3.38
Isuzu	6,827	5.73	6,557	2.86
TOTAL	119,074	100.00	228,927	100.00

Peugeot sponsors bikers

Peugeot was a major sponsor of the Inaugural 1983 Tour of America professional bicycle race, held April 8-10 in Virginia and Washington. It provided 38 "official cars" for race-related functions. Here, Peugeot Motors of America President Pierre Lemaire, left, and field sales manager Peter Haskell oversee the fleet. Fifteen teams from seven countries competed for $100,000 in prizes.

Settlement with GM OK'd on engines, transmissions

Continued from Page 1

corrected and the 1981 V-8-6-4 standard Cadillac one-year engines that sometimes — allegedly — stop dead in their tracks.

However, GM points out that arbitration has in the past been available to consumers with these complaints if a 5/50 warranty applies and if the arbitration guidelines are observed.

The GM "policy" — not "warranty" — for '77 through '79 diesel engines is applied to the governor weight retainer ring for the injector pump but not for the whole engine. The current '83 GM diesel engine warranty — not "policy" — is 36 months or 50,000 miles.

GM also notes the five year period can be tested for arbitration for other non-safety problems that do not have a 5/50 warranty.

But the problems covered by the FTC-GM proposed consent go back for nine years and forward for eight years — a total of 17 years because the first models involved are '74 model cars.

Availability of possible relief for owners who sold their cars is unique and actual documentation of repair bills is not absolutely essential although it would certainly facilitate compensation.

• The only matters directly involved in the FTC-GM tentative agreement are: THM 200 transmission, used in 5 to 6 million GM rear-wheel drive cars; premature wear of camshafts and lifters used in some 15 million 305- and 350-CID V-8 engines made by Chevrolet but used widely by all divisions starting in 1974, and fuel injection pumps and fuel injectors in a half-million 350-CID diesel engines made by Oldsmobile but used in several models starting in 1977 until the present.

Under the proposal, GM would have to set up the free arbitration program within 60 days. The meeting must be held at a place which is convenient for the consumer, or it can be done by phone or in writing. No lawyers are needed since there are no rules of evidence although it is highly advisable to have repair bills or evidence of repair from mechanics.

GM must provide fact sheets, telling consumers that they can get redress of defects that show up after the warranty period. What ever the arbitration decision, GM must abide by it although the consumer may reject it.

GM would also have to send letters to those who have filed complaints with FTC or with GM.

In addition, GM would be making available all product service publications (PSPs) for each of its vehicles through the 1991 models. Moreover, it must advertise their availability in national magazines twice during each model year. GM must place posters explaining this new program in dealer showrooms and use notices in its point-of-sale brochures and use it in GM owners' manuals starting with '84 models.

• This is potentially extremely valuable data but, of course, useful only to those who know about it and how to obtain it. Lawyers and consumer activists will certainly use it as they have undoubtedly used that required under the Ford Motor Co. piston scuffing settlement.

Although a recent story in Automotive News (April 11) raised the possibility that GM's deal was a lot better than the one Ford got in its piston-scuffing settlement, the details of the tentative GM agreement were not yet available at the time of that article. It now appears that perhaps GM fared worse.

While the staff of the FTC in Cleveland is pleased with the settlement, FTC Commissioner Michael Pertschuk believes that design problems which lead to systematic car defects potentially present in all units should result in "direct, automatic refunds."

Damages may be hundreds of dollars each and, said Pertschuk, GM knew and did not tell its car buyers. Further, he added, GM "stonewalled" the FTC staff's discovery attempts and gave no other choice than to accept its offer of arbitration or drag out the trial for years.

Moreover, while the FTC staff thinks the GM fact sheets will help consumers, Pertschuk is not sure that will be the case. The sheets "result from extremely tenacious bargaining with GM and look it," he said.

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Milestone car is 4 weeks ahead of 1982

Year's auto output reaches 2 million

By Patricia Hoffman
Staff Writer

Domestic auto production reached another milestone last week when the year's two-millionth automobile was assembled Thursday (April 28), about four weeks earlier than in 1982.

So far this year, the manufacturers have produced 2,041,781 cars, a 29.48 percent gain from last year's 1,576,877.

Breakdown for the year-to-date by company is: General Motors, 58.81 percent; Ford Motor, 23.26 percent; Chrysler Corp., 13.11 percent; American Motors, 2.79 percent; Volkswagen of America, 1.57 percent, and Honda, 0.46 percent.

Last week's production was estimated at 136,072 units, about even with the previous week's 136,457, but up 9.62 percent from 124,133 assembled in the comparable 1982 period.

The GM Willow Run plant, source of Omega and Skylark, was closed last week (April 25) for inventory control. Operations there are slated to resume today (May 2).

Ford's Kansas City point, idled March 14, remained closed last week for changeover to the new Tempo and Topaz models. Kansas City, recent source of Fairmont and Zephyr, will begin assembly of the new cars today.

GM's Oklahoma City plant returned last week with production of Celebrity and Century. The plant closed for rearrangement April 18 at which time assembly of the Citation was phased out.

Overtime was scheduled last week at three GM, three Ford and four Chrysler points.

The GM Lordstown and Flint facilities, plus B, C and G lines at the Lansing plant operated six days last week.

Ford's Chicago and St. Louis points worked two daily nine-hour shifts, while the Lorain facility worked two 10-hour shifts Monday through Friday last week.

Daily overtime continued at Chrysler's Belvidere, Jefferson, Newark and St. Louis plants. St. Louis worked one daily nine-hour shift, while the other three operated two daily nine-hour shifts.

Downtime is scheduled to begin today at GM's Wilmington plant. The plant will be idle one week due to overstocked inventory.

Ford earns $211.2 million; first profit in 3 quarters

By Kathleen Hamilton
Financial Editor

DEARBORN. — Ford Motor Co. reported first-quarter earnings of $211.2 million ($1.75 a share), its first profit in three quarters and the best profit since the second quarter of 1979.

One year ago, Ford reported a first-quarter loss of $302 million.

Ford's North American operations were profitable for the first time in four years. In the U. S., its after-tax profit was $111 million, compared with a loss of $506 million in the first quarter of 1982.

Unit sales in the U. S. were up 35.6 percent to 567,305 cars and trucks.

Outside the U. S., Ford's car and truck sales declined 2.9 percent to 554,095. Non-U. S. operations earned a profit of $100 million, compared with $204 million one year earlier.

Ford attributed the decline to less favorable exchange rates in Europe and the four-week strike at Ford of Britain's Halewood plants.

Worldwide sales amounted to $10.04 billion, up 12.6 percent from $8.92 billion one year earlier. Worldwide vehicle production (including tractors) climbed 15 percent to 1.14 million units.

Ford attributed its improved overall performance for the quarter to higher industry volume, especially in the U. S.; a record 13.8-percent share of the European car market, and cost-cutting measures.

Cash flow improved, increasing Ford's cash balance at the end of the quarter by $113 million to $1.67 billion (but that was still lower than the $2.01 billion on hand at the end of the comparable 1982 period), and reducing Ford's borrowing by $80 million.

Miller a 25-year dealer

HERSHEY, Pa. — C. Wilber Miller, an Oldsmobile dealer here, received a plaque for 25 years of service.

Canadian output slips for week; 24,694 cars built

Last week's Canadian car output fell 2.73 percent from the previous week's total despite production gains for Ford Motor's new Tempo and Topaz models at the company's Oakville car assembly point. Contributing to the dip was the return of normal five-day operations at General Motors' Oshawa No. One and Two car facilities following six days of assembly there the previous week.

The auto makers targeted 24,694 units last week, down from 25,386 the prior week, but output jumped 17.60 percent from last year's 20,999 units.

So far this year, the car manufacturers have finished 325,698 units, up 11.41 percent from 292,334 built last year.

Production of the new Ford Tempo was estimated at 658 units last week, nearly triple previous week's 225, and Mercury Topaz assembly was slated at 135 units, a 42.11 percent gain from 95 built the first week of production. The combined rate of the new cars will eventually reach 60 units an hour on two shifts.

The truck makers estimated last week's output at 11,616 units, down 5.31 percent from the previous week's 12,267, and down 8.19 percent from 12,652 built last year.

The GM St. Therese car facility operated daily and Saturday overtime for the second consecutive week last week (April 25). The plant worked two-hour's of overtime on two-shifts Monday through Thursday, with normal eight-hour operations resuming Friday. St. Therese also worked two eight-hour shifts on Saturday.

GM's Oshawa and Scarborough truck facilities operated six days last week.

Truck production rises to 50,097; overtime helps

Overtime at eight assembly plants boosted last week's domestic truck production 2.04 percent from the previous week's total, and output jumped 8.91 percent from the comparable 1982 period.

Truck output last week was targeted at 50,097 units, up from 49,097 the previous week, and up from 46,000 in the comparable week last year.

There were three General Motors, three Ford Motor and two Chrysler Corp. assembly plants working overtime last week (April 25).

At GM, the St. Louis, Lordstown and Detroit (P-model) facilities operated six days last week.

The Ford Twin Cities plant and its Lorain (van) facility worked two 10-hour shifts Monday through Friday. Ford's Michigan Truck point operated one nine-hour shift five days last week.

Also working daily overtime were Chrysler's Belvidere and Warren facilities. Belvidere operated two nine-hour shifts Monday through Friday while the Warren plant worked one nine-hour shift, five days.

Pickup production at Volkswagen of America's Westmoreland plant continued on normal schedules last week. Assembly there, originally scheduled to end April 21, will continue into May.

All truck facilities were reported operating last week.

U. S. CAR PRODUCTION

	Week Ended April 30, 1983	Week Ended May 1, 1982	Week Ended April 23, 1983	April Est.	Jan. 1 to May 1, 1982	Jan. 1 to April 30, 1983
AMERICAN MOTORS	3,320	1,400*	3,484	6,007	19,495*	56,963
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,320	.....	3,484	6,007	.....	52,892
Alliance	3,320	.....	3,484	6,007	.....	52,892
CHRYSLER CORP.	19,700	15,666	18,465	76,801	199,374	267,764
Plymouth Total	6,800	6,993	5,980	27,032	83,921	99,043
Horizon	1,900	2,632	2,356	9,518	26,479	32,474
Reliant	4,700	4,361	3,498	17,009	57,442	65,257
Caravelle ('83)	200	.....	126	505	.....	1,312
Chrysler Total	4,800	2,835	5,001	19,696	36,905	62,907
LeBaron	2,300	2,835	2,217	8,958	36,905	29,826
Chrysler E-Class	2,500	.....	2,784	10,738	.....	33,081
Dodge Total	8,100	5,838	7,484	30,073	78,548	105,814
Omni	3,200	2,334	2,886	10,609	24,682	34,292
Aries	3,400	2,943	3,092	12,857	43,487	47,075
Dodge 400	700	561	716	3,266	10,379	10,720
Dodge 600	800	.....	790	3,341	.....	13,727
FORD MOTOR	33,477	33,071	32,598	127,182	335,775	474,958
Ford Division	22,594	21,769	21,893	85,335	208,668	313,003
Escort	7,339	8,025	6,965	24,388	91,549	88,861
Fairmont	.....	3,571	.....	.....	33,416	23,728
Mustang	3,489	3,801	3,456	12,068	37,922	44,478
LTD/Granada	4,468	3,584	3,799	17,493	32,360	60,783
Thunderbird	4,871	2,549	5,216	22,063	11,315	63,971
Crown Victoria/Ford	2,343	.....	2,377	9,159	.....	30,010
EXP	84	239	80	164	2,126	1,172
L-M Division	10,883	11,302	10,705	41,847	127,087	161,955
Mercury Total	8,815	9,216	9,205	34,944	94,197	127,973
Lynx	1,827	2,741	2,067	6,470	27,868	22,589
Capri	644	755	681	2,346	9,821	7,997
Zephyr	.....	1,075	.....	.....	10,539	8,601
Marquis/Cougar	1,878	1,721	1,849	7,346	16,639	23,100
Cougar/XR7	2,591	716	2,730	11,604	3,623	29,107
Gr. Marquis/Marquis	1,857	2,131	1,873	7,155	25,084	36,240
LN7	18	77	5	23	623	339
Lincoln Total	2,068	2,086	1,500	6,903	32,890	33,982
Continental ('82)	205	418	150	701	7,108	6,105
Lincoln	1,178	1,047	972	4,278	13,889	16,387
Mark VI	685	621	378	1,924	11,893	11,490
GENERAL MOTORS	76,560	73,896	79,094	306,293	990,095	1,200,838
Buick Division	16,052	17,900	18,450	69,332	234,327	280,028
Skylark	.....	2,948	3,119	6,186	42,737	30,168
Skyhawk J	1,200	3,726	1,171	5,132	26,102	22,712
Century	3,097	2,279	2,617	11,828	40,877	51,989
Regal	5,210	4,558	5,419	21,262	60,287	82,948
Buick	5,610	3,394	5,182	21,177	53,495	79,168
Riviera	935	994	942	3,747	10,829	13,043
Cadillac Division	6,184	5,759	6,179	25,060	81,126	113,061
Cimarron	284	.....	216	1,305	1,401	8,108
Seville	740	617	742	2,967	8,344	12,212
Eldorado	1,560	1,549	1,566	6,250	21,744	26,285
Cadillac	3,600	3,593	3,655	14,538	49,637	66,456
Chevrolet Division	25,234	24,978	24,215	95,570	298,623	362,262
Chevette	4,120	5,882	4,080	12,570	64,492	66,276
Cavalier	6,461	1,365	5,853	24,943	31,079	75,182
Celebrity	2,118	2,661	504	7,200	19,469	23,918
Camaro	3,755	5,123	4,336	15,845	71,315	60,525
Citation	1,550	3,779	1,571	5,698	47,854	35,344
Malibu	3,369	3,352	3,901	13,861	30,136	48,628
Monte Carlo	1,691	1,757	2,043	7,495	17,462	29,295
Chevrolet	1,570	453	1,315	5,512	6,871	16,754
Corvette	600	606	612	2,446	9,945	6,340
Oldsmobile Division	20,330	13,986	20,713	83,220	254,945	321,814
Omega	.....	1,815	2,032	4,038	28,089	21,639
Firenza	1,190	1,068	1,241	4,891	24,640	15,298
Cutlass	6,300	2,476	5,402	24,247	64,203	95,112
Cutlass/Ciera	4,385	2,549	4,829	17,771	38,880	58,629
Oldsmobile	7,410	5,522	6,462	29,289	87,975	117,667
Toronado	745	556	747	2,984	11,158	13,469
Pontiac Division	8,760	11,273	9,537	33,111	121,074	123,673
Acadian†	.....	672	508	1,044	3,928	5,865
2000	2,587	1,314	2,262	9,015	7,752	30,624
1000	1,480	942	1,536	4,277	4,722	14,731
Firebird	1,775	2,851	1,941	7,395	38,979	29,546
Phoenix	850	1,184	859	2,558	10,245	9,979
G. Prix/B'ville ('83)	2,068	3,290	2,431	8,822	50,112	32,928
A6000	.....	1,020	.....	.....	5,336	.....
HONDA	900	.....	838	3,329	.....	9,320
VOLKSWAGEN	2,115	.....	1,378	8,102	30,938	31,938
CHECKER	.....	100*	.....	.....	1,200*	.....
Total Cars, U. S.	136,072	124,133	136,457	534,518	1,576,877	2,041,781

CANADIAN CAR PRODUCTION

	Week Ended April 30, 1983	Week Ended May 1, 1982	Week Ended April 23, 1983	April Est.	Jan. 1 to May 1, 1982	Jan. 1 to April 30, 1983
AMERICAN MOTORS	800	608	820	3,089	8,990	9,619
CHRYSLER CORP.	5,232	3,503	5,189	20,983	55,398	75,718
FORD MOTOR	6,297	8,792	5,777	12,938	96,033	56,179
GENERAL MOTORS	12,140	7,671	13,375	51,030	128,256	180,447
VOLVO	225	225	225	900	3,657	3,735
Total Cars, Canada	24,694	20,999	25,386	88,940	292,334	325,698
N. American Cars	160,796	145,132	161,843	623,458	1,869,211	2,367,479
N. American Trucks	61,713	58,652	61,364	237,945	807,383	869,944
North American Cars and Trucks	222,479	203,784	223,207	861,403	2,676,594	3,237,423

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended April 30, 1983	Week Ended May 1, 1982	Week Ended April 23, 1983	April Est.	Jan. 1 to May 1, 1982	Jan. 1 to April 30, 1983
CHEVROLET	17,357	13,841	16,728	67,202	214,603	241,964
DODGE	3,000	2,659	2,656	12,130	43,256	43,152
FORD	19,400	19,374	19,395	71,532	224,675	276,577
GMC	5,860	5,913	5,836	23,289	80,102	83,511
INTERNATIONAL	1,025	1,163	1,027	4,101	17,160	15,599
VOLKSWAGEN	235	.....	221	902	5,776	1,912
JEEP	2,170	2,000*	2,184	6,516	26,430*	21,119
AM GENERAL	50*	50*	50*	200*	740*	800*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	21,200*	16,000*
Total Trucks, U. S.	50,097	46,000	49,097	189,872	633,942	701,274

CANADIAN TRUCK PRODUCTION

	Week Ended April 30, 1983	Week Ended May 1, 1982	Week Ended April 23, 1983	April Est.	Jan. 1 to May 1, 1982	Jan. 1 to April 30, 1983
CHRYSLER CORP.	2,740	2,675	2,730	11,430	32,628	45,030
FORD MOTOR	2,924	2,984	2,972	11,853	43,019	42,657
GENERAL MOTORS	5,710	6,721	6,371	23,863	93,653	78,521
INTERNATIONAL	242	272	194	927	4,141	2,462
Total Trucks, Canada	11,616	12,652	12,267	48,073	173,441	168,670
N. American Trucks	61,713	58,652	61,364	237,945	807,383	869,944

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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AMC buys 31 pct. of Mainland firm

Jeep output set for China

By Kathleen Hamilton
Financial Editor

"We decided we wanted to do something except complain against the Japanese, although we plan to continue to do that, too," laughed American Motors Chairman Paul Tippett as he announced plans for a joint venture that will soon see the Chinese building Jeeps.

What AMC says is the largest industrial joint venture in the Republic of China was signed last week in Beijing's Great Hall of the People. By it, AMC purchased for $8 million in cash and $8 million in technological expertise a 31.6-percent interest in Beijing Jeep Corp., producer of four-wheel-drive civilian vehicles.

The new venture also brings AMC into one of the largest potential 4x4 markets, the Far East, which so far has been monopolized by the Japanese makers.

"The fact that there aren't any passenger-car ventures there has occurred to us," Tippett said. (He doesn't count the Volkswagen project, which is assembling kits as training for a tentative 1988 startup of production, if the joint venture is finalized.)

Tippett stressed that AMC has patience concerning the possibility of auto assembly in the People's Republic of China.

• The 4x4 plant will be AMC's biggest operation outside North America.

Better than 100,000 4x4 vehicles are sold in the Far East each year, and the market has been growing 10 percent a year, according to AMC.

It hopes to break the Japanese grip on the area by combining the 60-cent-an-hour labor costs of the Beijing Automotive Works, which is being acquired by the joint venture, with improvements in product and productivity.

"We expect to be fully competitive with the Japanese," Tippett said in a briefing before signing the accord last week.

AMC Vice President of International Operations Tod O. Clare, who was one of AMC's chief negotiators during the four-year-long discussions with the Chinese, will tell the Automotive News World Congress this July about the experience.

For his part, Tippett said the Chinese plant is already operating at a profit. The results will show up in a small way on the AMC balance sheet, "but it's not going to give us $10 a share the first year," he said.

AMC is committed to reinvesting its profits in the venture until it owns 49 percent of the company. The government is the other investor.

Auto analyst Arthur Davis, of Prescott, Ball & Turben, said the move is a logical one for AMC, which finds its U. S. 4x4 market has matured. But he said the success of the new XJ Jeep line and the continued strength of the Alliance in the home market are much more important to the No. 4 auto maker's health.

After all, AMC sells more Jeeps in the U. S. in three good months than it will sell Beijing Jeeps in a year.

Beijing Automotive Works now produces only 20,000 vehicles a year. AMC hopes to at

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BMW 318i

Jim Plegue

German maker refines its hottest model

BMW's new 318i model goes on sale today (May 9) at the company's 400 U. S. dealerships. The car is slightly shorter and wider than the top-selling 320i model it replaces. Subtly refined styling, an improved 1.8-liter engine and a new rear suspension are among the features. Story and another photo on Page 13.

GM disputes charge of defect in rear axles

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors last week issued a strong objection to an initial determination by the NHTSA that a safety defect exists in the rear axles of as many as 5.3 million 1978-80 GM mid-sized cars and sporty trucks.

The vehicles involved are Chevrolet Malibu, Monte Carlo and El Camino, Pontiac LeMans and Grand Prix, Oldsmobile Cutlass and Cutlass Supreme, Buick Century and Regal and GMC Caballero.

A recall, which GM insists is not necessary, would cost GM $125 million.

GM said that projections are that only three in one million of the vehicles would be involved in injury accidents for the rest of their vehicle lives because of axle separation. Those 16 accidents would be minor, GM said, and so far there have been no deaths.

Over the next 10 years — using axle disengagement so far and average driving speed — GM said it would expect incidents to range from a low of 0.06 per million hours of operation to a high of 0.09 per million hours of operation.

In other words, GM told the NHTSA hearing, there is only one one-hundredth of one percent chance of those 11 accidents in which 16 persons suffered minor injuries happening again while those 5.3 million vehicles are on the road.

The hearing concerned the Good Friday and April Fool's Day (April 1) unexpected announcement by NHTSA head Raymond A. Peck of physical separation of axle and wheel assembly that could be "catastrophic . . ."

And while this is true theoretically — an out of control car hitting a car or going down an embankment — it is also true that with the millions of miles of operation and millions of hours driving so far, there have been only 16 minor injuries.

GM is asking NHTSA to rescind that initial finding of a safety defect. GM lined up a

Continued on Page 76, Col. 1

Ad agency named, executives appointed, 'angel' revealed

Bricklin's structure taking shape

By John A. Russell
New York Staff Writer

NEW YORK. — Details on the organization of International Automobile Importers, Inc., were revealed last week as the company prepares to import the Bertone X 1/9 and the Pininfarina Spider to the U. S.

Malcolm Bricklin, the company's chairman, made a series of announcements about the structure and philosophy of the company in an interview last week with AUTOMOTIVE NEWS, including:

1. The appointment of several executives, including Carl (Hap) Hirsh, president of Thermo Guard, Inc., and a long-time business associate of Bricklin's, as vice chairman.

2. Appointing Berenter, Greenhouse & Elgort, of New York, as advertising agency for the $7 million to $10 million account.

3. The warranty structure, including repayment methods to dealers.

4. Various product improvements on the cars.

5. And revealing for the first time that Bud Koffman, a long-time associate of Bricklin's, was the major source of financing for the project, though Bricklin would not disclose the amount.

Bricklin explained that he is the majority stockholder of the privately owned company, which is held by Bricklin Industries, his company.

Financial backing for the operation was initially obtained from Koffman, who backed Bricklin when he started Subaru of America.

• Bricklin has already signed one distributor, John Bednarik, a former Subaru distributor in Maryland, who has also been named to the board of directors. Both Bricklin and Bednarik explained the purpose of his appointment to the board would be to provide distributor input.

His distributorship will include Delaware, Maryland, the District of Columbia, Virginia, West Virginia and North and South Carolina.

Territories have been established for eight distributors. The cutoff point will be a line drawn from North Dakota to Texas, Bricklin noted, following through with his previously announced intention of not launching any operations on the West Coast until later this year.

As for the distributors, they will operate under the same system Bricklin established at Subaru of America, which includes letters of credit to IAI, Inc. Bricklin said that he is requiring the distributors to provide $5.5 million.

The eventual goal will be 10 distributors, with 10 service schools and 10 parts warehouses at the distributor levels, he said.

While dealers have not been signed, since this will be a responsibility of the distributor, Bricklin did say that several key appointments have been made to build a dealer network.

An associate of Hirsch's, Robert Huggins, was named vice president of dealer development. He will assist Hirsch in helping the dealers and distributors set up their operations.

Hirsch said that the appointments of Huggins and himself emphasize the new company's philosophy.

In many companies, Hirsch said, "people who make the decisions that affect the dealer have never sold a car." Both he and Huggins are grounded in retail, and he noted that the company is "gearing all our effort on that level."

Hirsch said he and Bricklin agreed that it was necessary to

Continued on Page 78, Col. 1

breaking news

U. S. new-car stock dips to 41 days

DETROIT. — The domestic auto industry opened May with a lean 41-day supply of new U. S.-built cars, down from 55½ days April 1 and a 66-day stockpile on May 1 last year. The industry had 1,191,285 new cars in inventory, down from 1,235,313 a month earlier and 1,260,633 a year earlier. The lower May 1 supply is due to both a cut in the unit count and a higher sales rate.

GM to delay '84 C-cars

DETROIT.—General Motors' downsized C-cars for 1984 will be delayed beyond the normal introduction time, Chairman Roger B. Smith said last week. Buick Electra, Oldsmobile 98 and Cadillac will appear "after October," Smith told the press prior to speaking to the Adcraft Club of Detroit.

Japanese production and exports decline again

TOKYO.—Japanese vehicle production and exports declined in fiscal 1982 for the second year in a row, according to reports published here. In the fiscal year ended March 31, output dropped to 10,790,090 cars and trucks, down 2.9

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Confirmation is unanimous

Ruckelshaus vows a 'clean' EPA

WASHINGTON. — The EPA of William Ruckelshaus will be an agency above suspicion, President Reagan's choice to succeed ousted administrator Anne Burford told a Senate confirmation panel last week.

"There will be no 'hit lists.' There will be no big-P political decisions and there will be no 'sweetheart deals,'" said Ruckelshaus, the man who originally organized the EPA. He testified before the Senate Environment and Public Works Committee.

But, he said, neither will there necessarily be a swaying from the Reagan Administration's efforts toward deregulation.

"The letter and spirit of the laws EPA is chartered to enforce will be enforced faithfully," Ruckelshaus said, "but in those instances where I think it appropriate, I will recommend changes."

In two days of testimony before the committee that has major oversight responsibility for nearly every environmental law on the books, Ruckelshaus never swayed from that basic message.

And while certain senators were not entirely comfortable with it, confirmation for the man who resigned from the Nixon administration rather than fire Watergate prosecutor Archibald Cox seemed a certainty. Indeed, at press time, the committee was voting unanimously for his confirmation.

Ruckelshaus takes over an agency that is by all accounts in disarray and one in which morale has been damaged by the management style and philosophical bent of an administration that placed ideology and allegiance to its deregulation goals before professional experience or managerial skills.

He told the Senate committee he was daily being "swamped" by offers of help from former EPA officials and that he felt sure the agency would soon again warrant the public confidence it had in the first 10 years of its existence.

Ruckelshaus said he had been assured by President Reagan that he will have complete autonomy to do his job but that he also recognized that he is a member of the Administration.

Pressed by Chairman Robert Stafford, Vermont Republican, over the autonomy issue, Ruckelshaus said, "There are some lines over which I will not step," adding, though, that he had been assured that such a situation would not arise.

Ruckelshaus said he would not report to Interior Secretary James Watt, the chairman of the Cabinet Council on Natural Resources, as former administrator Burford did, and he reassured the committee that, if need existed, he could see the President "within 24 hours."

Ruckelshaus said he was divesting himself of all his corporate interests and that he would disqualify himself in all instances where his former corporate involvement might sway his decision.

That likely assures that the new administrator will not have the final word on heavy-duty truck emission standards now pending before EPA, standards that by mandate of the Clean Air Act require a 90 percent reduction from baseline HC and CO emissions.

That would mean expensive catalyst systems on all gasoline trucks.

Ruckelshaus was a director of Cummins Engine Co., a major producer of heavy-duty engines. He was a vice president of the Weyerhaeuser forest products company before being tapped for the EPA post.

Robot roots

Because robots are used to build Dodge Rampage pickups, the front-wheel drive truck was used for a demonstration of a new walking machine. Pictured here is the 370-pound Odex I, built by Odetics, Anaheim, Calif. During the demonstration, the robot walked off the bed of the Rampage and lifted the rear of the truck off the ground while rotating it around the room.

Detroit area wracked by spring storm

Hail damages 2,500 new vehicles

By Roger Rowand
Engineering Editor

Mother Nature was kind to Detroit-area auto dealers in the winter of 1982-83, but she kicked them in the slats this spring.

The boot came in the form of a hailstorm of the century that damaged some 2,500 new cars and trucks to the tune of about $1,750 each. Dimpled hoods and deck lids accounted for most of the damage.

Dealers in hard-hit suburban Ferndale contemplated a Hail Sale. A Detroit dealer near that town said he would shun such a sale as counterproductive.

Mike Howell, the dealer at Auto Village Volvo in Ferndale, said damage at his store was heavy. The hoods and deck lids on almost all the damaged cars will require replacement, he said.

The Hail Sale would be for as-is cars priced at a discount, Howell said.

"This is the worst damage from hail I've ever seen," said Jack McInerney, vice president of Northland Chrysler-Plymouth in Oak Park.

Just down the street, Ted Karr, sales manager at Dexter Chevrolet, surveyed some of his deal's 200 damaged new and used cars as they were being checked by Motors Insurance Corp. (MIC) claims personnel.

"I think MIC will help, but what the extent of that help will be I don't know," Karr said.

"I don't like the idea of selling them as is. Would you want to go about getting people into the buying mood and then sell them a damaged car? I don't think so.

"Also, in a few days we'd have people coming in looking at cars and asking, 'Are these the damaged cars?'"

A cheerful note could be detected easily as Russ Shelton, vice president and general manager of Shelton Pontiac-Buick, Rochester, discussed the storm. He liked the reaction of his insurance company, Universal Underwriters, of Kansas City.

"They settled within 24 hours. We came to an agreement as to the approximate damage to each car and they gave us the check," Shelton said.

The 164 new and used units in inventory when the storm hit without warning were damaged. They will be sold as is or with disclaimers, he said.

MIC was involved as it provides coverage for cars being floorplanned by GM dealers through General Motors Acceptance Corp. It provides dealership coverage — including that for hail damage to non-new cars — jointly with Fireman's Fund Insurance Cos.

Also, it covers retail customers, particularly GM employes.

MIC brought teams of claims people to Detroit, set up claims centers, including a drive-in claim area at the GM Technical Center in Warren, and made technical repair specialists available.

G. Sheldon Barquist, vice president of MIC, said, "Dealers need this kind of thing tended to promptly. They've got a lot of money tied up in those cars. After 55 years in the business, MIC treats it as routine."

DEAC's '82 contributions rank No. 9 at $917,295

WASHINGTON. — The Dealers Election Action Committee barely made the Top Ten list of contributors to federal candidates in the 1982 campaigns, according to the Federal Election Commission.

Figures released last week by the commission showed DEAC contributed $917,295 to federal candidates, to rank No. 9 on the list of big spenders. Heading the list was the Realtors Political Action Committee, listed as spending $2,115,135. The American Medical Assn. PAC was second, with $1,737,090, followed by the UAW-V-CAP, with $1,623,947.

Others ranking ahead of DEAC were PACs of the Machinists, National Education Assn., National Assn. of Home Builders, Associated Milk Producers and American Bankers Assn.

In a classification of PACs of trade / membership / health organizations, DEAC ranked sixth in money-raising, sixth in overall spending and fifth in contributions to federal candidates. DEAC raised $1,167,395 and spent $1,202,475. Its contribution to federal candidates, as listed above, was $917,295.

All told, the election commission reported, PACs contributed $83.1 million to 1982 congressional races, compared with $55.2 million given just two years earlier.

In addition to contributions, PACs spent $6.3 million to advocate defeat or election of candidates without any consultation with or cooperation of the candidates and another $6 million to political party committees.

Trihawk is unique convertible

The Trihawk is a two-seat three-wheeler built by Hawk Vehicles, Dana Point, Calif. Power comes from a 1.3-liter Citroen horizontally opposed air-cooled engine driving the front wheels through a five-speed transmission. The fiberglass-bodied vehicle rides on a 98-inch wheelbase and weighs 1,380 pounds. A convertible top and side curtains are standard equipment.

No major dealership damage in California earthquake

COALINGA, Calif.—The two new-car dealerships in this Central California town suffered nothing more than minor damage in the severe earthquake that struck last week.

In fact, business reportedly picked up in the wake of the quake as victims sought repair parts for damaged cars or brought in insurance checks to dicker for replacement vehicles.

Keller Chevrolet reported some structural damage to the dealership building and broken windows, but no cars were damaged.

At Larry McLeod Ford, there was only window damage. Again, no cars suffered damage.

A spokesman for Keller said the dealership has had "lots of traffic" since the quake. Many insurance companies, he said, sent reps to Coalinga to pay off on the spot. Recipients immediately entered the new-car market.

Dave Simmons, of the Insurance Information Institute, said many autos in the city were damaged by falling bricks. Such damage is covered by comprehensive insurance for the car owner. Damage at the dealerships is not covered unless the insurance policy explicitly mentions earthquake damage, Simmons said.

Earthquake coverage is "quite expensive," Simmons said, estimating that no more than 5 percent of Coalinga's 7,000 residents carried such coverage.

The quake leveled some 20 commercial buildings and damaged 150 others. Roads were buckled and split. Many of the 2,500 oil wells in the area were extensively damaged.

The quake was rated at 6.5 on the Richter scale, and was followed by aftershocks rated at 4.4. A rating of 6.0 will cause severe damage and 7.0 is "major." The famed San Francisco earthquake of 1906 was rated at 8.3.

Dealer adds Jaguar

BALTIMORE. — Matt Fenton, president and owner of Chesapeake Cadillac, has added Jaguar. The dealership, which will be the exclusive metropolitan Baltimore facility for Jaguar sales and service, is now called Chesapeake Cadillac/Jaguar.

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58th year — No. 4967

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U. S. cars climb 16 pct.; imports, 8 pct.

Domestics pace April sales gain

By Jenny L. King
Staff Writer

The April new-car market continued to improve compared with 1982 sales levels as dealers of both domestics and imports reported increases during the month.

Sales of North American-built passenger cars climbed 16.30 percent for the month. They were up in each of April's 10-day periods and have been up in nine of the 12 periods so far this year.

Import sales were up 8.03 percent in April but claimed a smaller share of the total—24.03 percent vs. 25.90 percent last year — because buyers were more active in the domestics market where low-rate financing was readily available.

In April, domestic sales shot up 16.30 percent, to 579,911 from 498,630 in 1982. It was the second best month to date in 1983, down 3.40 percent from March's 600,303. Import sales numbered 183,464, up 8.03 percent from 169,833 in 1982. Combined sales were up 14.20 percent in April, to 763,375 from 668,463.

Domestic sales for the first four months of 1983 climbed 7.24 percent, to 2,036,833 from 1,899,320. Imports were up to 770,712 from 712,763, an increase of 8.13 percent. Combined sales through the end of April were up 7.48 percent, to 2,807,545 from 2,612,083.

As sales of domestic products showed signs of life once again this year, the imports' share of the market has dwindled. In January, it was 30.69 percent, slipping to 29.64 percent in February, 26.86 percent in March and 24.03 percent in April.

• Sales ranged from good to strong for all the U. S. auto makers except Volkswagen of America. While American Motors reported a 132.47-percent sales increase in April, VWoA was down 31.29 percent.

AMC, again buoyed by Renault Alliance sales, which were two out of three for American Motors last month, soared to 19,518 from 8,396 a year earlier. VWoA dropped to 6,725 from 9,787.

General Motors was up 15.37 percent, to 354,804 from 307,531. Ford's gain was a more modest one, up 3.05 percent, to 117,282 from 113,815. Chrysler Corp. was up 32.58 percent, to 78,355 from 59,101. Honda sales of Ohio-produced Accords numbered 3,227 units in April.

GM earned 61.18 percent of the domestic market, down slightly from 61.68 percent in April a year ago. Ford slipped to 20.22 percent from 22.83 percent. Chrysler was up 1.66 percentage points, to 13.51 percent from 11.85 percent. AMC had 3.37 percent, up from 1.68 percent; VWoA dropped to 1.16 percent from 1.96 percent, and Honda had 0.56 percent this year, none a year ago.

With 26 selling days in the month both this year and last, the daily rate climbed 16.30 percent, to 22,304 from 19,178.

• Most of the U. S. makes had good news to report in April. Buick announced record sales for the month, and Cadillac was up for the eighth consecutive month compared with the previous year's sales.

Chrysler enjoyed the biggest single gain, up 61.67 percent, to 24,314 from 15,039 last year. Plymouth was up 12.80 percent, Dodge was up 33.11 percent and Imperial was down 20.14 percent.

At Ford Motor Co., Ford was up 1.05 percent, Mercury was up 10.23 percent and Lincoln slipped back 4.41 percent.

Buick was up 26.08 percent to its April best of 80,646 from 63,965 in 1982. Cadillac was up 19.99 percent, Chevrolet was up 12.12 percent, Oldsmobile was up 16.31 percent and Pontiac was up 3.02 percent.

At American Motors, AMC products were down 28.43 percent, to 6,009 from 8,396, while Renault Alliance weighed in at 13,509 sales in its first April on the market. VWoA was down 31.29 percent, to 6,725 from 9,787. Honda had 3,227 this April vs. no sales of U.S.-built cars a year earlier.

Import sales continued strong

Continued on Page 74, Col. 3

EPA considers exceptions to its emission regulations

WASHINGTON.—Under EPA proposals, General Motors' Cadillac limousine would be exempted from all-altitude emission control requirements for the 1984 model year and provisions would be made for permitting the sale of special high-ratio rear axles in designated high-altitude areas.

EPA thinks the Cadillac exemption would have very little, if any, environmental impact, since only about 50 limos are sold in high-altitude areas each year.

The agency also thinks that allowing the rear-axle change for the 1984 model year and beyond makes sense, because there would be no environmental impact since nearly 70 percent of vehicles sold at high altitude are equipped with numerically high rear axles to compensate for power loss.

Also, certifying such vehicles for both high and low-altitude emissions would likely make them too expensive to produce.

EPA issued the proposals in line with a notice that it is extending the comment period for its proposed rulemaking on the Clean Air Act requirement that all light-duty vehicles meet statutory emission standards in 1984 and beyond regardless of altitude.

Within this rulemaking, the agency has proposed that all light-duty vehicles must comply with the requirement commencing at 4,000 feet but that compliance tests be conducted only in Denver, and that certain low-powered vehicles be exempted from the requirements. Comments on all three proposals are due May 31.

Successful press conference

Lee Iacocca, Chrysler Corp. chairman, ended his Dallas press conference in the Fairmont Hotel by selling a luxury sedan to Peter F. Baekkelund, right, general manager of the hotel.

breaking news

Continued from Page 1

percent from a year earlier. Exports totaled 5,593,833, a decline of 4.5 percent. Sales in the home market were a bright spot, rising 3.2 percent to a record 5,334,071 cars and trucks.

Mitsubishi Motors realigns at the top

TOKYO.—Toyoo Tate has been named president of Mitsubishi Motors Corp., succeeding Teruo Tojo, who will become chairman. Tojo succeeds Tomio Kubo, who will serve as counsellor. The new presidency of Mitsubishi Motors Sales Co. has been assumed by Toshiharu Tanaka, formerly vice president of Mitsubishi Heavy Industries.

Subaru ready to introduce two turbos

NEW YORK.—Subaru of America plans to introduce two turbocharged models by next month, and for 1984 the company intends to offer its on-demand four-wheel-drive system throughout the model lineup. First turbo models will be the BRAT and the station wagon.

News roundup

Citibank sees late-1983 upturn for heavies

NEW YORK.—Truck sales in 1983 should reach 2.8 million, compared with 2.6 million last year, according to the Citibank Economic Forecast Service. Heavy trucks (Classes 6-8) will remain depressed with the business equipment spending cycle, which is expected to improve in late 1983, Citibank said.

Eaton earnings drop

CLEVELAND. — Eaton Corp. announced first-quarter earnings of $8 million (28 cents a share), down 62 percent from the $21 million income reported in the first quarter of 1982. Sales for the most recent period were $613 million, a decline of 8.2 percent.

Eaton to consolidate axle, brake divisions

CLEVELAND.—Eaton Corp. will consolidate its axle and brake divisions into a single operation, with the loss of about 200 jobs. The axle division headquarters here will be closed, but the 50 to 70 employes will move to Galesburg, Mich., where the new combined division will be based. The move will be made by the end of the year, officials said. The Galesburg facility, just east of Kalamazoo, now houses headquarters of Eaton's Brake and Transmission divisions. The consolidation is part of the firm's effort to restructure its truck components business, officials said.

AM General to get extra $3.5 million

WASHINGTON.—The Department of Defense announced it has increased by $3.58 million the amount being paid to AM General for production of the M939 five-ton technical truck. The contract was awarded in 1981.

GM to salute valedictorians

DETROIT.—General Motors is saluting the cream of the high-school graduating crop again this year via public service TV spots in June. GM's "Best of the Class of '83" salute to valedictorians in 50 states is cost-shared with local TV stations. N. W. Ayer, Detroit, handles.

Major ad push due for new Audi 5000

TROY, Mich.—Porsche-Audi will launch its new Audi 5000 successor in early June, using interrelated ad themes such as "Europe's car of the year" and "Form is function" to dramatize aerodynamics, mileage and interior quiet. The expensive campaign uses network TV (major sporting events, etc.), spot TV and extensive print, including news weeklies, financial, auto enthusiast and special-interest books, plus multi-media dealer support. Doyle Dane Bernbach handles the account.

Wharton downgrades auto estimates

PHILADELPHIA. — Wharton Econometric Forecasting Associates has downgraded its auto sales estimates for the second half of 1983 and all of 1984. Wharton now says sales will total 9.2 million, instead of 9.5 million, in 1983, and 10.6 million, instead of 10.7 million, in 1984. Its forecast for 1985 is unchanged at 10.6 million.

Penske Corp. plans to own half of Hertz Penske

PARSIPPANY, N. J.—Penske Corp., which increased its ownership in Hertz Penske Truck Leasing, Inc., to 42 percent as of Jan. 1, 1983, plans to increase its interest to 50 percent as of June 30. Hertz Penske, one of the nation's largest truck rental and leasing companies, operates a national system of more than 575 locations.

Ford, Japanese end talks on Rouge Steel

DEARBORN.—Ford Motor Co. and Nippon Kokan K.K., of Japan, have ended discussions on the purchase of equity in Ford's Rouge Steel Co. The Japanese firm has been negotiating on behalf of a consortium of Japanese companies. According to Ford, the discussions were called off because labor issues could not be resolved to the satisfaction of the Japanese. Ford and the UAW will meet to try and find a way to keep the mill in full operation, the union said.

Fiat prepares Regata for fall intro

MILAN.—The new Fiat Regata is being groomed for its domestic launch next September. It is about 140 inches long and weighs about 1,980 pounds. Three engines—1.3, 1.5 and 1.6-liter—will be offered. Fiat also is said to be working on a turbocharged version of the Fiat Uno.

Used-car auction directory

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

CALIFORNIA

Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, CA 94538. 415-657-5660 Complete service out-of-state lease, fleet accounts. Fred Boardman, Jack Bowman.

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OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

AUCTION SCHOOL

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IMPORT REGISTRATION SHARES IN U. S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb., 1983	Percent Share of Market	Regis., Feb., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 2 mos., 1983	Percent Share of Market	Regis., 2 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	38,434	21.26	37,874	23.12	— 1.86	81,518	21.92	73,667	22.83	— 0.91
Nissan	37,682	20.85	29,554	18.04	+ 2.81	75,676	20.36	58,860	18.24	+ 2.12
Honda	27,341	15.12	29,353	17.92	— 2.80	55,536	14.94	58,624	18.17	— 3.23
Mazda	13,036	7.21	11,049	6.74	+ 0.47	25,532	6.87	20,660	6.40	+ 0.47
Subaru	10,146	5.61	11,451	6.99	— 1.38	21,240	5.71	21,727	6.73	— 1.02
Alliance	10,133	5.60	.....	.....	.....	20,830	5.60	22,947	7.11	— 1.51
VW	9,933	5.49	10,659	6.51	— 1.02	19,690	5.30	.....	.....	.....
Volvo	5,814	3.22	5,408	3.30	— 0.08	11,800	3.18	10,126	3.14	+ 0.04
Mercedes	4,785	2.65	4,979	3.04	— 0.39	10,566	2.84	9,958	3.09	— 0.25
BMW	4,155	2.30	3,499	2.14	+ 0.16	9,371	2.52	6,878	2.13	+ 0.39
Audi	.....	.....	3,425	.....	.....	.....	.....	6,982	2.16	.....
Others	19,330	10.69	16,553	10.11	+ 0.58	40,066	10.76	32,269	10.00	+ 0.76
TOTAL	180,789		163,804			371,827		322,698		
Share of U. S. Total		31.79		30.01			31.95		30.59	

Registrations for Oklahoma not available.

31.79 pct. of February registrations

Import share is record for month

By Jenny L. King
Staff Writer

Registrations of new imported cars in February were up 10.37 percent compared with 1982 and amounted to a record share of the U. S. market for the month.

R. L. Polk & Co. reported February import registrations of 180,789 this year, up from 163,804 in 1982. Import market penetration climbed to 31.79 percent from 30.01 percent. February penetration was down slightly from 32.09 percent in January, and the total was down 5.36 percent from 191,038 the first month of this year.

Year-to-date import registrations totaled 371,827, up 15.22 percent from 322,698 in 1982. Import market penetration was 31.95 percent through Feb. 28, up from 30.59 percent for the comparable period a year earlier.

Of the major importers, the biggest, Toyota, was down 1.86 percentage points in February, to 21.26 percent from 23.12 percent of the import market. Nissan was up a generous 2.81 percentage points, to 20.85 percent from 18.04 percent. Third-place Honda dropped an equal amount, 2.80 percentage points, to 15.12 percent from 17.92 percent.

Mazda climbed into fourth place in ranking and Subaru slipped into fifth. Volkswagen gave up its year-ago sixth place to Renault Alliance; VW was seventh, Volvo was eighth, Mercedes was ninth, and BMW was 10th. Audi slipped from the top 10, which captured 89.31 percent of the import market. A year earlier, the top 10 had 89.89 percent of the market.

For the first two months of 1983, Nissan, Mazda, Volvo and BMW improved their standings compared with '82 market shares. Nissan was up 2.12 percentage points, Mazda was up 0.47 percentage points, Volvo was up 0.04 percentage points and BMW was up 0.39 percentage points.

On the year-to-date chart, VW dropped from fourth to sixth place while Mazda climbed from sixth into fourth. Alliance snapped up seventh place, pushing Volvo into eighth and Mercedes into ninth. BMW was 10th and Audi was absorbed into "others."

The top 10 imports represented 89.24 percent of the market this year compared with 90.00 percent in 1982.

Japanese-built cars claimed 74.44 percent of the February import market, down from 78.28 percent a year ago. German cars represented 9.82 percent, down from 10.13 percent in '82.

A new category, United States, which includes the U. S.-built Renault Alliance and Volkswagen Rabbit, has been added by R. L. Polk in 1983.

Imported - truck registrations dropped 10.05 percent this February, to 29,231 from 32,497 last year. Truck totals for the month compared with February, 1982, were:

	Feb., 1983	Feb., 1982
Toyota	9,901	9,823
Nissan	6,409	6,778
Mazda	4,174	——
Ford Courier	2,218	3,877
Chevrolet LUV	——	2,508
Others	6,529	9,511
TOTAL	29,231	32,497

Registrations for the first two months of this year were up 2.32 percent over 1982 levels, climbing to 66,455 compared with 64,949. Breakout by maker was as follows:

	2 Mos., 1983	2 Mos., 1982
Toyota	21,675	19,504
Nissan	16,521	14,390
Mazda	7,949	——
Ford Courier	6,420	7,528
Dodge Ram 50	——	5,256
Others	13,890	18,271
TOTAL	66,455	64,949

factories list auction dates

General Motors

May 10—Clanton's Auto Auction, Darlington, S.C.

May 12 — Indianapolis Auto Auction, Indianapolis, Ind.

May 17—Fredericksburg Auto Auction, Fredericksburg, Va.

May 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

May 19—Aptco Auto Auction, Taylor, Mich.

May 24—Minneapolis Northstar Auto Auction, Minneapolis, Minn.

May 26—Nashville Auto Auction, Nashville, Tenn.

Chrysler Corp.

May 10—Aptco Auto Auction, Taylor, Mich.

May 12 — Florida Auto Auction of Orlando, Ocoee, Fla.

Ford Motor Co.

May 10—Arena Auto Auction, Chicago, Ill.

May 11 — Concord Auto Auction, Acton, Mass.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 12 — 166 Auto Auction, Springfield, Mo.

May 17—Aptco Auto Auction, Taylor, Mich.

May 18—Lakeland Auto Auction, Lakeland, Fla.; Golden Gate Auto Auction, Fremont, Calif.

May 24 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 25—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Used Car Sales
Auction Averages

May to date	$4,914
Month ago	$5,167
Year ago	$4,784

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1983	$ 9,411	$ 8,565	$10,292
1982	7,347	8,142	8,112
1981	6,022	6,140	6,046
1980	5,309	5,342	5,195
1979	4,207	4,498	4,589
1978	2,973	3,511	3,496
1977	2,388	2,628	2,637
1976	1,522	2,012	2,232
Overall Average	$ 4,914	$ 5,069	$ 5,016

TOP CARS

U. S. registrations for the first two months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position
1—	163,059	Chevrolet	172,700— 1
2—	134,125	Ford	118,238— 2
3—	118,900	Oldsmobile	98,545— 3
4—	102,003	Buick	90,928— 4
5—	81,518	Toyota	73,667— 5
6—	75,678	Nissan	58,860— 7
7—	62,467	Pontiac	62,606— 6
8—	55,536	Honda	58,624— 8
9—	48,470	Mercury	43,264— 9
10—	38,842	Dodge	33,929—12
11—	38,227	Cadillac	33,964—11
12—	32,376	Plymouth	34,630—10
13—	29,135	Chrysler	18,037—16
14—	25,532	Mazda	20,660—15
15—	21,240	Subaru	21,727—14
16—	20,830	VW	22,947—13
17—	19,690	Alliance	....
18—	13,920	Lincoln	10,180—18
19—	11,800	Volvo	10,126—19
20—	10,566	Mercedes	9,958—20
21—	10,405	AMC	14,928—17
22—	9,371	BMW	6,878—22
.....	.....	Audi	6,982—21
	40,066	Other Imports	32,269
	201	Misc. Dom.	288
	1,163,957	TOTAL	1,054,935

California market sparkles

T-bird capturing imports, Ford says

By Marjorie Sorge

Ford Motor Co.'s new Thunderbird is stealing some of the import thunder in California, according to Ford marketing studies.

According to the company, sales of the redesigned T-bird are up 338 percent in California, compared with last year's sales of the old T-bird. Nationally, sales have increased 182 percent. The T-bird and its sister car, the Mercury Cougar, went on sale Feb. 17.

In California, 75 percent of the sales have been conquest sales, and one-fourth of those were import conquests, according to Ray A. Ablondi, Ford Motor director of marketing research.

The T-bird is geared toward import prospects while the Cougar is aimed at domestic buyers, chiefly General Motors, Ablondi said.

Ford is predicting sales of 161,000 T-birds nationally for the 1983 calendar year, up 274 percent from last year's 43,000. Sales of Cougar are forecast at 98,000, up 512 percent from 16,000. In California, Cougar sales were up 326 percent, compared with 324 percent nationally.

Ford conducted three studies on the new offerings. According to Ablondi, in the first study, the initial buyers rated the T-bird and Cougar at 8.4 on a 10-point scale in overall satisfaction, quality and value for the money. That is the highest rating of any new Ford product or competitive domestic line in the last three years, he said.

In the second study, mid-specialty-car owners and prospects rated the T-bird and Cougar as equal to or slightly better than GM's Cutlass Supreme, Monte Carlo and Pontiac 6000 STE; the Toyota Supra and the Audi Coupe.

A third study allowed 2,000 people in San Francisco, Los Angeles and Kansas City to compare 21 Ford models with 25 competing models (three-fourths foreign and one-fourth domestic). Those invited to see the cars were chosen by Ford after filling out an 8-page questionnaire. According to Albondi, the group was chosen "in enemy territory" and there weren't "many Ford lovers."

Those viewing the cars were impressed with quality improvements, he said.

The studies also showed that in overall styling, the T-bird and Cougar were equal to GM's Camaro and Firebird showing an average of 8.9 on a 10-point scale, Ablondi said.

VWoA and parent report 1982 loss, sales declines

WOLFSBURG, West Germany.—The Volkswagen Group reported a loss of 300 million marks, approximately $126.6 million, for 1982. The loss was attributable to its subsidiaries; the firm made money on its German automotive operations.

Volkswagen of America's loss was put at 347.3 million marks, approximately $146 million, on sales of $2.5 billion, compared with a 1981 profit of about $600,000 on sales of $3.3 billion.

Last year's group loss compared to a 1981 profit of 136 million marks.

VW unit sales in 1982 were 2.12 million units, down 7 percent from the prior year's 2.28 million. Group sales — including nonautomotive subsidiaries — totaled about $15.8 billion, off 1.2 percent from 1981.

Where Auto Market was in April

	Total Sales	Pct. of Total
SUBCOMPACT	99,495	13.03
COMPACT	120,371	15.77
INTERMEDIATE	207,460	27.18
STANDARD	109,798	14.38
LUXURY	42,787	5.61
IMPORT	183,464	24.03
TOTAL	763,375	100.00

Domestics pace April gain in new-car sales

Continued from Page 8

—they just weren't as strong as the U.S. competition. Fourteen of the major importers reported sales increases for April and several had any-month highs.

Jaguar, Saab and Volvo said they had their best monthly sales for any month. Saab claimed its 13th consecutive record-setting month in April.

Nissan reported a sales gain of 44.51 percent, to 41,111 from 28,448 last year, beating out Toyota for first place among the imports. Toyota sales slipped 3.50 percent, to 39,530 from 40,964. Honda import sales were down 11.83 percent, to 27,276 from 30,936, although when U.S.-built Accords are added, total for the company was 30,503 this April.

Mazda, Subaru, Mercedes, Volkswagen and Alfa Romeo were among the winners for the month, also Porsche, which was up 76.10 percent. BMW, Audi, Peugeot and Renault were down from year-ago levels.

U.S. intermediates claimed the largest single portion of the total market in April, with 27.18 percent. Imports were second with 24.03 percent, followed by compacts at 15.77 percent, standards at 14.38 percent, subcompacts at 13.03 percent and luxury models at 5.61 percent.

A year ago, the market-class spectrum included: Intermediates at 20.83 percent; imports at 25.90 percent; compacts at 20.42 percent; standards at 9.21 percent; subcompacts at 18.86 percent, and luxury models at 4.78 percent.

The domestics-only market this April showed intermediates best at 35.77 percent, followed by compacts at 20.76 percent, standards at 18.93 percent, subcompacts at 17.16 percent and luxury cars at 7.38 percent.

April 21-30 domestic sales were up 12.49 percent, to 230,848 from 205,208 a year ago. The daily selling rate climbed to 25,650 from 22,801. Annualized sales based on the final 10 days of the month were 6.3 million.

For the period, GM was up 4.92 percent, Ford was up 2.58 percent, Chrysler was up 63.60 percent, AMC was up 155.60 percent and Volkswagen was off 22.62 percent.

GM earned 58.99 percent of the market, Ford had 20.92 percent, Chrysler had 14.55 percent, AMC had 3.32 percent, VW had 1.61 percent and Honda had 0.61 percent.

U.S. CAR SALES BY MARKETING UNITS

	April, 1983	April, 1982	4 mos., 1983	4 mos., 1982
Chevrolet	120,221	107,229	401,152	429,798
Ford	76,897	76,097	301,284	307,926
Oldsmobile	87,588	75,307	318,394	262,223
Buick	80,646	63,965	263,120	225,418
Toyota	35,530	40,964	175,484	167,117
Pontiac	41,766	40,542	148,459	164,435
Nissan	41,111	28,448	176,844	144,113
Honda	30,503	30,936	124,017	125,196
Mercury	32,599	29,573	118,313	112,728
Dodge	32,153	24,306	113,065	106,995
Plymouth	28,575	24,884	100,360	106,370
Cadillac	24,583	20,488	90,875	74,090
VW of America	18,352	20,633	70,779	68,636
Chrysler/Imperial	24,540	15,322	81,112	52,804
Mazda	13,817	12,448	59,300	50,854
Subaru	13,452	11,667	52,094	49,319
AMC-Renault	22,600	12,878	75,575	41,981
Lincoln	7,786	8,145	31,574	28,109
Volvo	8,172	7,374	31,103	27,385
Mercedes-Benz	6,309	5,869	22,322	20,864
BMW	3,334	4,234	15,941	15,788
Saab	2,773	1,534	8,772	5,462
Isuzu	989	1,020	6,657	4,467
Fiat	270	2,065	1,721	7,093
Peugeot	1,126	1,270	4,887	4,701
Jaguar Rover Triumph	1,536	933	4,494	2,778
Mitsubishi	1,858	.....	8,949	.....
DeLorean	.....	157	.....	981
Alfa Romeo	289	175	898	572
TOTAL	763,375	668,463	2,807,545	2,612,083

IMPORTED CAR SALES

	April, 1983	April, 1982	4 Mos., 1983	4 Mos., 1982
Alfa Romeo	289	175	898	572
Audi	3,392	3,823	12,735	14,899
BMW	3,334	4,234	15,941	15,788
Challenger	1,348	1,076	5,072	4,919
Plymouth Colt	2,122	1,699	9,544	12,015
Dodge Colt	2,424	1,908	11,401	12,876
DeLorean	.....	157	.....	981
Fiat	250†	1,953	1,526†	6,824
Honda	27,276	30,936	115,692	125,196
Isuzu	989	1,020	6,657	4,467
Jaguar	1,536	933	4,494	2,778
Lancia	20†	112	195†	269
Mazda	13,817	12,448	59,300	50,854
Mitsubishi	1,858	.....	8,949	.....
Mercedes-Benz	6,309	5,869	22,322	20,864
Nissan	41,111	28,448	176,844	144,113
Peugeot	1,126	1,270	4,887	4,701
Porsche	2,365	1,343	7,307	4,311
Renault	3,082	4,482	9,012	11,933
Saab	2,773	1,534	8,772	5,462
Sapporo	1,019	728	3,876	3,826
Subaru	13,452	11,667	52,094	49,319
Toyota	39,530	40,964	175,484	167,117
Volkswagen	5,870	5,680	26,607	21,294
Volvo	8,172	7,374	31,103	27,385
TOTAL	183,464	169,833	770,712	712,763

† Estimate

DOMESTIC CAR SALES

	Apr. 21 to Apr. 30, '83	Same Period, 1982	April, 1983	Same Month, 1982	Jan. 1 to April 30, '83	Same Period, 1982
Renault Alliance	.....	.....	13,509	.....	46,517	.....
Spirit	.....	.....	737	1,970	2,336	7,131
Concord	.....	.....	2,191	3,051	6,425	9,794
Eagle	.....	.....	3,081	3,375	11,285	13,123
AMC	.....	.....	6,009	8,396	20,046	30,048
AMERICAN MOTORS*	7,668	3,000†	19,518	8,396	66,563	30,048
Horizon	1,943	1,232	4,411	3,709	13,841	18,602
Turismo/TC3	1,465	1,161	3,179	3,159	10,356	13,512
Reliant/Volare	6,651	4,546	15,827	13,441	55,275	51,802
Plymouth	831	827	2,017	2,098	7,468	6,613
Total Plymouth	10,890	7,766	25,434	22,457	86,940	90,529
LeBaron	.....	19	.....	67	.....	561
LeBaron K	2,956	2,993	7,299	8,664	25,606	28,535
Cordoba	656	415	1,618	1,267	5,431	5,311
New Yorker 5th Ave.	3,310	1,834	8,474	5,041	27,880	17,238
E-Class	1,277	.....	3,215	.....	12,259	.....
New Yorker E	1,439	.....	3,608	.....	9,153	.....
Total Chrysler	9,638	5,261	24,314	15,039	80,329	51,745
Total Imperial	82	102	226	283	783	1,059
Omni	1,846	1,160	3,759	3,243	12,460	15,350
Charger/024	1,778	1,158	3,787	3,366	11,888	14,500
Aries/Aspen	5,484	3,232	11,417	9,171	40,624	39,246
Dodge 400	1,332	690	3,221	2,348	10,812	8,651
Diplomat	1,266	969	2,960	2,550	9,483	8,843
Mirada/Magnum	234	197	560	644	1,920	2,610
Dodge 600	1,046	.....	2,677	.....	9,405	.....
Total Dodge	12,986	7,406	28,381	21,322	96,592	89,200
CHRYSLER CORP.	33,596	20,535	78,355	59,101	264,644	232,533
EXP	541	1,372	2,164	3,546	6,898	15,640
Escort	11,610	10,892	28,242	27,839	106,998	115,178
Mustang	3,798	3,508	9,464	9,678	37,791	40,678
Fairmont	1,258	4,101	3,531	10,435	27,980	45,118
Granada	.....	3,835	.....	9,553	3,751	39,486
Thunderbird	4,251	1,510	10,505	3,785	26,319	13,779
LTD '83	4,606	.....	11,951	.....	47,202	.....
Ford Crown Victoria	4,304	4,758	10,867	11,261	44,345	38,047
Ford Division	30,668	29,976	76,897	76,097	301,284	307,926
LN7	222	541	531	1,254	2,176	5,715
Lynx	3,526	4,016	7,349	8,853	25,988	35,037
Zephyr	299	1,839	961	3,399	9,413	14,864
Cougar/Monarch	.....	2,509	71	4,813	906	17,769
XR-7	3,105	651	7,012	1,416	15,065	5,261
Capri	734	1,212	1,659	2,856	7,722	11,059
Marquis '83	2,937	.....	5,995	.....	19,437	.....
Mercury Grand Marquis	3,883	2,748	9,021	6,982	37,606	23,023
Total Mercury	14,706	13,516	32,599	29,573	118,313	112,728
Cont./Versailles	364	555	969	1,371	5,910	9,118
Lincoln	1,654	1,810	4,426	3,908	16,284	10,554
Mark VI	893	1,212	2,391	2,866	9,380	8,437
Total Lincoln	2,911	3,277	7,786	8,145	31,574	28,109
L-M Division	17,617	17,093	40,385	37,718	149,887	140,837
FORD MOTOR	48,285	47,069	117,282	113,815	451,171	448,763
Skyhawk	2,933	1,377	8,272	3,223	24,765	8,496
Skylark	4,320	5,009	11,064	10,785	34,068	56,790
Century FD	3,986	3,314	11,570	6,949	38,779	26,748
Regal Sedan	2,958	3,266	7,838	7,847	26,153	25,576
Regal Coupe	5,706	6,116	14,957	14,718	52,184	44,187
Le Sabre	5,384	4,505	14,489	10,490	47,178	31,934
Electra	3,059	2,354	7,817	5,507	23,782	17,796
Riviera	1,701	1,968	4,639	4,446	16,211	13,891
Buick Division	30,047	27,909	80,646	63,965	263,120	225,418
Cimarron	697	292	1,953	879	6,447	4,963
Seville	889	584	2,442	1,451	9,119	8,155
Cadillac	5,595	5,360	14,871	13,066	54,890	43,900
Eldorado	1,962	2,049	5,317	5,092	20,419	17,072
Cadillac Division	9,143	8,285	24,583	20,488	90,875	74,090
Chevette	7,416	7,176	18,230	16,202	59,006	84,300
Cavalier/Monza	8,286	3,431	21,422	8,235	63,823	44,002
Citation/Nova	4,261	5,364	10,507	11,836	35,875	78,317
Camaro	6,295	8,921	15,423	22,250	53,379	54,339
Celebrity	4,465	2,685	12,587	5,969	42,720	23,518
Malibu	3,716	4,533	9,827	11,164	36,695	38,855
Monte Carlo	3,064	4,114	7,937	10,361	30,943	34,150
Chevrolet	7,782	8,083	20,222	18,745	71,226	64,073
Corvette	2,349	902	4,066	2,467	7,480	8,774
Chevrolet Division	47,209	45,209	120,221	107,229	401,152	429,798
Firenza/Starfire	1,644	1,001	4,466	2,226	13,930	6,381
Omega	2,469	2,805	5,946	5,508	18,055	29,841
Cutlass Ciera	5,163	4,050	13,274	8,536	49,215	32,548
Cutlass	.....	.....	.....	.....	.....	.....
Supreme	10,629	12,041	29,092	27,856	109,903	96,979
Olds 88	8,103	7,824	21,261	16,756	77,536	56,357
Olds 98	3,747	3,495	10,109	8,736	37,213	28,830
Toronado	1,270	1,488	3,440	3,689	12,542	11,287
Oldsmobile Division	33,225	32,704	87,588	75,307	318,394	262,223
1000	1,089	1,248	2,946	3,222	10,793	21,006
2000/Sunbird	2,884	1,487	7,743	3,607	24,888	19,256
Phoenix	917	1,218	2,405	2,973	9,132	20,667
Firebird	2,838	3,961	7,613	11,307	27,937	33,232
6000	2,523	1,377	6,549	3,368	23,476	12,963
Bonneville/LeMans	2,621	2,713	6,722	6,914	26,718	25,113
Grand Prix	2,900	3,552	7,405	8,758	27,233	28,964
Pontiac Parisienne	354	131	383	393	383	3,234
Pontiac Division	16,126	15,687	41,766	40,542	148,459	164,435
GENERAL MOTORS	136,175	129,794	354,804	307,531	1,222,000	1,155,364
VOLKSWAGEN	3,722	4,810	6,725	9,787	24,130	32,012
HONDA	1,400	.....	3,227	.....	8,325	.....
DOMESTIC TOTAL	230,846	205,208	579,911	498,630	2,036,833	1,899,320
IMPORT TOTAL	.....	.....	183,464	169,833	770,712	712,763
INDUSTRY TOTAL	.....	.....	763,375	668,463	2,807,545	2,612,083

*—AMC does not issue a nameplate breakdown for 10-day periods. † Estimate

Month's production totals 560,892

April car output tops '82 by 18 pct.

By Patricia Hoffman
Staff Writer

Domestic auto production last month fell slightly short of the March total, but output soared 18.28 percent above last year's April build.

During April, the makers turned out 560,892 cars, up from 474,222 built in the comparable 1982 month.

Breakdown for the month by company was: General Motors, 59.24 percent; Ford Motor, 22.73 percent; Chrysler Corp., 13.67 percent; American Motors, 2.32 percent; Volkswagen of America, 1.44 percent and Honda, 0.60 percent.

Downtime at five assembly points pulled last week's estimated car output down to 127,738 units, a 6.31 percent decline from the previous week's 136,340. Output, however, was 4.52 percent above last year's 122,214 units.

So far this year, the manufacturers have assembled 2,169,787 units, a 27.59 percent gain from 1,700,587 built in the comparable period last year.

GM's Wilmington point, Ford's Dearborn, Metuchen and San Jose facilities and VWoA's Westmoreland plant were idle last week (May 2) to trim overstocked inventories. Operations at all five plants are slated to resume today (May 9).

The GM Willow Run plant returned last week following downtime for inventory control.

Ford's Kansas City point began production of the new Tempo and Topaz models. Assembly of the Fairmont and Zephyr models ended there March 14. Ford targeted 387 Tempo and 203 Topaz units during the first week of output.

The GM Linden plant upped assembly of the Riviera, Eldorado, Seville and Toronado models from 45 units an hour to 50 units an hour on each of two eight-hour shifts.

Saturday overtime was scheduled last week at GM's Arlington, Baltimore, Doraville, Fairfax, Flint and Lansing facilities.

The GM Detroit plant operated 24 minutes of overtime on each of two shifts Monday through Friday last week.

Also working daily overtime were Ford's Chicago, Lorain and St. Louis facilities, plus Chrysler's Belvidere, Jefferson, Newark and St. Louis points.

California court fines dealer for selling uncertified cars

SAN DIEGO.—An auto dealer here was fined $20,000 for selling 23 vehicles which were not California-certified, in violation of state emission control regulations.

Merit Motors, of National City, and owner Dale Richfield were ordered to pay the civil penalties, which are four times the $5,000 profit realized from the sales.

Judge Alfred Lord noted that nine of the cars were sold after the dealer was warned by the California Air Resources Board of the alleged violations.

According to CARB, the cars were supplied to the dealership by a dealer in New Mexico. The vehicles involved were diesel Cadillacs and Oldsmobiles, as well as two Datsun pickup trucks, and the sales allegedly took place during 1979 and 1980.

CARB said that the investigation into Merit's activities was prompted by complaints from other dealers.

Judge Lord said the $20,000 settlement was intended as a deterrent to other dealers who may be considering the sale of illegal cars, and to reimburse the state for the cost of the investigation.

Any future sales of illegal cars by Merit Motors could lead to a contempt of court citation for violating a permanent injunction issued by the judge.

Welsh is 25

Harold H. Welsh, right, Welsh Chevrolet, Inc., Coopersburg, Pa., receives a 25-year dealer plaque from H. C. (Pat) Marshall, Chevrolet's Philadelphia zone manager.

April in Canada: Car output rises, but trucks slip

While the Canadian auto makers wrapped up April production with the highest total for that month since 1978, truck output stumbled to the lowest point in seven years.

Last month, the car manufacturers assembled 99,588 units, up 15.0 percent from 86,601 built in April of last year. It was the most for that month since 106,210 cars were completed in 1978 and the most for any month since June of 1981 when the makers assembled 101,432 autos.

The truck makers built 48,557 units in April, down 6.70 percent from 52,046 completed in the comparable 1982 month. Although up from the March total, truck output was the lowest for April since 1976 when 47,572 trucks were assembled.

Downtime last week (May 2) at Ford Motor's St. Thomas car assembly point pulled the estimated car output down to 22,196 units, a 12.52 percent drop from the previous week's 25,373. Output, however, rose 5.11 percent from 21,116 units built in the comparable 1982 period.

Year-to-date, the car manufacturers have assembled 348,573 units, an 11.30 percent gain from last year's 313,182.

Truck output last week reached 12,304 units, a 1.88 percent gain from the previous week's 12,077, but down 5.07 percent from 12,961 units built the same week last year.

The Ford St. Thomas facility was idle last week for inventory control. All other car and truck plants were reported working.

Truck production for April shows gain over 1982

The domestic truck makers produced 189,085 units in April, down from the March total but up 2.52 percent from 184,434 built in the comparable 1982 month. It was the most for April since 256,090 trucks were assembled in 1979.

Overtime schedules offset downtime at two assembly points last week, boosting the estimated output to 49,808 units, a 1.01 percent gain from the prior week's 49,309. Output was also up 12.81 percent from 44,152 units built in the comparable 1982 period.

So far this year, the manufacturers have finished 750,294 units, a 10.35 percent gain from last year's 679,897.

Volkswagen of America's Westmoreland facility and International Harvester's Fort Wayne point were both idle last week (May 2) for inventory control. Operations are slated to resume today (May 9).

Daily overtime was scheduled last week at Ford Motor's Kansas City, Norfolk, Michigan and Twin Cities plants, plus Chrysler Corp.'s Belvidere and Warren facilities. Warren also operated six days last week.

The General Motors Janesville and St. Louis points worked Saturday.

U. S. CAR PRODUCTION

	Week Ended May 7, 1983	Week Ended May 8, 1982	Week Ended April 30, 1983	April Total	Jan. 1 to May 8, 1982	Jan. 1 to May 7, 1983
AMERICAN MOTORS	3,200	1,400*	3,464	12,995	20,350*	60,307
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,200	.....	3,464	12,995	.....	56,236
Alliance	3,200	.....	3,464	12,995	.....	56,236
CHRYSLER CORP.	21,600	10,914	19,596	76,697	210,017	289,260
Plymouth Total	8,400	4,349	6,737	26,969	88,591	107,380
Horizon	2,800	.....	1,935	9,553	26,511	35,309
Reliant	5,400	4,349	4,642	16,951	62,080	70,599
Caravelle ('83)	200	.....	160	465	.....	1,472
Chrysler Total	5,400	2,794	4,785	19,681	.....	68,292
LeBaron	2,600	2,794	2,349	9,007	40,040	32,475
Chrysler E-Class	2,800	.....	2,436	10,674	40,040	35,817
Dodge Total	7,800	3,771	8,074	30,047	81,386	113,588
Omni	3,500	.....	3,308	10,717	24,616	37,900
Aries	2,600	2,997	3,144	12,601	46,042	49,419
Dodge 400	700	774	749	3,315	10,728	11,469
Dodge 600	1,000	.....	873	3,414	.....	14,800
FORD MOTOR	24,911	31,676	33,790	127,495	367,062	500,182
Ford Division	15,230	21,759	22,615	85,356	230,434	328,254
Escort	4,452	9,655	7,326	24,375	100,771	93,300
Fairmont	.....	3,508	.....	.....	36,935	23,728
Mustang	.....	4,060	3,505	12,085	42,372	44,494
LTD/Granada	3,287	2,981	4,204	17,229	35,353	63,806
Thunderbird	5,355	1,305	5,097	22,289	12,605	69,552
Crown Victoria/Ford	1,749	.....	2,387	9,203	.....	31,803
EXP	.....	250	98	176	2,398	1,184
Tempo	387	.....	.....	.....	.....	387
L-M Division	9,681	9,917	11,175	42,139	136,628	171,928
Mercury Total	7,247	7,503	9,049	35,178	101,322	135,454
Lynx	745	2,569	1,866	6,509	30,432	23,373
Capri	.....	820	613	2,315	10,475	7,966
Zephyr	.....	856	.....	.....	11,391	8,601
Marquis/Cougar	1,723	1,043	2,033	7,501	17,702	24,978
Cougar/XR7	2,694	328	2,632	11,645	3,985	31,842
Gr. Marquis/Marquis	1,882	1,844	1,886	7,184	26,692	38,151
LN7	.....	43	19	24	645	340
Topaz	203	.....	.....	.....	.....	203
Lincoln Total	2,434	2,414	2,126	6,961	35,306	36,474
Continental ('82)	237	482	212	708	7,591	6,349
Lincoln	1,379	1,207	1,206	4,306	15,096	17,794
Mark VI	818	725	708	1,947	12,619	12,331
GENERAL MOTORS	77,027	75,155	76,471	332,270	1,067,787	1,277,776
Buick Division	18,184	17,792	15,874	69,154	252,051	298,034
Skylark	1,540	3,187	.....	6,186	45,854	31,708
Skyhawk J	1,369	3,700	1,242	5,174	29,922	24,123
Century	3,525	2,357	3,151	11,882	43,016	55,568
Regal	5,290	4,408	5,145	21,197	64,879	88,173
Buick	5,600	3,116	5,402	20,969	56,450	84,560
Riviera	860	1,024	934	3,746	11,930	13,902
Cadillac Division	6,485	5,337	6,027	24,903	86,534	119,389
Cimarron	305	.....	218	1,239	1,401	8,347
Seville	740	578	732	2,959	8,943	12,944
Eldorado	1,660	1,172	1,557	6,247	22,949	27,942
Cadillac	3,780	3,587	3,520	14,458	53,241	70,156
Chevrolet Division	23,196	25,772	24,387	95,220	324,796	384,611
Chevette	.....	6,237	3,884	12,332	70,242	66,040
Cavalier	6,174	1,376	6,410	24,894	32,416	81,305
Celebrity	2,589	2,809	2,238	6,920	22,083	26,627
Camaro	4,310	4,886	3,667	15,759	77,222	64,753
Citation	1,440	4,267	1,554	5,922	52,260	36,788
Malibu	4,143	3,366	3,072	14,240	33,490	52,474
Monte Carlo	2,041	1,768	1,501	7,304	19,226	31,146
Chevrolet	1,893	456	1,445	4,387	7,306	18,522
Corvette	600	607	616	2,462	10,551	6,956
Oldsmobile Division	22,071	14,035	20,399	109,388	269,143	343,954
Omega	990	1,792	.....	4,038	29,975	22,629
Firenza	1,021	1,055	1,145	4,852	25,613	16,274
Cutlass	6,300	2,401	6,330	24,271	66,679	101,442
Cutlass/Ciera	5,065	2,567	4,549	17,935	41,442	63,858
Oldsmobile	7,955	5,365	7,634	29,213	93,471	125,546
Toronado	740	855	741	29,079	11,963	14,205
Pontiac Division	7,091	12,219	9,784	33,605	135,263	131,788
Acadian†	.....	362	633	1,677	4,804	6,498
2000	2,378	1,140	2,744	9,174	9,103	33,159
1000	.....	1,514	1,681	4,478	6,286	14,932
Firebird	1,939	3,414	1,778	7,398	43,031	31,488
Phoenix	330	1,361	863	2,571	12,203	10,322
G. Prix/B'ville ('83)	2,444	3,448	2,085	8,307	53,394	35,389
6000	.....	980	.....	.....	6,442	.....
HONDA	1,000	.....	916	3,345	.....	10,336
VOLKSWAGEN	.....	2,969	2,102	8,090	34,106	31,926
CHECKER	.....	100*	.....	.....	1,263	.....
Total Cars, U. S.	127,738	122,214	136,340	560,892	1,700,587	2,169,787

CANADIAN CAR PRODUCTION

	Week Ended May 7, 1983	Week Ended May 8, 1982	Week Ended April 30, 1983	April Total	Jan. 1 to May 8, 1982	Jan. 1 to May 7, 1983
AMERICAN MOTORS	800	610	818	3,107	9,600	10,437
CHRYSLER CORP.	5,232	3,485	5,281	31,032	59,722	80,999
FORD MOTOR	2,979	9,041	6,627	13,237	104,963	59,488
GENERAL MOTORS	12,960	7,755	12,422	51,212	134,995	193,689
VOLVO	225	225	225	900	3,882	3,960
Total Cars, Canada	22,196	21,116	25,373	99,588	313,182	348,573
N. American Cars	149,934	143,339	161,713	660,480	2,013,769	2,518,360
N. American Trucks	62,112	57,113	61,386	237,642	866,085	931,729
North American Cars and Trucks	212,046	200,443	223,099	898,122	2,879,854	3,450,089

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 7, 1983	Week Ended May 8, 1982	Week Ended April 30, 1983	April Total	Jan. 1 to May 8, 1982	Jan. 1 to May 7, 1983
CHEVROLET	17,647	16,762	16,115	65,960	232,313	258,309
DODGE	3,100	2,835	3,055	12,185	45,785	46,307
FORD	19,860	14,384	19,450	71,582	238,883	296,487
GMC	5,111	5,960	5,429	22,858	85,824	88,191
INTERNATIONAL	750	740	1,028	4,104	18,096	16,352
VOLKSWAGEN	.....	421	256	923	6,226	1,933
JEEP	2,290	2,000*	2,926	7,273	29,990	24,865
AM GENERAL	50*	50*	50*	200*	780*	850*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	22,000*	17,000*
Total Trucks, U. S.	49,808	44,152	49,309	189,085	679,897	750,294

CANADIAN TRUCK PRODUCTION

	Week Ended May 7, 1983	Week Ended May 8, 1982	Week Ended April 30, 1983	April Total	Jan. 1 to May 8, 1982	Jan. 1 to May 7, 1983
CHRYSLER CORP.	2,652	2,501	2,708	11,398	35,851	47,650
FORD MOTOR	3,250	3,741	2,781	11,710	46,564	45,764
GENERAL MOTORS	6,180	6,447	6,334	24,510	99,358	85,305
INTERNATIONAL	242	272	254	939	4,415	2,716
Total Trucks, Canada	12,304	12,961	12,077	48,557	186,188	181,435
N. American Trucks	62,112	57,113	61,386	237,642	866,085	931,729

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

May 16, 1983

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Isuzu's Impulse

American version of Piazza

Impulse, American Isuzu's version of the Piazza, rides on a 96-inch wheelbase and is powered by an electronically fuel-injected 2.0-liter four-cylinder engine. The Impulse's overall length is 172.6 inches and curb weight is 2,714 ibs. The car has a suggested retail price of $9,998. Story on Page 3.

Service Index rises after one-month drop

By Francis J. Gawronski
Service Editor

New-car dealers' service and parts business rebounded in March after recording its first decline in 23 months in February.

According to the Automotive News Service Index, dealers' shop business in March amounted to 103.9 percent of the volume registered in the same month a year ago.

Business in February dipped to 99.5 percent of the volume reported in the same month of 1982.

With the exception of repair orders written, which trailed March, 1982, volume by 2.6 percent, all indicators that make up the Service Index made impres-

Table on Page 2.

sive gains in March. In February, repair orders were 3.7 percent below the year-ago figure.

The indicator showing the best improvement in March was sales of all parts and accessories, up 7.2 percent over last year.

Gross profit on all labor, parts and accessory sales, the most important indicator from the dealers' viewpoint, increased 6.8 percent, while shop parts sales (those used on both customer-paid and warranty work) were up 4.8 percent. Total labor sales (customer-paid and warranty) were up 1.5 percent in March.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

For the first quarter of 1983, dealers' shop volume amounted to 103.9 percent of the business recorded for the corresponding period of 1982.

Leading indicator in the first quarter was gross profit, up 5.1 percent, followed by shop parts sales which advanced 4.9 percent ahead of 1982, and labor sales, up 4.5 percent.

Sales of all parts and accessories climbed 2.3 percent for the year-to-date period, while repair orders written dipped 1.8 percent.

Chrysler retreats on proposal to cancel warrants

WASHINGTON. — Gerald Greenwald, Chrysler vice chairman, told the Chrysler Loan Guarantee Board last week that the company is withdrawing its proposal regarding cancellation of warrants held by the government to purchase Chrysler stock.

"Reaction to news reports about the request to cancel the warrants has obscured our primary intention, which is to meet our obligations and pay off our federally guaranteed loans," Greenwald said.

Chrysler's request for cancellation had kicked up a storm. When seeking federal loan guarantees, Chrysler had given the government warrants to purchase 14.4 million shares of Chrysler common stock at $13 a share. The stock then was selling at about $5 a share. It closed at $25.50 last Thursday.

The Loan Guarantee Board had given no indication that it planned to exercise the option, and a Treasury Department spokesman said the board hadn't even thought about it.

Chrysler felt that if the options were exercised, it would

Continued on Page 59, Col. 4

Domestic new-car supply dips again; now 53 days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory continued to decline during April and the industry opened May with a 53-day supply, down a bit from 55½ days a month earlier.

The May 1 domestic new-car stockpile totaled 1,193,296, down from 1,235,313 on April 1. A year

Table on Page 58.

ago, the industry had 1,260,633 new cars in inventory May 1, a 66-day supply.

The import inventory totaled 294,703 new cars May 1, a 40-day supply, up from 287,408 a month earlier, a 35-day stockpile.

The total domestic and import inventory May 1 was 1,487,999 cars, a 48-day supply. The total on April 1 was 1,522,721 cars, a 50-day stockpile.

• Chrysler Corp. and Ford Motor Co. increased their supplies during April, while the other domestic makers trimmed theirs.

General Motors opened May with a 49-day supply, down from 54 days a month earlier. Shortest was the hot new Corvette, which dropped from 80 days April 1 to 23½ days May 1. Also very short were Oldsmobile's standard and intermediate lines.

Ford Motor Co. boosted its stock to a 64-day supply from 56½ days a month earlier.

Chrysler Corp. had a 59-day supply, up from 57 days a month earlier, with stocks of its various lines in good balance.

American Motors found itself in the unusual position of having the shortest supply of the Detroit-based makers at 45-days, mainly because of the Alliance.

Volkswagen of America had a 91½-day supply of U. S.-built Rabbits, down from 95 days a month earlier, and a 75-day stock of imported VW models. American Honda has not built up much of a stock of U. S.-built cars and had only a 16-day supply to augment its lean 30½-day inventory of imported cars.

The May 1 domestic inventory was divided this way: GM, 55.89 percent; Ford Motor Co., 24.12 percent; Chrysler Corp., 14.99 percent; American Motors, 2.85 percent; VWoA, 1.98 percent, and American Honda, 0.17 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.01 percent; Ford Motor Co., 23.68 percent; Chrysler Corp., 14.06 percent; AMC, 3.19 percent; VWoA, 1.86 percent, and American Honda, 0.20 percent.

• By size class, the domestic inventory was very well balanced, with only 12 days' difference between the highest and lowest segments.

The industry had a 59-day supply of subcompacts May 1, down from 66 days a month earlier, and a 49-day stock of compacts, down from 60 days.

Intermediates were in 50-day supply, down from 55 days a month earlier, while the industry had a 47-day stockpile of standards, up slightly from 46 days a month earlier, and a 53-day supply of luxury cars, up from 51 days.

The May 1 domestic inventory was divided this way by market segment: Subcompact, 19.76 percent; compact, 19.90 percent; intermediate, 35.53 percent; standard, 17.25 percent, and luxury, 7.56 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.91 percent; compact, 22.81 percent; intermediate, 35.08 percent; standard, 16.17

Continued on Page 58, Col. 3

Import stocks climb to 40 days on May 1

By Richard A. Wright
Assistant Managing Editor

The imported new-car inventory climbed during April to a still-lean 40-day supply, up from 35 days. Paradoxically, the increase was due mainly to lower sales brought about by inventory shortages.

The inventory of new imported cars May 1 totaled 294,703, up from 287,408 a month earlier.

The inventory of new imported pickup trucks totaled 91,961 May 1, a 78-day supply, compared with 92,727 on April 1, a 61-day stock.

The combined imported-car-and-truck inventory May 1 totaled 386,664, a 45½-day supply, compared with 380,135, a 39-day stock a month earlier.

The inventory increase during April was achieved by the Japanese lines, as both the West German and other European categories trimmed their inventories. Japanese-built makes were in 35-day supply, still lean but up from a shortage-riddled 30-day stock a month earlier.

Japanese cars and their May 1 days-supply figures were: Toyota, 20; Honda, 30½; Subaru, 33; Nissan, 37; Mazda, 51; Isuzu, 77½; Mitsubishi, 121. In addition, Chrysler Corp. had a 103-day supply of Mitsubishi-built cars, including Dodge Colt, 86; Plymouth Colt, 94; Dodge Challenger, 125; and Plymouth Sapporo, 126.

• The stockpile of West German cars stood at 50 days May 1, off slightly from 51 days a month earlier.

West German nameplates and their May 1 days-supply figures were: Porsche, 17; Mercedes-Benz, 25; BMW, 52; Volkswagen, 75, and Audi, 83. VW also had a 91½-day supply of U. S.-built Rabbits in stock May 1.

Days-supply figures of other European lines May 1 were: Jaguar, 18½; Saab, 35; Volvo, 38; Alfa Romeo, 91; Peugeot, 139½; Renault, 182, and Fiat/Lancia, 530.

Days-supply figures for imported pickup trucks May 1 were: Toyota, 56; Nissan, 70½; Mazda, 94; Chrysler Corp./Mitsubishi, 102; Isuzu, 127, and Mitsubishi, 131.

breaking news

DeLorean document seal to be lifted

LOS ANGELES.—An order sealing documents relating to the drug trafficking case involving John Z. DeLorean was declared unconstitutional by a three-judge appeals panel here. Attorneys for both sides had until last Friday to file motions for sealing specific documents already filed under Judge Robert M. Takasugi's order.

Canadians to discuss Japanese export curbs

OTTAWA. — Government officials of Japan and Canada are scheduled to meet here May 19-20 to determine the quantity for Japanese voluntary restraint on car exports to Canada under an agreement reached in 1981. Similar talks in Tokyo in April ended in disagreement.

Iacocca urges 'Marshall Plan for America'

HILLSDALE, Mich. — Chrysler Chairman Lee Iacocca proposed "a Marshall Plan for America" in his commencement address at Hillsdale College. Urging a National Development Bank modeled on the Reconstruction Finance Corp. of the Great Depression, he said such a bank could provide capital to help rebuild outmoded plants, help with conversions to meet new government regulations and help restructure debt.

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Ford on verge of sales surge, Caldwell says

By Kathleen Hamilton
Financial Editor

Saying he believes Ford Motor Co. — if not the entire U. S. market — is "on the threshhold of a breakout in auto sales," Chairman Philip Caldwell said Ford third-quarter production is slated at a four-year high, running 40 percent ahead of last year.

Second-quarter auto production at Ford will be up 8 percent from a year ago, as Ford attempts to grab a bigger market share with its compact Tempo/Topaz, which will be introduced this month.

Caldwell also told the annual shareholders' meeting in Detroit that he believes the Ford dealer network has "bottomed out," and that Ford will embark on a major effort to add dealers in new population centers.

Caldwell told reporters after the meeting that preliminary figures from Europe make Ford officials confident they are the sales leader in the first quarter.

Asked about Canada, where Chrysler just stole the No. 2 spot from Ford, President Donald E. Petersen said he was confident the Tempo and Topaz will allow Ford to regain its position.

In the U. S. this year, Ford has lost one percentage point of the market because it has stopped production of its Fairmont and Zephyr. Together, they had accounted for less than 3 percent of the market. Ford hopes to do much better with the new front-drive replacements — at least 4.5 percent of the market, according to a Ford spokesman.

• Ford has reduced its breakeven point by one-third, Caldwell said. He said he expects the tractor operations to return to profitability, but refused to say when.

His optimism on an auto sales turnaround is based on a University of Michigan public opinion survey in which almost 70 percent of respondents said this is a good time to buy a car, Caldwell said.

That optimism, along with the aging fleet and the increased spending capacity of many households, could trigger an industrywide upturn, he said.

When asked about the need to continue price incentives, he said Ford will be competitive,

Continued on Page 58, Col. 4

Straman's 200th

Richard Straman, at sign's left, president of R. Straman & Co., stands with Jim Gabriel, at sign's right, director of marketing, and many of the Straman craftsmen to celebrate the completion of Straman's 200th Trans Am/Camaro convertible conversion. Conversion facilities are in Cinnaminson, N. J., and Fort Lauderdale, Fla.

Delay in GM C-cars tied to quality testing

The delay in the introduction of the new-for-1984 General Motors C-cars (AUTOMOTIVE NEWS, May 9) is tied to an extensive quality-testing program.

The cars are the Oldsmobile 98, the Buick Electra and the Cadillac deVille. They will be front-wheel-drive for the first time, and they are expected to go on sale in January, although the debut could be as late as March.

GM had originally planned to introduce the cars at the beginning of the '84 model year next fall. No new date has been set for full production to begin.

Until the new C-cars are ready, GM will continue production of the current rear-wheel-drive 98, Electra and deVille models.

The new front-drive cars will be built at two new GM plants in Lake Orion, Mich. (near Pontiac) and Wentzville, Mo. (near St. Louis).

The late introduction and the corresponding late start of production will hold up the callback and hiring of workers to staff the new plants.

The quality-testing program was disclosed last week by GM President F. James McDonald in an address to the Saginaw Club in Saginaw, Mich.

He called it a "product verification" program and said GM will schedule production of the new FWD luxury cars "only after we're satisfied with the results of special verification testing for the early production runs of these new cars."

He added, "We're taking this step to assure the highest quality for our customers."

McDonald said, "More preproduction cars will be built for this program than ever before in our history. The build of cars for that purpose is going slower than we had hoped. That, and making sure the new parts meet design intent, have led to this decision.

"To put it simply," he said, "the product will tell us when it is ready."

AMC appoints Guptill to head sales in U.S.

SOUTHFIELD, Mich. — Peter G. Guptill has been appointed general manager—U. S. sales for American Motors.

He will be responsible for the AMC - Renault - Jeep dealer organization, AMC's national sales headquarters staff and regional and zone offices.

Peter G. Guptill

Guptill, 41, takes over the duties of Robert Schwartz, who resigned last February as vice president of North American sales.

Guptill has been AMC's Western regional sales manager since 1981. He joined the company in 1971 as distribution manager in the New York zone.

He has served as assistant zone manager in Washington, national distribution manager in the central office and manager of the Dallas, Los Angeles and Chicago zones.

He was named director of Renault integration in 1979, director of sales operations in 1980 and Western regional manager in 1981.

Atlantic City show set

ATLANTIC CITY, — The American International Automobile Show will be held here Sept. 1-5.

Long list of standard equipment

Isuzu Impulse coupe has sticker of $9,998

By Matt DeLorenzo
Los Angeles Reporter

LAS VEGAS. — Impulse, American Isuzu's version of the Piazza, was introduced here with a suggested retail price of $9,998.

The 2+2 sport coupe, which has been on sale in Japan for about a year, will be sold through American Isuzu's 250 full-line dealerships. The company has an additional 150 truck-only points.

Styled by Giorgetto Giugiaro, Impulse made its first appearance as the prototype "Ace of Clubs" during the 1979 Geneva Auto Show. Riding on a 96-inch wheelbase, the Impulse features flush-mounted glass and rounded wedge body style for aerodynamics.

The vehicle is powered by an electronically fuel-injected 2.0-liter 4-cylinder engine that produces 90 HP at 5,000 RPM and torque of 108 pounds-feet at 3,000 RPM. The standard transmission is a 5-speed manual with fifth gear overdrive.

Overall length of the Impulse is 172.6 inches and curb weight is 2,714 pounds.

The suspension is independent in front with a three-link torque tube in the rear and the system uses coil springs and gas-filled shocks at all four corners. The car is equipped with rack-and-pinion steering, four-wheel disk brakes and a 15.2-gallon fuel tank.

• The Impulse carries a long list of standard equipment such as automatic air conditioning, cruise control, AM/FM stereo, power door locks, tilt steering with a memory function, rear window defogger, rear window wiper/washer and an electronic multi-display monitor that incorporates a clock / stopwatch, trip odometer, fuel gauge in precise gallons and fuel economy MPG indicator.

Another interior feature is the unique satellite pod mounting of the switches used primarily by the driver. The pods, which are adjustable to fit the driver's reach, are mounted on either side of the steering wheel and allow fingertip control without having to remove hands from the wheel.

The left pod has cruise control switches, turn signals, rear defogger and hazard light buttons and controls for the headlamps. The right pod includes controls for the air conditioning system, rear wiper/washer, front wiper/washer and fan.

All four seats in the Impulse are adjustable, with the driver's seat having the most adjustments. The 60/40 split fold-down rear seats can be reclined 20 degrees in four steps.

• There are only three options available on the Impulse—automatic transmission at $380, a graphic equalizer, also $380, and a cassette deck at $190.

The car has an EPA fuel-economy rating of 24 MPG city, 36 MPG highway for manual-equipped versions and 24 city, 32 highway with the automatic.

As a result of import restrictions, American Isuzu is limited to a total of 16,800 cars per year and has been selling only one series—the I-Mark. Although the company will continue to sell that car, Impulse will take the lion's share of Isuzu's allotment.

Company officials said they plan to import between 1,000 and 1,200 a month, which would amount to between 12,000 and 14,400 of the cars Isuzu can bring in during the third year of the restraints.

The Impulse represents a transition to the future for Isuzu and the car's in-house designation, JR tells a lot more about this car's significance than company officials would care to admit.

As a sporty 2+2, it will be American Isuzu's specialty car, with the company's version of GM's J-car (called the JJ by Isuzu executives) as the company's family-size car. The R-car, which GM will sell in this country along with American Isuzu, will be a world-class small car.

A rough drawing of Isuzu's family of cars was shown and in it was the R-car, which had many styling cues taken from the Impulse.

At Smyrna plant

Nissan's U. S. Job One due June 16

WASHINGTON. — June 16 is the day the first U. S.-made Nissan light truck will come off the line in Smyrna, Tenn. Marvin T. Runyon, president of Nissan Motor Mfg. Corp., USA, made the announcement at a meeting of the Society of American Business and Economic Writers here.

The day Runyon spoke—May 9—marked the start of work on the first 40 trucks destined for American consumers. Over the next six weeks, they will move along gradually to make sure that all systems are in order and that the quality of each job is A-OK.

The total investment of $660 million at Smyrna is the largest ever made by a Japanese firm in the U. S. Full production, set for 1984, should find 2,000 employes and an annual payroll of some $90 million.

Production will be up to 10,000 trucks monthly on one shift or about 60 units an hour — or one a minute, Runyon said. The plant uses 219 robots in body assembly, stamping and paint operations.

Nissan Motor Mfg. has spent $63 million on training, and it has sent 375 U. S. workers to Japan for training at Nissan and equipment supplier plants there.

• But Runyon stressed that while high technology is important, he believes the "people factor" is of "equal, if not greater, importance." In that regard, he said, it is important to teach basic job skills, to broaden the job by teaching multiskills and to create an atmosphere that encourages ideas and teaches problem solving.

Tennessee helped by committing $7 million for pre-employment training. Nissan could choose its 2,000 employes from more than 120,000 applications.

Instead of "literally hundreds of narrow stratified job classifications for hourly workers," Nissan has just four for "technicians"—manufacturing, maintenance, quality assurance and materials handling.

Employes are encouraged to take cross-training in skills, and Nissan is starting a "pay-for-skills program which compensates technicians who learn new skills."

Instead of the 10 to 12 levels of management, Nissan has just five and this encouraged open communications, Runyon said. All employes eat in the same cafeteria, 90 percent wear the free wearing apparel although they need not, and workers see news releases before they appear in a paper.

By fall, Nissan plans to have involvement circles, similar to Japanese Quality Circles.

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58th year — No. 4968

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U.S. eyes attempt to dump standards on MPG for cars

WASHINGTON. — With General Motors and Ford Motor Co. warning that they likely will fail to meet federal fuel-economy requirements not only for 1983 but for 1984 and 1985 as well, the Reagan Administration is considering a move to repeal the law mandating that the passenger-car fleets of the major auto makers meet an average of 27.5 MPG by 1985.

According to documents obtained by AUTOMOTIVE NEWS, that is one of three options spelled out by Christopher DeMuth, director of the Presidential Task Force on Regulatory Relief, in a memo to the Vice President and Cabinet leaders.

The two other options are to "do nothing" or have NHTSA scale back the requirement to 26 MPG or less.

DeMuth suggested, however, that neither of these appear to be very workable. "Doing nothing" effectively forces Ford and GM to take on what will be a "controversial" task and the "rollback option," exposes the Administration to a possible legislative veto and other "legal risks."

The fuel-economy law allows NHTSA to lower the standard to 26 MPG, or even below 26 MPG subject to a one-house veto, provided that it can be shown that the new limit represents the "maximum feasible" fuel economy that is "economically practicable."

Because some makers already exceed the maximum requirement of 27.5 MPG, lowering the standard could be "legally risky," according to DeMuth.

Congress enacted the Energy Policy and Conservation Act in 1975 during the fuel crisis that stemmed from the Arab oil embargo. The rationale was that yearly corporate average fuel economy (CAFE) standards were needed to depress fuel consumption and that it was in the national interest to be self-sufficient in energy.

In effect, since 1978 the requirements have been largely superfluous because small, fuel-efficient cars have enjoyed immense popularity.

But in 1983, for the first time, GM and Ford will not meet the standards because neither expects to sell a sufficient number of small cars. Fortunately for both companies, they have fuel-economy credits "in the bank" to offset their anticipated shortfalls from the 26-MPG standard of 1983.

The standard for 1984 will be 27 MPG, however, and for 1985 and beyond it will be 27.5 MPG.

With the resurgence of big cars, both GM and Ford have now written the Administration to warn that neither will meet the fuel-economy standard in 1984 or 1985. Both will have insufficient credits to offset their shortfalls, hence they will be subject to a fine of $5 per vehicle sold per one-tenth of a mile per gallon below CAFE.

The only way they appear able to avoid the penalties for these years and beyond is to increase the relative prices of larger models substantially in order to discourage demand for them, DeMuth said in his memo.

• Clearly, "the standards are wholly unjustified and can only retard the recovery of the domestic auto industry," DeMuth said. He noted that oil prices have been decontrolled and now reflect the scarcity value of oil that was intended by the fuel-economy laws.

"The Administration has been successful in eliminating a host of energy efficiency standards for housing and appliances during the past two years, and these reforms have been politically and economically beneficial," DeMuth said. "A strong pro-consumer, pro-employment case can be made for repeal of the CAFE program."

But he warned: "We need to prepare a detailed analysis of the price, energy use and employment effects of continuing or repealing the program before any legislative change is proposed."

Ironically, one of the other reasons DeMuth cites for rejecting the other two options is Chrysler Corp.

Chrysler has managed to bring itself back from the brink of bankruptcy with a fleet of smaller cars that has also allowed it to easily exceed the fuel economy requirements of the CAFE law and to continue to do so into the future.

DeMuth said Chrysler would oppose any change in the CAFE requirements for competitive reasons.

Bridgestone, Mickey Mouse and Tokyo

Disneyland has come to Tokyo, and Bridgestone Tire Co., Ltd., is hosting the park's Grand Circuit Raceway. During the inaugural raceway ride, Bridgestone Chairman Kanichiro Ishibashi, driving left front car, and President Kunio Hattori, driving second car in left row, race against Mickey Mouse.

75 pct. in black now, up from 50 pct. last year, Stempel says

More Chevy dealers making profit

By Joseph Bohn
Marketing Editor

PONTIAC. — Chevrolet dealers are returning to profitability, but still have a ways to go, Robert Stempel, general manager, noted at a press conference held in conjunction with General Motors' annual Silverdome Sale.

Some 13 North Oakland County GM dealers are sponsoring a May 19-21 Silverdome Sale, the fourth such event, and hope to exceed the previous record 827 vehicles sold in 1980.

Russell M. Shelton, GM Silverdome Sale chairman and owner of Shelton Pontiac-Buick in Rochester, Mich., said 705 vehicles were sold in 1981 and 619 in 1982.

F. James McDonald, GM president, added that with upturns in the economy, he felt the sale would set a record this year.

Stempel said that approximately 75 percent of Chevrolet dealers are now profitable on a "month-to-month" basis, up from roughly half last year.

"As most will tell you, they're not back to where they feel they ought to be" but the trend is encouraging, he said.

"They want to get their volume up, their profits from new cars. Most dealers have been having to earn more from service, used cars" and other avenues to compensate for the lack of new-car profit, he added.

In the past three months, he said, Chevrolet has begun hearing from "true investors" interested in a franchise — "people who see more opportunity to make money in a Chevrolet franchise than in the money market or by just re-investing."

Although the division isn't interested in expanding its franchise network, it does have a turnover of dealer points to fill, Stempel added.

His primary concern, he said, is the health of his 5,250 dealers.

Meanwhile, Chevrolet has added 120,000 more vehicles to its June-August production schedules than originally planned.

"We've added additional shifts on Cavalier, Celebrity — additional capacity at Van Nuys (Camaro), van, Blazer and S-10," Stempel said.

"The only thing left to add would be another shift at Framingham on Celebrity, and we're looking at possible ways to add Cavalier capacity. We still have unused capacity on Chevettes," he said.

Although Chevrolet could add another line to Corvette production, its hottest car, it doesn't seem interested in it now.

"We're right on our game plan (with Corvette)," Stempel said. "It was intended to start on one shift. We're currently running 120-125 a day. We've built 6,200 and sold 4,200, which is a good turnover rate.

"Right now, we want to stay with that plan. My philosophy is I'd like to have just one less than ultimate demand. There's far more interest than actual buying response," which, Stempel views as a help in selling Camaro and Cavalier.

Hollenback honored as dealer of year

SPOKANE. — Mark K. Hollenback, owner of Dishman Dodge and Sherwin-Hollenback Volkswagen, received the Washington State Automobile Dealers Assn.'s 1982-83 Dealer of the Year Award.

In addition to Hollenback's contributions to the automobile industry, the award recognizes quality of his dealership operations and his community service.

Moran heads plan to assemble KD units in Florida

Japan's Hino to enter U.S. heavy-truck market

By Jack Walsh
Truck Editor

Japan's anticipated invasion of the big-truck market in the U. S. will get under way this year or early in 1984 with the introduction of three mid-range diesel models carrying the Hino nameplate.

Lisa Enterprises, Inc., Deerfield, Fla., will complete the assembly of the knocked-down Hino trucks in the Jacksonville area and market them through dealers still to be appointed.

Eiji Ishizu, vice president, Hino Motors U.S.A., New York, said the knocked-down units will be imported through his company, a subsidiary of Hino Motors, Ltd., Japan's top big-truck manufacturer. Hino is part of the Toyota Group.

Lisa Enterprises is the parent firm of Southeast Toyota Distributors, which is headed by Jim Moran, long-time auto/truck dealer and distributor. A separate company will be established by Lisa to assemble and market the Hino trucks.

Ishizu said the three Classes 6 and 7 models will be straight trucks with gross-vehicle weight ratings ranging from 25,500 pounds to 32,000 pounds.

The trucks will be powered by Hino in-line six-cylinder diesels rated at 160, 180 and 200 HP, with a six-speed manual transmission. Some time after their introduction, according to Ishizu, an Allison automatic transmission will be available.

Some parts for the Hino trucks — such as fuel tanks, batteries and tires — will be sourced in the U. S., he said.

Production is scheduled to begin in November, and 500 units are expected to be assembled in 1984, Ishizu noted. Output is targeted at 800 units in 1985, with about 5,000 a year possible after 1986, he added.

Initially, Ishizu indicated, the trucks will be distributed mainly in the Southeast, with wider availability due as production and marketing capabilities of the new Lisa company develop.

The likelihood of Japan's move into the nation's big-truck market was emphasized by John A. Curcio, president, Mack Trucks, Inc., in his keynote address at NADA's American Truck Dealers convention last month in Boston.

He cited an interview in a newspaper in Canada, where Hino trucks now are marketed, and noted that the head of Hino said Japanese big-truck producers can't expect any further growth in worldwide sales unless they enter the U. S. market.

"The four major truck makers in Japan have virtually exhausted the rest of the international market with only the U. S. left untouched," the Hino executive was quoted as saying.

Built to break records

This custom built Mazda RX-7 has been designed to go faster than 200 MPH and shatter two land-speed records in the Bonneville National Speed Trials for classes E and C Grand Touring cars. The car will have 13B rotary engines, which displace 80 cubic inches, for its attempts at record setting.

SERVICE INDEX
103.9*

	March., '83 vs. March., '82	3 mos., '83 vs. 3 mos., '82
Gross Profit on All Labor and P&A Sales	+ 6.8%	+ 5.1%
Repair Orders Written	− 2.6%	− 1.8%
Total Labor Sales (Customer & Warranty)	+ 1.5%	+ 4.5%
Shop Parts Sales (Customer & Warranty)	+ 4.8%	+ 4.9%
Sales of All Parts and P&A	+ 7.2%	+ 2.3%

*—Survey by Automotive News shows that dealers' service and parts business in March, 1983, was 103.9 percent of business in March, 1982. Service business in the three months of 1983 was 103.9 percent of business in the corresponding period in 1982.

Story on Page One

But Hahn reiterates its commitment

VW predicts more red ink in U.S.

By Jim Plegue
Staff Writer

ISERNHAGEN, West Germany. — Volkswagen does not expect to break even on its U. S. operations this year, despite cost-cutting measures and an improvement in sales of imported models, said Carl Hahn, chairman of the board of management, Volkswagenwerk AG.

But Hahn reiterated VW's commitment to building cars in the U. S. during an informal discussion with U. S. journalists on a tour of German manufacturing facilities.

"I'm a full supporter of the manufacturing investment," said Hahn, who headed Volkswagen of America from 1959 to 1964, a period of explosive growth. "I think no one recognizes what will happen to national-content policies. We all have seen what happened in the motorcycle segment.

"So I feel we should fully exploit all opportunities, the potential of both tables that we play on — the import table and the local manufacturing table. And we should not neglect the one or the other."

• Sales of imported Volkswagen models in the U. S. have increased 32 percent during the first three months of the year and VW has reduced its operating expenses by selling its Sterling Heights (Mich.) plant to Chrysler Corp. and by cutting costs at Detroit headquarters and at the Westmoreland (Pa.) assembly plant.

These moves will not be enough to put Volkswagen of America into black ink this year, Hahn said, though losses will be reduced. The U. S. economy must further improve, he said, with lower interest rates and a balanced federal budget.

Although VWoA's Rabbit GTI has been a runaway success, Hahn was less than optimistic about increased sales of the other Rabbit models built at Westmoreland.

"We are not yet in a very encouraging trend as far as the rest of the Rabbit production is concerned but I'm hopeful that we will also turn this around," he said. "The standard-size automobile is back in demand and, as long as the real interest rate is as high as it is, we will have to wait for an upturn in the economy-minded segment of the market."

The GTI, Hahn said, is an indication of the marketing direction VW will pursue to reinstate itself in the U. S. market.

• "We see very clearly that the American public is more and more sophisticated in terms of the automobile," he said. "On the one hand, there is a large segment of buyers willing to spend between $20,000 and $60,000 on a car, yet I think there must be a lot of Americans (who can't afford to spend that much) but with the same tastes.

"This is the segment of the market we will go after: The man who can afford the $6,000 to $12,000 automobile and who wants good German engineering and good handling and other characteristics.

"We feel we have a couple things coming into the marketplace that will again permit us to work our way to where we once were in the American marketplace and, more important, in terms of the American consumer's heart. We lost contact with the heart of the American consumer."

One of those new models will be the four-wheel-drive Audi 80 (the 4000 in the U. S.), which debuts at the Frankfurt Auto Show later this year and will eventually be introduced in the U. S.

• Hahn said VW has no intention of re-introducing the Beetle into the U. S, despite the warm reception it has received on the U. S. West Coast where the Mexican-built Bug is being sold by an independent firm.

Hahn called the GM - Toyota joint car-production venture "a bad deal for the United States, in terms of labor and in terms of the competitiveness of the marketplace."

Rabbit is prize for best proposal

Robert F. Sturm, second from left, an electrician at Volkswagen Westmoreland, is shown with his wife, Leslie, and plant officials as he takes possession of a 1983 diesel LS Rabbit, grand prize in the plant's 1982 Employe Participation Sweepstakes. Also pictured, from right, are Plant Manager Donn J. Viola, General Superintendent—Plant Engineering Harold W. Wiegel and Superintendent — Plant Engineering A. T. Kljun.

Gains by Chrysler, AMC boost sales for early May

New-car sales for May 1-10 were boosted 6.34 percent above their year-ago level by powerful thrusts from Chrysler Corp. and American Motors.

Domestic sales climbed to 168,524 from 158,483 last year. It was the best early May since 1979 when the total was 246,680, and the fifth consecutive 10-day increase.

All the U. S. auto makers were up except General Motors, which missed its 1982 total by 1.61 percent. American Motors released a sales estimate of 5,100, up 96.15 percent from 2,600 a year earlier. Chrysler Corp. jumped 41.65 percent, to 22,737 from 16,052.

Ford Motor Co. sales were up 1.50 percent, to 35,574 from 35,048. General Motors dealers retailed 102,302 new cars in the period, down 1.61 percent from 103,977. Volkswagen of America reported sales of 1,811 Rabbits, up 124.69 percent from 806, and Honda Accord sales were estimated at 1,000.

GM earned 60.70 percent of the market for the period, down considerably from 65.61 percent in 1982. Ford slipped to 21.11 percent from 22.11 percent. Chrysler climbed to 13.49 percent from 10.13 percent. AMC held 3.03 percent, up from 1.64 percent. VWoA picked up 1.07 percent, up from 0.51 percent, and Honda had 0.60 percent this year compared with no share in 1982.

Seven domestic makes enjoyed sales gains: Plymouth was up 62.56 percent, Chrysler was up 34.76 percent, Dodge was up 26.14 percent, Mercury was up 11.35 percent, Cadillac was up 20.84 percent, Oldsmobile was up 20.51 percent and VWoA was up 124.69 percent. Honda and Renault Alliance were not on the market at this time in 1982.

Down were: Imperial, off 56.10 percent; Ford, off 0.72 percent; Lincoln, off 7.39 percent; Buick, off 9.31 percent; Chevrolet, off 10.96 percent; Pontiac, off 8.32 percent, and AMC, off 30.77 percent.

The most recent daily selling rate averaged 21,066, up 6.34 percent from 19,810 a year ago. Annualized sales based on May 1-10 performance were moving at a rate of 6.8 million. Year-to-date sales totaled 2,205,357, up 7.17 percent from 2,057,803 last year.

DOMESTIC SALES

	May 1-10, 1983	May 1-10, 1982
AMC	1,800†	2,600†
Renault	3,300†	.....
AMERICAN MOTORS	5,100†	2,600†
Chrysler	5,490	4,074
Imperial	36	82
Plymouth	9,843	6,055
Dodge	7,368	5,341
CHRYSLER CORP.	22,737	16,052
Ford	24,972	25,155
Mercury	8,588	7,686
Lincoln	2,044	2,207
FORD MOTOR	35,574	35,048
Buick	22,405	24,704
Cadillac	7,897	6,535
Chevrolet	32,846	36,888
Oldsmobile	26,278	21,806
Pontiac	12,876	14,044
GENERAL MOTORS	102,302	103,977
VOLKSWAGEN	1,811	806
HONDA	1,000†	.....
U. S. INDUSTRY TOTAL	168,524	158,483

† Estimate.

News roundup

Nissan to have auto parts firm in Europe

TOKYO.—Nissan Motor Co., Ltd., will establish Nissan Motor Parts Centre (Europe), a wholly owned subsidiary, in Amsterdam. This facility will function as the European center for the marketing and distribution of spare parts and supplies to distributors in Europe. Nissan said the 12.4 - acre warehouse will be the largest such facility owned by any Japanese auto manufacturer in Europe. Operations are scheduled to start in the summer of 1985.

New Chicago cabs to be Chevrolets

CHICAGO.—For the first time since 1947, the two major cab companies here, Checker Taxi Co. and Yellow Cab Co., will be operating taxis not manufactured by Checker Motors Corp., according to Zollie S. Frank, of Chicago's "Z" Frank Chevrolet. The new cabs are 1983 Chevrolet Impalas from Frank's dealership.

DAF eyes U. S. assembly of buses

EINDHOVEN, The Netherlands.—DAF Truck is conducting talks with an unnamed U. S. firm with a view toward assembling DAF buses in the U. S. A decision is expected within several months.

Vauxhall launches Nova 'supermini'

LONDON.—Vauxhall has started selling the Spanish-built Nova in the UK. This is the "supermini" which was launched on the Continent last fall as the Opel Corsa.

AM General gets record Postal Service order

DETROIT.—AM General has been awarded a $38 million contract from the U. S. Postal Service to build 6,400 right-hand-drive postal delivery vehicles. It is the largest postal-service contract ever received by the American Motors subsidiary.

Ford advertising: $387 million in 1982

DETROIT.—Ford Motor spent $387 million in advertising costs in the U. S. in 1982 which, with adjustment for inflation, would equal 1981, officials disclosed at the company's shareholder's meeting. They expected ad expenditures to be up for 1983.

Nissan Stanza 4-door notchback priced at $8,699

CARSON, Calif.—Nissan has introduced its newest U. S. model, a notchback four-door sedan in the Stanza series. With a sticker price of $8,699, the new model is $600 more than the Stanza XE four-door hatchback, previously the most expensive Stanza offering. Like other Stanzas, the new notchback has a 2-liter overhead-cam engine, front-wheel drive and four-wheel independent suspension. Power steering, power windows, power locks and radio are standard on the notchback.

BMW's Radermacher quits R&D post in surprise move

MUNICH. — The man mainly responsible for the design of the latest generation of BMW 3- and 5-series sedans is to leave the company at the end of this year.

The departure of Dr. Karlheinz Radermacher, board member responsible for research and development, comes as a major surprise.

No successor has been named, and no reasons given for the change. BMW says that Radermacher asked the supervisory board to accept his resignation, which it did with reluctance.

The 3- and 5-series cars caused some consternation when they were announced because of their similarity to previous models.

It was a reflection of Radermacher's cautious approach to evolution in styling — an approach not extended to the adoption of electronics in passenger cars.

BMW, more than any company in Europe, has embraced the microprocessor and electronics for use in passenger cars.

The resignation comes a few weeks after someone at BMW leaked the minutes of a board meeting to a West German news magazine.

Der Spiegel made a big splash with the contents — which included a frank discussion about the quality and design of the latest 3-series, launched in Europe at the end of last year.

Despite the conservative changes to these two models, BMW's sales have continued to climb over the past decade. They are clearly models which the customer wants.

The change is expected to herald a new generation of models from BMW which really are different. However, these cannot appear until the late '80s and early '90s, which means that for most of the rest of this decade BMW's product profile will not change a great deal.

Radermacher, 52, joined BMW in October, 1973, from the SKF bearing manufacturer. He joined the board of management in January, 1976.

truck industry news

Duplex crash/truck chassis

Duplex Truck Division, Nolan Co., Midvale, O., has introduced the Model DCT-1500 crash/truck chassis which can be operated in either a two-wheel or four-wheel-drive model. Duplex says the 1,500-gallon capacity chassis meets all of the standards of the National Fire Protection Assn.

Sharp increase in light trucks sets the pace

April sales up 20.4 pct. over 1982

Retail sales of new light trucks in the U. S. rose sharply in April from a year ago, bringing the industry total for the month to an estimated 250,464 units, an increase of 20.4 percent over the year-earlier 208,062.

According to preliminary reports, the nation's franchised dealers and factory outlets sold 235,248 light trucks during the month, 24.3 percent higher than last year's 189,193 units.

April sales of medium trucks were down from the year-earlier month for the first time this year. Dealers sold 3,809 mediums in April, a decline of 4.4 percent from last year's 3,986 units.

But the four-month medium total was 3.3 percent higher than a year ago, 14,262 units versus 13,802.

Through April, light-truck sales totaled 860,610 units, an increase of 6.5 percent over the 807,828 retailed in the like period in 1982.

Heavies were down for both the month and the January-April period. During the month, 11,407 Classes 7 and 8 trucks were retailed, off 23.4 percent from the year-earlier 14,883. The four-month count was 43,725, down 17 percent from last year's 52,702.

• Total industry sales for the first four months climbed to 918,597 units, a gain of 5.1 percent over last year's 874,332.

Compact-truck sales were significantly higher than a year ago for both April and the four months.

During the month, dealers retailed 82,155 small trucks, an increase of 41.9 percent over the year-ago 57,910. Through April, the total of 307,301 units was 26 percent higher than the previous year's 243,887.

Sales of the domestic compacts in April were up 63.6 percent over last year—51,444 versus 31,452—and they accounted for 62.6 percent of the small-truck market.

The import count, including the captive makes, was 30,711 in April, up 16.1 percent over last year's 26,458 units. Sales of captive Ford Courier and Chevrolet LUV continue to dwindle—not one Courier was sold in April and only 641 LUVs were retailed.

Four-month sales of the domestic compacts rose to 176,723 units, an increase of 52.4 percent over the year-earlier 115,-

Table on Page 59.

967. The imports were up only 2.1 percent through April, from 127,920 units in 1982 to 130,578.

The domestic compacts' share of the total this year climbed to 57.5 percent, compared with 47.5 percent a year ago. The imports' share dropped from 52.5 percent in 1982 to 42.5 percent.

In April, Chevrolet regained sales leadership from Ford as dealers retailed 83,538 units, the division's best month this year. The total was 42.8 percent higher than last year's 58,493 units.

Ford dealers sold 73,710 vehicles during the month, down sharply from the 91,844 retailed in March but 2.3 percent higher than the 72,068 units sold in April a year ago.

Chevrolet's four-month sales totaled 293,506 units, about 6,-300 greater than Ford's 287,257. The Chevrolet total through April, however, was 0.2 percent

Continued on Page 59, Col. 1

EPA mulling options on big-truck exhaust

By Roger Rowand
Engineering Editor

ANN ARBOR, Mich. — While forecasting a continuing sharp decline in use of gasoline engines in heavy-duty trucks, the EPA is stepping up its plans to control that air-pollution source.

A staff report being distributed by EPA identifies five routes that might be taken. Those options for hydrocarbon and carbon monoxide control vary sharply in complexity and impact on users of heavy-duty gasoline engine (HDGE) trucks.

In order of increasing toughness, here are those options:

Option 1—Extend the current levels of heavy-duty engine hydrocarbon (HC) and carbon monoxide (CO) control indefinitely.

Option 2—Non-catalyst heavy-duty gasoline engine (HDGE) standards will be in force in 1985, with values of 2.5 HC and 35 CO assumed. Heavy-duty diesel engine (HDDE) control would stay at current levels because they are below those 2.5 HC and 35 CO points.

Option 2 represents the first increment of HC and CO control. It would bring HDGEs down to interim non-catalyst levels while leaving HDDEs at 1983 levels.

Option 3—Non-catalyst HDGE standards are as they are in Option 2 but, in 1985, diesel standards go to statutory levels of 1.3 HC and 15.5 CO.

"Manufacturers already have indicated control of HC emissions to the statutory 1.3 level can be achieved by HDDEs in 1985, so that is the level chosen for this option. CO is not a concern since diesel CO emissions are already well below the statutory levels," EPA said.

• Option 4—This is a split-class approach. HDGE standards would be split by gross vehicle weight (GVW) class. Gasoline-powered trucks in Classes 2 and 3 (less than 14,000 pounds GVW) would meet the statutory standards of 1.3 HC/15.5 CO in 1987/88 requiring catalytic converter control technology. Classes 4 through 8 (greater than 14,000 pounds GVW) would remain at non-catalyst levels of 2.5 HC/35 CO. HDDEs would remain at the statutory level of 1.3 for HC.

In the split-class approach, light-duty catalyst technology would be used up to Class 4. New technology would have to be developed for the larger trucks.

That raises questions of catalyst durability and cost, of course. So, but with a split class, heavy rigs could go with-

Continued on Page 18, Col. 5

48-acre complex in Cleveland sold by White Motor

CLEVELAND. — The last manufacturing property of White Motor Corp. — its 48-acre Cleveland complex — was sold for $925,000 to Anthony J. Asher in a crowded U. S. Bankruptcy courtroom.

There were no other bidders.

White Motor has filed for reorganization under Chapter 11 of Federal Bankruptcy laws, and the plant was ordered sold to pay claims.

Asher said he plans to use the vacant property as an industrial park, but also is exploring other uses.

The property, four miles east of downtown on E. 79th St., has 31 acres under roof and a floor area of 1.9 million square feet. It includes a 140,000-square-foot office building with cafeteria and six storage vaults.

Wallace B. Askins, White Motor chairman, said the firm is retaining an office building and other minor property on the east side of E. 79th St. for the continuation of the corporate entity.

Tech-Trans bought by Bivouac Industries

VANDALIA, Mich. — Bivouac Industries has purchased Tech-Trans, Inc., Bristol, Ind., builder of the Gerring Luxury Van. Scott Chapman, Bivouac president, called the purchase "strictly a financial investment."

"There is no intention for any type of merger or joining the two companies," he said. "Tech-Trans will continue under its present management, utilize its own design concepts, manufacturing facilities and marketing programs."

Brisk trailer demand reported by Fruehauf

By Kathleen Hamilton
Financial Editor

DETROIT. — Inquiries on Fruehauf trailers are at their best level in three to four years, and those inquiries have translated into orders: Fruehauf Corp. is writing more than double the number of several months ago, according to company officials.

The news of the upturn provided a pleasant contrast for Fruehauf executives, reporting to shareholders at the annual meeting here on last year's loss —the first in 24 years for the corporation.

Chairman Robert D. Rowan predicted industrywide trailer sales of 106,000 to 110,000 units in 1983, compared with 97,000 in 1982 and 120,000 in 1981 — even that, a down year.

Cost-cutting measures have reduced Fruehauf's break-even point so low that the company was able to make money on its trailer operations in February when it was producing at only 30 percent of capacity, Rowan said.

• The uncertainty in the market caused by deregulation and changes in size limits has abated, according to Fruehauf officials. They see the new regulations allowing larger trailers and double units as a bonus for their sales in 1983.

Fruehauf also has developed a fleet of trailers with gullwing doors and sliding side doors to supply plants with just-in-time inventory systems, said President Thomas J. Reghanti.

The upturn in orders began about six weeks ago, when Fruehauf introduced 11½-percent financing for trailers, according to Charles P. Jacoby, Fruehauf Division general sales manager. But the upturn continued even after the low-interest loans ended at the end of April, he said.

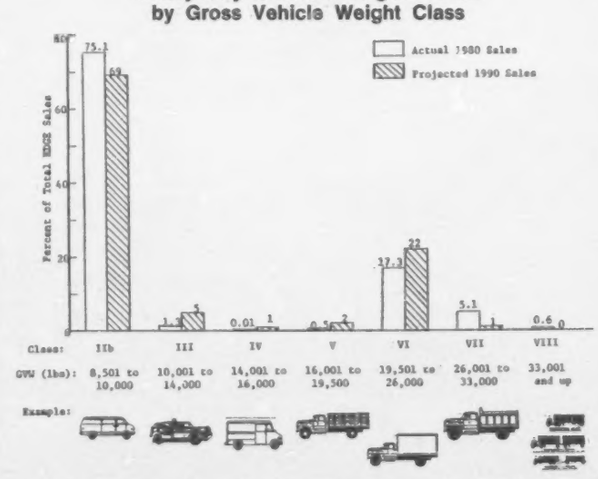
Purchasers of 48-foot units have provided much of the impetus, he said. The confusion caused by law changes involving double trailers has depressed the common-carrier demand, he added.

• The corporation is expected to begin making money toward the end of the second quarter, and second-half profits are expected to offset first-half losses, Rowan said.

Kelsey-Hayes operations were

Continued on Page 24, Col. 5

Heavy-duty Gasoline Engine Sales by Gross Vehicle Weight Class



Source: Standards Development and Support Branch, Emission Control Technology Division, Office of Mobile Source Air Pollution Control, Office of Air, Noise and Radiation, U. S. Environment Protection Agency.

IH calls selling below cost vital to itself, dealers

DETROIT. — Price slashing among big-truck manufacturers is rampant in the current slump, but International Harvester has defended its actions as crucial to its own and dealer interests.

Neil A. Springer, Truck Group president, admitted that some International trucks are being sold below cost, but he said it was necessary to maintain its market share and to keep its dealer network strong.

Cost slashes have enabled IH to price its trucks lower than some competitors, he said. Still, IH prices always cover variable costs which are estimated at 80 to 85 percent of the total, he added.

In the first two months of 1983, International medium and heavy-trucks accounted for 27 percent of total registrations, compared with No. 2 Ford's 23 percent.

At the same time a year ago, International's share of the total was 24 percent and Ford had 22 percent.

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Americans need to drive less, he says

Analyst outlines auto attitude shifts

By A. S. Plotkin
Staff Correspondent

CAMBRIDGE, Mass. — The basic American attitude toward automobiles has undergone a subtle but significant change in recent years.

The oft-stated and obvious observations are that motorists are holding onto their cars much longer, and that the new cars they do buy are smaller and more "functional."

To these trends, transportation analyst K. H. Schaeffer adds that people are driving less, not because they can't afford to, but because they need to drive less.

Schaeffer said that these movements actually began in the early 1970s — before the Arab embargo produced the first major oil shock. And they are trends, he said, that are essentially unaffected by the recent softening of gasoline prices.

Shortly after retiring after 12 years on the staff of the U. S. Transportation Systems Center here, Schaeffer went to Hamburg, Germany, to address a world conference on transport research. Before he left, he discussed his views on the changed American attitude during an interview at his home.

The ownership of a car in the U. S. is "hardly a status symbol any more," Schaeffer said. "Likewise, it is not a status symbol to drive more rather than less, to commute 20 and more miles rather than five or fewer, to shop at a distant mall rather than an equivalent local mall."

An underlying reason, he said, is that the demographics in the suburbs have changed. "We now have the second postwar generation of suburbanites, the maturing of the baby boom," he said. "They can now operate in their own suburban sectors almost exclusively.

"They hardly need to go to shop downtown in the big core city, or to any other suburban section. The suburban clusters are now so homogenized."

Government surveys, Schaeffer said, show "a decline in motor-vehicle usage at the upper income levels."

"In the American society of the 1980s, there are better ways to spend one's time than behind the wheel," he said. "The proverbial Sunday drive of the 1920-1950 era is as dead as the hula hoop.

"A functional vehicle," he continued, "and the ability to drive are necessities, but only in very limited and shrinking circles must the vehicles be new or expensive.

"The vast majority of people appear to be satisfied if the vehicle gives reliable, simple and comfortable private transportation."

But, Schaeffer said, this does

Continued on Page 22, Col. 1

CONGRATULATIONS TO THE DEALER OF THE YEAR FROM THE DIESEL OF THE YEAR.

Rick Warner and his son, Bart C. Warner

1983 TRUCK DEALER OF THE YEAR RICK WARNER TRUCKLAND

SALT LAKE CITY, UTAH.

When *Business Week* magazine and the American Truck Dealers Division of the NADA set about selecting their 1983 Truck Dealer of the Year, they looked for a person with special qualifications.

An outstanding record of truck merchandising. A strong commitment to community service. A career marked by innovation and the highest standards of professionalism.

They found their man in Richard L. (Rick) Warner, a Ford and IVECO dealer in Salt Lake City, Utah.

President of Rick Warner Ford and Rick Warner Truckland, this year's winner has spent the last three decades building his dealership into one of the country's largest. With gross sales for 1983 projected at $90 million, Rick Warner's operation epitomizes the tremendous opportunity available in today's car and truck business.

"I think one reason for our success is our ability to meet almost every truck customer's needs," he says. "IVECO's Z-Range diesels have filled a significant size and GVW gap in the truck market, and we're very excited about the contribution they're making to our bottom line."

Assisted in the management of the dealership by two of his nine children, Bart and Richard, Jr., Rick Warner currently employs 340 people, working in more than 20 distinct operation and profit centers.

And while engineering the growth of his organization, Rick has also compiled a long and distinguished record of community service, with active participation in dozens of business, cultural, civic and religious activities.

We at IVECO are proud to have dealers like Rick Warner selling our diesel trucks, and we heartily congratulate him on his well-deserved award.

For information on joining the growing family of fine IVECO dealers, just call James R. Bostic, President, at **1-215-825-3880.**

IVECO
The diesel truck that pays for itself

EPA mulls options on emissions by big trucks

Continued from Page 16

out catalytic converters.

"This option has the added advantage that in future years it would remove the last large, legitimate source of demand for leaded gasoline at the retail level—Classes 2b and 3 trucks.

"Classes 4 through 8 trucks and buses in large part obtain their fuel from private distribution systems rather than from retail outlets. This would not only directly reduce ambient lead levels by eliminating lead emissions from Class 2b and 3 trucks, but should also result in decreased misfueling in all motor vehicles by reducing the availability of leaded fuel," EPA said.

• The toughest option would reduce standards for all heavy-duty engines to the statutory levels of 1.3 HC and 15.5 CO in 1987-1988.

EPA researchers apparently are wary of the latter option.

The 16-page staff report says:

"Although development work by both vehicle manufacturers and suppliers is continuing, it is important to note that manufacturers continue to maintain that catalysts are not yet technologically feasible or, at least, would be overly expensive in these applications.

"Of course, this option also would essentially eliminate any legitimate need for leaded gasoline."

Where's The Automotive World Headed?

Automotive News World Congress

Register Today!

Factory, dealers promote 'CaliFormula' effort

AMC develops California program

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — A multimedia sales and promotional program geared specifically to the California market has been launched by AMC/Renault.

Called the CaliFormula, the effort ties together diverse elements in the AMC/Renault/Jeep product lines to give the company's dealers a unified identity and more exposure, according to Peter G. Guptill, sales manager-West.

AMC's California penetration has traditionally lagged behind the company's national share, and the many changes that have occurred at AMC since its affiliation with Renault have further blurred its dealers' image here.

However, the product changes in the car line since the marriage have given the firm a unique opportunity to forge a new image among import-conscious Californians.

Guptill said the company really didn't have a car that captured the imagination of California buyers until the Fuego.

"It was the first vehicle introduced by our company that had at least the same, if not greater, acceptance in California as anywhere else," he said.

"That showed us that Californians did not necessarily tune us out," Guptill continued. "It showed they would react, although it was a specialty-type car.

"The Alliance proved that the reaction wasn't a fluke. The same kind of response was engendered," Guptill said of the Alliance debut.

• Taking a cue from the positive reception of these vehicles, Guptill said the field organization, through meetings with dealers, decided a program was needed to give greater exposure to these products, and also to draw on the strength of the Jeep line, which has fared well in the state.

"We needed more advertising and exposure," Guptill said, adding that a traditional dealer-association program wasn't necessarily the answer.

"What may go in Boston and Chicago may not go here," he said. "We need to attack the problem from every side and hit it in different ways. Television is eminently forgettable."

However, a program that ties print ads, 3-D billboards, point of purchase materials, special-event sponsorship and consumer product related promotions to TV spots would stand a better chance of cutting through ad clutter and reinforcing the message.

"We want to come at people from all different angles," Guptill said. "We don't want to approach it piecemeal."

The CaliFormula theme is twofold, according to William C. Carroll, zone manager for California and six other Western states.

First, it gives the dealer an opportunity to package the different products in the line together with the different services within the dealership under one banner.

Second, it lets the consumer know that the dealer has all the ingredients available to make a deal, Carroll said.

"It's basically five parts," Carroll explained. They are quality, wide vehicle selection, competitive prices, parts and services, emphasizing 90 dealers in California and finally, "the CaliFormula Clincher."

"The consumer knows that at any time, there is going to be some sort of program to sweeten the deal," Carroll said. "Right now, it's free soft tops on CJs and 9.9 or 11.9 percent financing on some of our units.

• "The CaliFormula program will have product, merchandising, advertising, showroom displays and public relations events all geared to the theme,'" Guptill added.

"The program was developed by the field organization so the field organization would support it. We wanted it to have the look, feel and flavor of a California program."

Dealers, who put up $500,000 to help launch the program, attended a meeting last month to kick off the effort. Following the meeting, the dealers attended the Long Beach Gran Prix, where Renault was racing.

That financial commitment by the dealers, as well as the money put up by AMC/Renault, "represents the largest corporate and association commitment ever," Carroll said.

"It's a realization that California is the most important state for the sales of our vehicles," he said.

The program will go beyond radio promotions, co-promotions with department stores and soft drink bottlers and shopping mall displays (which are integral elements) by offering specific model changes that will appeal to California tastes, Guptill concluded.

Recognizing that stripes alone do not a California package make, the changes will be substantial, Guptill said. He declined to elaborate.

He did note, however, that "you're not going to fool Californians. They still know and love cars and view them as an extension of their personality. They want more than four wheels and a box."

Dodge's driving champions

Carroll Shelby joins the winners of Dodge's first National Collegiate Driving Championships, held in Daytona Beach during spring break. The winners are, from left, Matthew Allen, University of Toledo, third place; Joe Heinz, St. Ambrose College, first place, and Tom Bonardi, Embry Riddle Aeronautical University, second place. Each student won the use of a Dodge Shelby Charger for a year and a scholarship. Heinz won $5,000, Bonardi received $3,000 and Allen earned $2,000. Some 3,000 students drove in the Solo II-type rally.

Zimmer reports gains, forecasts record '83

POMPANO BEACH, Fla. — Zimmer Corp., announced that earnings for the 16 weeks ended April 16 more than tripled to $516,000 (11 cents a share) from $162,000 (4 cents a share) a year earlier.

Sales rose 19 percent in the period, to $38.52 million. Chairman Paul H. Zimmer, speaking at the firm's annual meeting, forecast record sales and earnings in 1983. The company makes RVs, modular homes and a neoclassic specialty car, Golden Spirit.

Dealer McCune honored as Businessman of Year

NATIONAL CITY, Calif. — Tony McCune, owner of McCune Chrysler-Plymouth here, has been named Businessman of The Year, by the National City Chamber of Commerce.

McCune founded the dealership in 1948. He served on the Chrysler-Plymouth dealer council in 1981 and is a member of the Pacemaker Club, a group of C-P dealers whose annual sales and service performance meets specific goals. He also is a director of the Better Business Bureau of San Diego.

Dealership opens

JEANERETTE, La. — Jacqueline L. Edgar has opened Edgar Chevrolet, Inc., here.

IMPORT SALES BY MODEL

	March 1983	March 1982	3 mos., 1983	3 mos., 1982
Alfa Romeo	320	190	609	397
Audi	3,651	4,280	9,343	10,076
4000	985	1,290	2,556	3,147
4000d	170	326	532	906
5000	1,151	1,596	3,045	4,118
5000d	.....	223	.....	688
5000 Turbo	253	488	670	1,292
5G00d/TD	725	.....	1,520	.....
Coupe	261	357	793	925
Quattro	73	.....	177	.....
Tourist	33	.....	50	.....
BMW	4,707	4,343	12,607	11,554
320	2,574	2,918	7,540	7,538
528	1,378	946	3,304	2,624
633	250	156	585	451
733	505	323	1,178	941
Chrysler/Mitsubishi	8,885	7,778	22,980	28,225
Colt	6,204	5,569	16,399	21,284
Sapporo	1,173	982	2,857	3,098
Challenger	1,508	1,227	3,724	3,843
DeLorean	.....	204	.....	824
Fiat	300†	2,765	1,276†	4,871
Strada	.....	469	.....	2,059
Brava	.....	571	.....	945
X-1/9	.....	386	.....	700
Spider	.....	1,339	.....	1,167
Honda	29,958	29,594	88,416	94,260
Civic	12,241	10,364	37,616	51,250
Accord	17,694	16,087	50,418	32,832
Prelude	23	3,143	382	10,158
Isuzu	3,023	1,208	5,668	3,447
Jaguar	1,441	719	2,958	1,845
Lancia	30†	90	175†	157
Mazda	18,196	15,869	45,483	37,918
GLC	5,432	5,658	12,528	13,388
626	6,766	4,643	18,818	13,433
RX-7	5,998	5,568	14,137	11,097
Mercedes-Benz	6,954	5,764	16,013	14,995
240D	1,373	1,338	3,071	3,808
300D	1,843	1,224	4,291	3,169
300CD	166	158	406	422
300TD	230	263	608	790
300SD	1,681	1,564	3,727	3,636
280E	.....	3	.....	21
280CE	.....	.....	.....	1
380SEL	493	314	1,272	721
380SL	975	716	2,204	1,971
380SEC	193	282	433	447
Miscellaneous	.....	2	1	9
Mitsubishi	3,222	.....	7,091	.....
Starion	544	.....	1,266	.....
Cordia	1,336	.....	3,004	.....
Tredia	1,342	.....	2,821	.....
Nissan	49,223	47,226	135,733	115,665
210	48	15,695	290	37,196
Sentra	19,672	.....	56,883	.....
310	342	6,522	1,566	15,569
Pulsar	5,404	.....	15,131	.....
Stanza	5,267	6,774	14,730	16,061
Maxima	6,163	4,812	16,404	11,968
200SX	4,556	5,805	11,513	16,182
280ZX	7,258	7,177	18,025	17,459
Hawaii	513	437	1,191	840
Other	.....	4	.....	390
Peugeot	1,629	1,232	3,761	3,431
504D Wagon	111	154	273	436
505	912	77	2,082	347
505D	37	355	95	857
505TD	473	460	1,115	1,549
604TD	80	55	159	190
Tourist	16	31	37	52
Porsche	1,980	1,173	4,942	2,968
924	.....	374	.....	913
924 Turbo	.....	126	.....	379
944	1,025	.....	2,524	.....
911SC	461	458	1,285	1,049
911 Cabriolet	170	.....	217	.....
928	273	215	805	627
Tourist	51	.....	111	.....
Renault	2,422	3,018	5,930	7,451
LeCar	1,231	1,375	2,672	4,367
18i	303	1,643	721	3,084
Fuego	888	.....	2,537	.....
Saab	2,245	1,473	5,999	3,928
900	572	374	1,504	1,013
900S	588	281	1,484	717
Turbo	1,066	807	2,954	2,174
Tourist	19	11	67	24
Subaru	14,383	13,440	38,642	37,652
Toyota	51,505	47,479	135,954	126,153
Starlet	990	1,877	3,189	4,917
Corolla	13,290	15,623	35,899	41,803
Tercel	14,996	11,413	42,865	30,884
Celica	10,240	11,086	28,255	29,161
Supra	3,299	3,045	8,616	7,554
Corona	2	861	12	2,707
Cressida	3,664	2,920	9,843	7,232
Land Cruiser	435	277	1,360	750
Hawaii	409	377	1,239	1,145
Camry	4,180	.....	4,226	.....
Volkswagen	8,140	6,100	20,737	15,613
Rabbit Convertible	1,325	869	2,949	1,177
Jetta	1,949	1,817	4,993	5,988
Vanagon	1,363	1,174	3,681	2,770
Quantum	1,818	741	4,619	1,816
Dasher	.....	104	.....	374
Scirocco	1,685	1,395	4,495	3,588
Volvo	8,265	7,127	22,932	20,011
DL	4,040	4,087	11,592	11,153
GL	1,639	973	4,604	2,933
GLT	.....	33	.....	172
GLT Turbo	1,098	1,049	3,191	2,880
GLE	25	203	161	698
DL Diesel	.....	51	.....	256
GL Diesel	462	613	1,562	1,631
Coupe	2	5	6	43
760 Gas	582	.....	873	.....
760TD	216	.....	512	.....
Tourist	201	113	431	245
TOTAL IMPORTS	220,479	201,072	587,248	541,441

factories list auction dates

American Motors

May 10—D-A Auto Auction, New Stanton, Pa.

May 11—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

May 12—Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 13—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 17—Aptco Auto Auction, Taylor, Mich.

May 18—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

May 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 24—D-A Auto Auction, New Stanton, Pa.

May 25—Southern Auto Auction, Warehouse Point, Conn.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

May 26—Minneapolis Northstar Auto Auction, Shakopee, Minn.

May 27—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 31—Aptco Auto Auction, Taylor, Mich.

June 1—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 2—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

General Motors

May 17—Fredericksburg Auto Auction, Fredericksburg, Va.

May 18—Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Meier elected

BEAVERTON, Ore.—James L. Meier, owner of Volkswagen of Beaverton, Inc., nas been named chairman of the area's 1983 Volkswagen Dealer Advisory Council. Meier was elected by fellow VW dealers at a council meeting at Riviera Motors, Inc., which is the VW distributor in Washington, Oregon, Idaho, Montana and Alaska.

May 19—Aptco Auto Auction, Taylor, Mich.

May 24—Southern Auto Auction, East Windsor, Conn.

May 24—Minneapolis Northstar Auto Auction, Minneapolis, Minn.

May 26—Nashville Auto Auction, Nashville, Tenn.

Ford Motor Co.

May 17—Aptco Auto Auction, Taylor, Mich.

May 18—Lakeland Auto Auction, Lakeland, Fla.; Golden Gate Auto Auction, Fremont, Calif.

May 24 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 25—Columbus Fair Auto Auction, Obetz, O.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Chrysler Corp.

May 24—Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

May to date	$5,067
Months ago	$5,045
Year ago	$4,824

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1983	$ 9,182	$ 8,595	$10,292
1982	7,561	8,142	8,112
1981	6,232	6,140	6,046
1980	5,245	5,342	5,195
1979	4,522	4,498	4,589
1978	3,330	3,511	3,496
1977	2,657	2,828	2,637
1976	2,037	2,012	2,232
Overall Average	$ 5,067	$ 5,069	$ 5,010

used-car auction directory

Display Rates: $64.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next Closing: May 11.

MICHIGAN

APTCO AUTO AUCTION
20911 GLADWIN
TAYLOR, MICHIGAN 48180
(313) 285-7300

BIG FACTORY AUCTION SALE
TUESDAY, MAY 24, 1983
Starting Time At 10 A.M.
CHRYSLER CORP.
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MINNESOTA

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NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon, 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

NEW YORK

Newest Auction—Empire State Auto Auction. Sale every Weds., 6 PM & every Sat., 10:30 AM. Fleet & lease accts. welcome. 3 lanes. 400 cars. 516-968-8832.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

Topaz kickoff

Lincoln-Mercury kicks off Topaz advertising today (May 16) in all major news weeklies plus three buff books that carry a four-page gatefold. Some 21 magazines are on the launch list. Young & Rubicam handles.

'Advanced' features stressed in ads for L-M's Topaz

By Joseph Bohn
Marketing Editor

Lincoln-Mercury begins Topaz advertising in print today (May 16) with four-page gatefolds with the theme, "As advanced as those who will own it."

The strategy, according to John Vanderzee, ad manager, is to position the car as more "enlightened" or advanced in terms of aerodynamic styling, solidity, handling, responsiveness — and new features, such as 2300-cc HSC engine and computer controls.

"This is not a Zephyr replacement," Vanderzee said. "People who love their Zephyrs will probably not care for Topaz. They most likely move into Marquis."

L-M is going after imports as well as domestic competitors like General Motors' X and J-cars, and has a special Western campaign that is different from that in the other states.

It encompasses spot TV and network regional feeds in five Western states and uses a series of six 30-second commercials. Each one details some aspect of the Topaz story — handling, engine, safety, etc.

"What we're saying is we cannot tell you all about the car in 30 seconds. We invite you to call an 800 number for a special 24-page book that really details the car," Vanderzee said.

"The booklet is not a sales brochure. It is a strong piece designed to detail the full story of quality, integrity, etc," he added.

"We found out in our research that if we are ever going to get the people who own or are considering an import, we've got to give them a helluva lot of information about the car."

• In the other 45 states, L-M took a mini documentary approach. It takes viewers back to the early stages of Topaz, with consumers talking about certain things they wanted in the car—then showing how the car was designed, engineered and tested to deliver these things. The signoff is "a more enlightened approach."

All in all, Topaz gets a bigger dollar launch during the six-week introductory period than did the new Cougar during its launch last fall.

There are 21 magazines on the launch list, plus Sunday supplement newspaper (June 5); also heavy TV, which kicks off with "Parade of Stars" on ABC May 22 and "60 Minutes" plus the Tony Awards June 5. These comprise the three major TV specials.

A lot of 30- and 60-second spots will be shuffled into L-M's existing schedule. Topaz shares most of the ad dollars with Cougar during the May/June period, though some additional support continues on other car lines.

A typically equipped Topaz with automatic transmission, power steering, tinted glass and air conditioning will go for about $9,300, according to an L-M spokesman.

A special California package which includes many standard features puts the car at $8,987. L-M has two series of Topaz—a GS and LS series—and expects most of the volume in the lower GS series.

Young & Rubicam handles L-M advertising.

Profit Builders wins damages from copycats

FT. LAUDERDALE, Fla. — Automotive Profit Builders, Inc. (APB), won damages of $392,795 from two former employes who operate a second sales system, One on One, in a Circuit Court suit here.

The ruling by Judge Mel Grossman also enforces an injunction issued in late 1980.

APB, founded and headed by George M. Libin, developed an automobile sales system, sells it to dealers and trains dealership personnel in its use. It is known as the Controlled Track Sales System.

The court, in the earlier suit, found that two former APB employes, Brian Finnegan and Albert DeArellano, founded their own sales system company under the name One on One.

Libin charged that, contrary to a confidentiality agreement signed when the two joined APB, they copied the APB program in setting up One on One.

An injunction was issued Dec. 24, 1980. In May, 1982, Libin found them still marketing a program "virtually identical" to APB's system.

APB then filed its petition for enforcement of the injunction and for contempt. It was that case on which Judge Grossman ruled in favor of APB.

APB was organized by Libin in 1968 and currently has about 300 client dealerships.

53-day supply on hand May 1

Domestic-car inventories dip again

Continued from Page 1

percent, and luxury, 7.6 percent.

The May 1 days-supply figures by market class were:

Subcompact—Accord, 16; Alliance, 39; Chevette, 57; Horizon, 58; Charger, 59; Escort, 60; Lynx, 60; Eagle SX/4, 62½; Turismo, 63; Pontiac 1000, 66½; Omni, 67½; Spirit, 75; EXP, 90; Rabbit, 91½, and LN7, 94.

Compact—Cavalier, 33; Skyhawk, 36; Pontiac 2000, 43; Reliant, 48; Firenza, 52; Aries, 53; Camaro, 59; Firebird, 63; LeBaron, 63; Dodge 400, 63; Zephyr, 65; Fairmont, 69; Cimarron, 73½; Mustang, 102, and Capri, 123.

Intermediate — Cutlass coupe, 24; Cutlass four-door, 30; Cougar, 34; Malibu, 43; Skylark, 47; Regal four-door, 47; New Yorker E, 48; Concord, 48; Celebrity, 48½; Omega, 50; Regal coupe, 51; Ciera, 52; Marquis, 55; Century, 57; Monte Carlo, 60; Bonneville, 60; Pontiac 6000, 63; Thunderbird, 66; Grand Prix, 71; Citation, 74; Eagle, 74; Chrysler E Class, 75; Dodge 600, 78; LTD, 81, and Phoenix, 94.

Standard—Olds 88, 26½, Olds 98, 31; LeSabre, 33; Grand Marquis, 45; Gran Fury, 50; Electra, 51; Diplomat, 52; Crown Victoria, 54; Chevrolet, 63; Chrysler Fifth Avenue, 69; Cordoba, 78; Mirada, 121, and Pontiac Parisienne, 220.

Luxury—Corvette, 23½; Lincoln, 39; Riviera, 46; Imperial, 50; Cadillac, 56; Eldorado, 61; Seville, 61; Mark VI, 73; Continental, 95.

NEW-CAR STOCKS

	May 1, 1983	Apr. 1, 1983	May 1, 1982
Alliance	39	46	....
Spirit	75	144	71
Concord	48	87	73
Eagle	74	94	30
Eagle SX/4	62½	63	66
AMERICAN MOTORS	45	58	73
Horizon	58	63	89
Turismo	63	60	101
Reliant	48	45½	66
Gran Fury	50	43	56
Plymouth	52	50	74
LeBaron	63	58	72
Cordoba	78	66	93
E Class	75	68	....
New Yorker E	48	45	....
Fifth Avenue	69	64	49
Chrysler	66	60	66
Imperial	50	41	77
Omni	67½	67	89½
Charger	59	57	98½
Aries	53	60	77
Dodge 400	63	66	112
Dodge 600	78	72	....
Diplomat	52	54½	59
Mirada	121	109	112
Dodge	61	62	85
CHRYSLER	59	57	76
Escort	60	53	68½
EXP	90	103	152
Mustang	102	83	82
Fairmont	69	47	58
LTD	81	66	....
Thunderbird	66	67	95
Crown Victoria	54	47	32
Ford	69	57	71
Lynx	60	60	61
LN7	94	82	67
Capri	123	95	77
Zephyr	65	35	32
Marquis	55	64	....
Cougar XR7	34	43	87
Grand Marquis	45	40	46
Mercury	53	53	55
Lincoln	39	40	40
Continental	95	56	73
Mark VI	73	68	60
Lincoln	56	51	54
FORD MOTOR	64	56½	66
Skyhawk	36	67½	135½
Skylark	47	82	58
Century	57	53	86
Regal 4-door	47	58	59
Regal coupe	51	61	56½
LeSabre	33	46	40
Electra	51	55	51
Riviera	46	60	54½
Buick	46	59½	52
Cimarron	73½	83	108
Seville	61	48	85
Cadillac	56	48	55
Eldorado	61	46	54½
Cadillac	59	49½	62
Chevette	57	77	89
Cavalier	33	67	130
Citation	74	108	77
Camaro	59	64	31
Malibu	43	48	46½
Celebrity	48½	51	137
Monte Carlo	60	60	63
Chevrolet	63	59	91
Corvette	23½	80	70
Chevrolet	52	61	69
Firenza	52	61	159
Omega	50	80	57
Ciera	52	46	82
Cutlass 4-door	30	25	52
Cutlass coupe	24	41	47
Olds 88	26½	29½	34
Olds 98	31	40	40
Toronado	55	57	49
Oldsmobile	36	40	52
1000	66½	88	93
20000	43	52½	153
Phoenix	94	121	86
Firebird	63	63	25
Bonneville	60	46	62
6000	63	47½	149
Grand Prix	71	62	61
Pontiac	65	60	71
GENERAL MOTORS	49	54	63
Volkswagen	91½	98	83½
Honda	16	25	....
TOTAL	53	55½	66

California vehicle board elects Cone president

SACRAMENTO. — Allan E. Cone has been elected president of the California New Motor Vehicle Board for 1983.

Florence Post has been named vice president, and Sam W. Jennings continues as executive secretary.

Tempo ads begin May 22; 1983 sales goal is 200,000

Continued from Page 6

upbeat music of "Pick up the Tempo."

There are four commercials, all variations of this scene, being used during the launch period.

TV talks about some of Tempo's technical features, but its real purpose is to introduce the Tempo as a new car and create name awareness, Wagner said.

The technical features will be heavily touted in magazines which encompass a broad run. Wagner noted Ford was using "inside covers, double pages," etc., and all the major magazines for its intro.

Ford officials also began a series of press conferences last week, running in 100 major cities, touting the new vehicle. The biggest conference will be in New York, where Ford Chairman Philip Caldwell will preside over a ride-and-drive staged on the aircraft carrier Intrepid.

• The Detroit FDA meanwhile is running a $650,000 promotional effort, 80 percent of it in media advertising. It includes a Continental Airlines giveaway and the "World's Largest Car Sale" being held May 26-28 at the Michigan State Fairgrounds. The sales spree is timed to coincide with the Grand Prix race week in Detroit.

More than 2,000 new Ford cars and trucks will be displayed, according to Robert L. Thibodeau, chairman of the Metro Detroit FDA and owner of Bob Thibodeau Ford.

All six media will be used in the saturation campaign. Ford dealers are also providing 62 courtesy cars — 31 Mustangs and 31 Thunderbirds — for the use of Detroit Grand Prix personnel.

As part of their promotion, they are running heavy direct mail with both "public" and "private" invitations (Ford owners, employes) to test-drive Tempo. On May 19-20, the 31 Detroit-area dealers will host advance showings of Tempo, with 300,000 invitations going out.

Continental Airlines is offering 100 free round trips to those who register at dealerships and take test-drives.

J. Walter Thompson handles Ford Division; Young & Rubicam, Lincoln Mercury.

Ford on verge of sales surge, Caldwell says

Continued from Page 3

but that "sticker shock is not really the issue it once was."

In response to a question at the meeting, Caldwell said the top five Ford executives spent $192,000 on expense-account items in 1982.

The 17 nominees to the Board of Directors were elected. John B. Connally and Michael D. Dingman did not seek re-election because they are directors of Wheelabrator-Frye, which was recently acquired by Signal Cos. At the time of the Ford meeting, Signal owned 80 percent of Mack Trucks — a competitor to Ford's heavy-truck business.

Caldwell left the door open for the directors to return if Signal sells its interest in Mack, as it wants to do.

Shareholders approved a profit-sharing plan for non-bonus-roll salaried employes that is similar to the one negotiated for hourly workers.

They named Coopers & Lybrand auditors and rejected three stockholder preposals. One would have disclosed consultants' names and fees. Another would have put a ceiling on retirement payments for executives.

The third would have required Ford to report on spending for lobbying aimed at the sale by the U. S. of AWAC planes to Saudi Arabia. Ford said it did not lobby for the sale; Caldwell, as an individual, urged several senators to support the sale.

JWT-Detroit relocates

DETROIT.—J. Walter Thompson moved into the Renaissance Center May 13 and opened for business May 16. The Ford agency's move from Dearborn to six floors of RenCen Tower 600 brings its 325 employes under the same roof as its major client.

Settlement proposed on 30-year-old consent decree

Justice moves to end GMAC case

WASHINGTON. — A tentative settlement to end a 30-year-old consent decree against General Motors and General Motors Acceptance Corp. has been announced by the Department of Justice.

The stipulation was filed with a federal district court in Chicago simultaneously with GM's and GMAC's motion to end the 1952 decree.

This case started Oct. 4, 1940, charging antitrust violation to restrain trade and commerce in wholesale and retail paper by tying GM dealers to GMAC for finance paper. Since that time, Ford Motor Co. and Chrysler Corp. both have developed their own financing firms.

William F. Baxter, antitrust chief, said that GM's ability to compete in financing terms with other auto makers is limited by the decree.

Similar decrees existed against Ford and Chrysler and their financing arms, but the Ford consent was ended March 8, 1983, by court order and Chrysler said it intends to file a similar motion. Baxter said he expects the government to go along with the Chrysler move as well.

The GM decree requires, among other things, that GM:

1. Accept payment from any finance company selected by a dealer.

2. Provide all finance companies with data about dealers if it provides data for one company.

3. Not require a dealer to use any particular finance company or to abide by any plan or rate set by GMAC.

4. Not recommend, endorse, or advertise GMAC or any other finance company to any dealer or the public.

GM, arguing for the end of the decree, said the ban on advertising of its financing or even its direct leasing activities, especially at a time of severely depressed sales, puts it at an economic disadvantage with its competitors.

GM also argued that because the business is so competitive, no maker would try to coerce dealers into using a captive finance company — in fact, it would be "foolhardy" to try to force a dealer to use a company that did not have the best conditions.

Moreover, said GM, the provision on floorplanning is "unrealistic and useless" in today's auto selling climate since with the shortage of capital, GMAC could not provide enough wholesale financing to meet the needs of all GM dealers.

Must remedy economic ills, Greenwald says

ST. LOUIS. — Chrysler Corp. Vice Chairman Gerald Greenwald warned that unless Washington does something about the federal deficit and trade imbalance, "the whole recovery could be stopped dead in its tracks."

He was concerned about long-term recovery, but told the Harvard Business Club here that "we are seeing short-term signs of at least a fragile recovery in the economy — interest rates down, housing starts up, and the stock market gone mad."

A Harvard alumnus and local boy who made good, Greenwald declared that if the major problems were left unresolved as "we pull ourselves out of the terrible recession," it would push the nation into another one.

He said that the June 15 payment date for a portion of Chrysler's federally guaranteed loans will begin a whole new era for Chrysler — "an era of growth, profitability and, best of all, independence."

Moreover, he said, "it marks a day of satisfaction and rejoicing for people all over this country, including many right here in St. Louis, who have rooted for us and have been with us in spirit every step of the way."

To keep the ball rolling, he said, "we're signing up new dealers, including nine in Missouri in the last four months."

Arizona leaders

Arizona Automobile Dealers Assn. officers are, from left: Tony Coury Jr., Tony Coury Buick, Mesa, secretary/treasurer; Richard R. Cunard, Cunard Motor Co. (Oldsmobile-Cadillac-Toyota-GMC), Yuma, president; Frank McClure, Holmes Tuttle Broadway Ford, Tucson, past president; Frank DiChristofano, Broadway Volvo, Tucson, president-elect, and Ron A. Slyter, Sierra Toyota, Sierra Vista, vice president.

Renault Encore production to begin in Kenosha in July

SOUTHFIELD, Mich.—American Motors will begin production in July of five-passenger hatchbacks called Renault Encore, which will be built from the Alliance platform.

Joseph E. Cappy, vice president, AMC marketing group, said AMC will produce the 3-door and 5-door hatchbacks at its Kenosha plant and that public introduction is scheduled for late September.

Cappy said that AMC's research indicated that the Encore name "connotes a repeat of the successful Alliance launch" while it distinguishes between the two cars.

The front-wheel drive Encore will compete along with Alliance in what Cappy calls the Class 3-Small segment of the market.

"Because about two-thirds of the Class 3-Small segment sales have been hatchbacks, Encore will enable us to increase our share of this growth segment of the market," Cappy said.

"In every case but one," he said, "other companies came out with hatchbacks first and followed with notchbacks. We did just the opposite and we're ready to move quickly if hatchback demand exceeds notchbacks, or vice versa."

Cappy said that although it is built on the Alliance platform, Encore will have its own distinct appearance inside and out.

Detroit requests foreign trade zone for Ford plant

WASHINGTON.—Request for a foreign-trade subzone is being made by the Detroit area for the Ford Dearborn assembly plant which makes Mustangs and Capris.

Some 6 percent of the components — such as radios, engines and transmissions — are imported.

Zone procedures would exempt Ford from duties on its exports, and on domestic sales, Ford could defer duty on parts and take advantage of the same duty available to importers of finished cars.

Average duty for parts used at this plant is 4.5 percent compared with 2.8 percent for cars.

Comments are invited on or before June 3.

April retail truck sales rise 20.4 pct. over 1982

Continued from Page 16

lower than the year-earlier 294,001, while Ford's was 8.8 percent higher than last year's 263,907 units.

Sales of Dodge and Plymouth trucks were up significantly during the month, but down slightly for the January-April period.

The month's total of 25,337 sales was 21.1 percent higher than the year-earlier 20,916 units. Through April, the count was down 2.6 percent to 84,596 units, compared with 86,879 in 1982.

GMC dealers retailed 23,458 trucks during the month, an increase of 20.3 percent over last year's 19,499. The four-month total was 82,200 units, up one percent from the year-earlier 81,358.

• Sales of four-wheel-drive Jeep vehicles were higher for both April and the four months. Dealers sold 6,417 units during the month, up 27.3 percent from last year's 5,040. Through April, the total was 21,963, a gain of 13.4 percent over the year-ago 19,363.

Sales of the Volkswagen compact pickup, which no longer is being produced, sagged to only 466 units in April, compared with 1,389 last year. Through April, the count was 2,043, down 62.2 percent from the previous year's 5,409.

Good gains for both the month and the January-April period were reported for all of the non-captive imports.

Toyota dealers retailed 12,138 compact pickups in April, an increase of 29.5 percent over last year's 9,375. Through April, the total was up 9.7 percent to 46,733 units, compared with 42,614 in 1982.

Sales of Datsun pickups during the month totaled 8,862 units, 52.5 percent higher than the year-earlier 5,813, and the four-month count of 36,405 vehicles was up 23.6 percent over last year's 29,465 units.

In April, Mazda dealers retailed 4,157 small trucks, a gain of 12.7 percent from the previous year's 3,689. The four-month total was up 75.6 percent to 21,070 vehicles, compared with 11,996 a year ago.

Isuzu dealers sold 2,214 units during the month, an increase of 37.4 percent over the previous year's 1,611. Through April, the total was 7,130, an increase of 32.4 percent over the year-earlier 5,387 units.

Sales of the Mitsubishi compacts, which made their bow in the U. S. last fall, totaled 586 in April and brought the four-month count to 2,550 units.

Big Three April, year-to-date sales

	April		Year to date	
	1983	1982	1983	1982
Ford				
Vans	13,216	11,488	49,840	38,863
Club Wagon	2,625	2,709	9,770	8,731
Ranger	14,958	11,425	56,541	21,153
Courier	.....	1,544	5,657	11,955
Bronco	3,439	3,679	14,058	14,081
Bronco II	3,903	.....	6,601	.....
Pickups	32,959	37,150	132,765	154,418
Mediums & Heavies	2,610	4,073	12,025	14,706
Chevrolet				
Vans	13,307	6,906	46,786	31,848
Sportvan	1,467	1,569	6,178	4,921
S-10	16,795	13,363	58,353	67,822
S-10 Blazer	8,354	.....	29,101	.....
LUV	641	1,888	2,529	10,714
El Camino	1,785	1,526	6,324	7,441
Blazer	2,698	2,135	9,143	11,729
Suburban	3,367	2,513	11,331	11,245
Pickups	33,779	27,282	119,471	143,432
Mediums	1,145	1,311	4,290	4,849
Chrysler				
Vans	7,139	5,454	22,800	20,667
Voyager	508	402	1,604	1,895
Ram Wagon	3,758	2,927	11,612	10,094
Arrow	150	394	583	2,377
Ram 50	1,963	2,144	7,921	13,412
Trail Duster	.....	96	.....	244
Ramcharger	2,083	1,252	7,031	3,624
Scamp	301	.....	1,015	.....
Rampage	1,102	1,369	3,635	5,826
Pickups	8,333	6,878	28,395	28,740
GMC				
Vans	4,926	2,339	15,330	9,135
S-15	3,972	3,234	12,775	13,173
S-15 Jimmy	1,513	.....	4,967	.....
Jimmy	758	639	2,268	2,727
Caballero	192	240	642	1,023
Suburban	1,040	945	3,680	3,319
Pickups	8,910	8,498	33,097	37,748
P Models	267	268	913	1,142
Mediums	1,171	2,343	6,080	9,088
Heavies	709	993	2,448	4,003

Chrysler retreats on proposal to cancel warrants

Continued from Page 1

dilute the value of Chrysler stock and hurt the company's efforts to borrow money for funds needed to develop new products.

In withdrawing the cancellation request, Greenwald said: "Repaying the loans is our foremost objective. Ultimately, we want to resolve all matters pertaining to the Loan Guarantee Act so that we may function as a privately financed company in the best interest of our customers, employes, shareholders and others with whom we do business."

He added, "Chrysler is grateful for the assistance provided by the U. S. Government. The Loan Guarantee Act is succeeding as intended by Congress and the Loan Guarantee Board."

As previously announced, Chrysler intends to pay off $400 million—one third of its government-guaranteed loans—by the end of June. Loan Guarantee Board approval has been requested for this and for issuance of $150 million in non-guaranteed bonds."

obituaries

E. Healy Dowd

CLEVELAND. — E. Healy Dowd, 48, president of Dowd Oldsmobile and vice president of Dowd Toyota, died April 25. Mr. Dowd was a past president of the Cleveland Automobile Dealers Assn. and had been a director of NADA and the Ohio Automobile Dealers Assn.

Andrew M. Nicoll

CONCORD, N. H. — Andrew M. Nicoll, 80, past president of the New Hampshire Automobile Dealers Assn., and the Concord Automobile Dealers Assn., died April 17.

Arthur M. Casey

NEWPORT NEWS, Va. — Arthur M. Casey, 70, founder of Casey Chevrolet here and a past member of the National Chevrolet Dealer Council, died March 27.

William J. Liddie

SALEM, Ind. — William J. Liddie, 59, owner of Liddie Chevrolet-Buick-Pontiac-Cadillac-GMC, died April 6. Before coming to Salem, he owned auto dealerships in New Albany and Clarksville, Ind., and in Flint, Fenton and Owosso, Mich.

Makers schedule 141,915 cars for week

Overtime, plant returns hike output

By Patricia Hoffman
Staff Writer

Overtime at 10 assembly plants and the resumption of work at four facilities following inventory-control downtime pulled last week's domestic car output up 10.54 percent from the previous week's total. Output also rose 11.09 percent from that of the comparable 1982 period.

Production last week was targeted at 141,915 cars, up from 128,386 the prior week, and up from last year's 127,746.

Breakdown for the week by company was: General Motors, 55.41 percent; Ford Motor, 23.56 percent; Chrysler Corp., 12.44 percent; Volkswagen of America, 5.21 percent; American Motors, 2.68 percent and Honda, 0.70 percent.

Year-to-date, the makers have assembled 2,308,371 cars, a 26.40 percent gain from 1,826,275 built in the same period last year.

Only one plant was reported down last week (May 9) for inventory control. The Ford San Jose point, source of Escort, Lynx, EXP and LN7 models, was idle for the second of a two-week shutdown. Operations there are scheduled to resume today (May 16).

GM's Wilmington point, source of Chevette and Pontiac 1000 models; Ford's Dearborn (Mustang and Capri) and Metuchen (Thunderbird, Escort and Lynx) facilities plus VWoA's Westmoreland (Rabbit) plant returned last week following one week of downtime.

The GM Detroit plant worked 24 minutes of overtime on each of two shifts Monday through Friday last week.

Also on daily overtime were Chrysler's Belvidere, Jefferson, Newark and St. Louis facilities. Belvidere, Jefferson and Newark operated two daily nine-hour shifts last week, while St. Louis worked one daily nine-hour shift.

GM's Flint, Leeds and Lordstown plants, plus Ford's Chicago and St. Louis facilities worked six days last week.

Usery, ex-Labor secretary, named GM-Toyota advisor

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — William Usery, Labor secretary under President Ford and a former director of the Federal Mediation and Conciliation Service, has accepted the job of advisor to management on the labor relations involved in the General Motors-Toyota venture.

If the FTC gives the go-ahead for the joint production of cars in Fremont, Calif., Usery said that he will attempt to work out "harmonious employment relationships" while using laid-off GM workers as a primary source of workers.

Many of Usery's ideas for improving productivity and quality at the Fremont plant seem similar to those which Nissan Motor Mfg. Corp. President Marvin Runyon has put into action at Nissan's light truck plant in Smyrna, Tenn., but Usery, while "neutral," believes in the American union movement.

"The idea is to be neutral — but to work with the union," Usery said.

As Usery envisages it, both management and labor recognize the need to change in order to make a product that is competitive in price and quality.

In order to do that, both U. S. management and workers must learn what is best from the Japanese, he said. But he does not believe that American workers will not work nor build as good a car as Japanese workers.

Usery stressed his belief in unionization and said he has already touched base with Douglas Fraser and with incoming UAW President Owen Bieber.

After the Dallas UAW Convention, Usery will meet with Bieber and although it is premature to discuss details when the company itself does not exist, a groundwork of understanding can be forged, he said. Usery sees no problem with GM and Toyota forging a joint venture. He said it is just like two investors making a short-time agreement, learning from each other for a totally new product, but then continuing to compete with other products and plants.

He will be around long enough to develop policy and see it happen — but probably not for the planned 12-year life of the venture, he said.

Usery, who is respected by both management and labor, sees the Fremont venture as a "historic step forward in economic history."

It is a "tremendous goal worth striving for" to have "two great nations and two great companies" join hands and to see a "Japanese production system provide jobs for American workers and quality automobiles at competitive prices for consumers," he said.

Canadian output rises 29 pct.; Ford plant back

The resumption of work at Ford Motor's St. Thomas car facility boosted last week's Canadian auto production 29.86 percent from the previous week's total. Output also soared 33.87 percent above the comparable 1982 period.

Last week's car output was targeted at 28,271 units, up from 21,770 built the previous week, and up from last year's 21,118.

Year-to-date, the makers have assembled 377,998 cars, a 12.86 percent gain from 334,919 last year.

Truck assembly last week was estimated at 12,239 units, down 3.66 percent from the prior week's 12,704. The total was also down 2.13 percent from the 12,505 built in the comparable 1982 period.

So far this year, 195,414 trucks have been produced, a 1.70 percent decline from last year's 198,792.

The Ford St. Thomas car facility resumed operations last week (May 9) following one week of downtime to trim inventories.

All car and truck assembly points were reported operating last week.

Truck production climbs to 51,658, highest of year

Overtime schedules and the return of two assembly points helped boost last week's domestic truck production to its highest point in a year.

Output for the week was targeted at 51,658 units, up 4.15 percent from 49,598 the prior week, and up 4.25 percent from 49,552 units in the comparable 1982 period. It was the most for any week since the week ended May 22, 1982, when the makers finished 52,413 units.

To date this year, 801,743 trucks have been assembled, a 9.57 percent gain from last year's 731,686.

Operations resumed last week (May 9) at Volkswagen of America's Westmoreland facility and International Harvester's Fort Wayne point following a week of downtime to trim inventories.

Daily overtime was scheduled last week at Chrysler's Belvidere and Warren truck facilities. Belvidere worked two nine-hour shifts Monday through Friday, while Warren operated one nine-hour shift five days.

General Motors' Lordstown (van), Pontiac (truck and bus) and Detroit facilities operated six days last week.

All other assembly points were reported working normal five-day schedules.

U. S. CAR PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
AMERICAN MOTORS	3,800	1,400*	3,049	6,849	21,750*	63,996
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,800	.....	3,049	6,849	.....	59,925
Alliance	3,800	.....	3,049	6,849	.....	59,925
CHRYSLER CORP.	17,650	10,705	22,011	39,661	220,831	307,321
Plymouth Total	5,650	3,520	8,320	13,970	92,440	112,950
Horizon	1,800	.....	2,777	4,577	26,511	37,086
Reliant	3,700	3,520	5,304	9,004	65,929	74,203
Caravelle ('83)	150	.....	239	389	.....	1,661
Chrysler Total	4,900	2,754	5,709	10,609	42,634	73,501
LeBaron	2,500	2,754	2,824	5,324	42,634	35,199
Chrysler E-Class	2,400	.....	2,885	5,285	.....	38,302
Dodge Total	7,100	4,431	7,982	15,082	85,757	120,870
Omni	3,400	.....	3,554	6,954	24,616	41,354
Aries	2,500	3,544	2,623	5,123	49,439	51,942
Dodge 400	700	887	825	1,525	11,702	12,294
Dodge 600	500	.....	980	1,480	.....	15,280
FORD MOTOR	33,440	32,695	25,645	59,085	399,748	534,436
Ford Division	20,905	21,795	15,460	36,365	252,134	349,389
Escort	6,090	9,107	4,283	10,373	109,783	99,221
Fairmont	.....	4,747	.....	.....	41,684	23,728
Mustang	3,254	4,046	.....	3,254	46,469	47,748
LTD/Granada	3,733	3,586	3,339	7,072	38,832	67,591
Thunderbird	4,818	.....	5,446	10,264	12,645	74,461
Crown Victoria/Ford	2,011	.....	1,780	3,791	.....	33,845
EXP	.....	309	.....	.....	2,721	1,184
Tempo	999	.....	612	1,611	.....	1,611
L-M Division	12,535	10,900	10,185	22,720	147,614	185,047
Mercury Total	10,004	8,474	7,543	17,547	109,892	145,834
Lynx	1,280	2,469	905	2,185	33,020	24,863
Capri	799	807	.....	799	11,214	8,765
Zephyr	.....	1,641	.....	.....	13,010	8,601
Marquis/Cougar	2,012	1,682	1,701	3,713	19,477	26,968
Cougar/XR7	3,235	.....	2,721	5,956	3,965	35,104
Gr. Marquis/Marquis	2,180	1,843	1,893	4,073	28,532	40,422
LN7	.....	32	.....	.....	674	290
Topaz	498	.....	323	821	.....	821
Lincoln Total	2,531	2,426	2,642	5,173	37,722	39,213
Continental ('82)	253	485	257	510	8,073	6,622
Lincoln	1,428	1,224	1,507	2,935	16,308	19,350
Mark VI	850	717	878	1,728	13,341	13,241
GENERAL MOTORS	78,634	79,703	76,671	155,305	1,145,506	1,352,830
Buick Division	18,232	17,973	18,191	36,423	270,054	313,309
Skylark	1,720	3,115	1,547	3,267	49,108	34,650
Skyhawk J	1,610	3,639	1,357	2,967	33,622	26,814
Century	3,225	2,406	3,619	6,844	45,517	53,161
Regal	5,220	4,558	5,336	10,556	69,287	95,153
Buick	5,597	3,226	5,508	11,105	59,566	87,984
Riviera	860	1,029	824	1,684	12,954	15,547
Cadillac Division	6,475	5,387	6,380	12,855	91,871	125,759
Cimarron	295	.....	269	564	1,401	8,606
Seville	740	592	710	1,450	9,521	13,654
Eldorado	1,660	1,163	1,592	3,252	24,121	29,534
Cadillac	3,780	3,632	3,809	7,589	56,828	73,965
Chevrolet Division	26,503	28,323	22,590	49,093	352,763	414,409
Chevette	3,953	6,245	.....	3,953	77,694	70,935
Cavalier	6,837	1,506	6,310	13,147	33,787	88,930
Celebrity	2,681	2,673	2,485	5,166	24,967	29,414
Camaro	3,825	5,999	3,866	7,691	81,543	68,928
Citation	1,840	5,750	1,489	3,329	58,002	39,391
Malibu	2,964	3,384	3,823	6,787	36,911	56,252
Monte Carlo	2,198	1,670	2,134	4,332	20,939	33,769
Chevrolet	1,605	497	1,859	3,464	7,762	19,448
Corvette	600	599	624	1,224	11,158	7,342
Oldsmobile Division	19,673	14,237	22,301	41,974	283,180	363,354
Omega	810	1,753	910	1,720	31,767	23,360
Firenza	1,198	1,037	1,054	2,252	26,668	17,510
Cutlass	5,400	2,477	6,362	11,762	69,080	106,896
Cutlass/Ciera	4,505	2,696	5,276	9,781	44,011	68,573
Oldsmobile	7,020	5,424	7,994	15,014	98,836	132,605
Toronado	740	850	705	1,445	12,818	14,910
Pontiac Division	7,751	13,783	7,209	14,960	147,638	135,505
Acadian†	.....	352	.....	.....	4,856	5,821
2000	2,780	1,180	2,332	5,112	10,252	35,851
1000	868	1,600	.....	868	7,801	12,967
Firebird	1,705	3,853	1,697	3,402	46,445	32,861
Phoenix	330	1,737	713	1,043	13,704	11,068
G. Prix/B'ville ('83)	068	3,625	2,467	4,535	57,158	36,937
6000	.....	1,436	.....	.....	7,422	.....
HONDA	1,000	.....	1,010	2,010	.....	10,465
VOLKSWAGEN	7,391	3,143	.....	7,391	37,077	39,317
CHECKER	.....	100*	.....	.....	1,363	.....
Total Cars, U. S.	141,915	127,746	128,386	270,301	1,826,275	2,308,371

TRUCK PRODUCTION IN U. S.†

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
CHEVROLET	18,452	16,118	17,713	36,165	249,585	276,827
DODGE	2,600	2,402	3,157	5,757	48,220	48,964
FORD	20,677	20,704	20,020	40,697	259,523	317,324
GMC	5,215	5,646	5,071	10,286	92,605	93,366
INTERNATIONAL	1,245	1,183	753	1,998	19,286	17,600
VOLKSWAGEN	129	449	.....	129	6,647	2,062
JEEP	2,290	2,000*	1,834	4,124	31,990*	26,700
AM GENERAL	50*	50*	50*	100*	830*	900*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	23,000*	18,000*
Total Trucks, U. S.	51,658	49,552	49,598	101,256	731,686	801,743

CANADIAN TRUCK PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
CHRYSLER CORP.	2,652	2,452	2,736	5,388	38,352	51,321
FORD MOTOR	3,547	3,718	3,452	6,999	50,308	49,523
GENERAL MOTORS	5,800	6,068	6,263	12,063	105,445	91,603
INTERNATIONAL	240	267	253	493	4,687	2,967
Total Trucks, Canada	12,239	12,505	12,704	24,943	198,792	195,414
N. American Trucks	63,897	62,057	62,302	126,199	930,478	997,157

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 14, 1983	Week Ended May 15, 1982	Week Ended May 7, 1983	May to Date	Jan. 1 to May 15, 1982	Jan. 1 to May 14, 1983
AMERICAN MOTORS	800	610	820	1,620	10,210	11,257
CHRYSLER CORP.	5,232	3,504	5,248	10,480	63,207	87,783
FORD MOTOR	8,694	9,031	2,731	11,425	114,065	68,203
GENERAL MOTORS	13,320	7,748	12,746	26,066	143,330	206,795
VOLVO	225	225	225	450	4,107	3,960
Total Cars, Canada	28,271	21,118	21,770	50,041	334,919	377,998
N. American Cars	170,186	148,864	150,156	320,342	2,161,194	2,686,369
N. American Trucks	63,897	62,057	62,302	126,199	930,478	997,157
North American Cars and Trucks	234,083	210,921	212,458	446,541	3,091,672	3,683,526

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

5/24/83
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Automotive News

May 23, 1983

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breaking news

GM revises codes for body development

DETROIT.—General Motors is changing from letters to letters and numbers in its body-development code designations. For example, the former N-body project, the front-wheel-drive stretched J-body replacements for Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal scheduled for 1985 model introduction, is redesignated the GM-20 program. The cars will be assembled by Oldsmobile in Lansing.

Also in the development stage is a GM-10 program, which is a redesigned and combined A-body (Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera, Buick Century) and X-body (Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega, Buick Skylark) effort. GM-10 is a Chevrolet program headed by Robert L. Dorn, who was formerly chief engineer of Pontiac.

DeLorean offer to buy heroin is revealed

LOS ANGELES. — John DeLorean once offered to invest $2 million in Asian heroin and Colombian cocaine and termed it a "tragedy" when the deal fell through because the British Government required that the money be deposited in a trust account to satisfy receivers of his auto company, according to a document released by U. S. District Judge Robert

See BREAKING NEWS, Page 8, Col. 1

The GM-Toyota hybrid

New Sprinter models bow in Japan

Insiders say that if the FTC approves the General Motors-Toyota joint venture, this car—or something very close to it—is what the two firms will build in the U. S. This Sprinter four-door is part of the Toyota Corolla range newly introduced in Japan. Story on Page 6.

Makers, suppliers lining up to support Detroit Grand Prix

By Joseph Bohn
Marketing Editor

Detroit's auto companies and suppliers are again lining up solidly behind this year's Detroit Grand Prix, anxious to promote their performance cars and civic pride.

Domestic car firms and suppliers will run about $750,000 worth of commercials on CBS' 12 to 2 p.m. telecasts on Sunday, June 5. Air time is limited this year because of the network's prior commitments to other events.

The Grand Prix will be tape-delayed for Detroit viewers, probably not airing until Sunday night.

Robert McCabe, president of Detroit Renaissance Grand Prix, Inc., was hopeful of breaking even on the event this year — which would bolster his group's long-range plan to sponsor the event for seven years.

Currently, Detroit Renaissance has a three-year contract, with an option for four more years. This is the second year.

"We're still getting income from sale of last year's posters," McCabe said, adding that ticket sales are running ahead of a year ago. The more years the race is held here, the greater the opportunity for spreading expenses and turning a profit.

CBS expects to pull about a 5.0 rating, worth 4.5 million viewers nationally who will see the live telecasts. A 30-second spot went for $34,000.

Participating in CBS's advertising slate are American Motors, Dodge, Ford, AC Delco, Ford Parts & Service, Lincoln-Mercury, Buick, GMAC, Chrysler - Plymouth, Chevrolet, Champion Spark Plug and Goodyear Tire & Rubber.

Volkswagen, GM Parts, Cadillac, Oldsmobile and Pontiac are not among the TV sponsors, though Pontiac has a print ad in the Grand Prix racing program.

Aside from advertising, there are many merchandising tie-ins

Continued on Page 58, Col. 3

Ford projects 150,000 sales this year

$1 billion invested in Tempo/Topaz

By John A. Russell
New York Staff Writer

NEW YORK. — Ford Motor Co. launched its two newest models, the Ford Tempo and the Mercury Topaz, from the flight deck of the aircraft carrier USS Intrepid, a floating sea-air museum in New York Harbor.

Ford projected 150,000 sales for the cars this year. Tempo and Topaz go on sale Thursday (May 26).

The $1 billion investment in the new models, according to Ford Chairman Philip Caldwell, represents the last installment of a $3 billion investment to upgrade the product lineup.

These front-wheel-drive cars are targeted at the family market, according to Caldwell, with a base price of $6,340 for the Tempo and $7,355 for the Topaz, and the company already has 63,000 orders on file including 15,200 units from Hertz Corp.—the largest fleet order in Ford's history.

Claiming that the major competition in the market will come from domestic manufacturers — "the alphabet cars" — Caldwell said that the Japanese did not represent a significant force in this market segment.

But the symbolic effect of holding the new-model launch from the deck of a ship that fought in the Pacific during World War II against the Japanese was not lost.

Caldwell noted after the formal comments that the Japanese still represented a threat in the small-car segment and for that market he implied that he still wanted the Japanese to continue their voluntary export restraints.

Tempo and Topaz are powered by a 2.3-liter High Swirl Combustion engine with an electronic engine control system, the EEC-IV. The engine and the EEC-IV represent a $213 million investment for the company and, according to Caldwell, many Japanese manufacturers have been attempting to obtain the rights to this on-board computer.

The cars will be built at the Ford plants in Oakville, Ont., and Kansas City, and Caldwell said there was a strong probability that they would be manufactured in some of the company's overseas markets with the exception of Europe.

But Caldwell also said that there is no intention of exporting the car since the corporate philosophy is to build in the market they sell.

"We can't extract the fruits of the market without contributing to it," he said.

Caldwell also promised these cars would not have "major de-

Continued on Page 59, Col. 1

Makers build 154,894 cars for week

Auto production highest in 2 years

By Patricia Hoffman
Staff Writer

Overtime at 14 assembly points upped last week's domestic car output to its highest point in two years.

Production last week was scheduled at 154,894 units, up 11.25 percent from the previous week's 139,233, and up 12.99 percent from last year's 137,089 units.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: GM, 56.68 percent; Ford Motor, 24.45 percent; Chrysler Corp., 13.95 percent; American Motors, 2.69 percent; Volkswagen of America, 1.52 percent and Honda, 0.71 percent.

For the year-to-date, output reached 2,460,583 units, a 25.39 percent gain from 1,962,379 built in the comparable 1982 period.

Normal five-day operations resumed last week (May 16) at the GM Bowling Green (Corvette) plant after a day and a half of downtime the previous week due to a parts shortage.

Daily overtime was scheduled

Continued on Page 62, Col. 1

Truck production tops any week since late 1979

Overtime schedules at eight assembly points upped last week's domestic truck production to 52,980 units, the most for any week since 54,758 trucks were completed in the period ended Dec. 15, 1979.

Last week's total rose 2.75 percent from the previous week's 51,563, and up 1.08 percent from 52,413 units built in the comparable period last year.

Year-to-date, the makers have

Continued on Page 62, Col. 2

Maserati's gamble

Little Biturbo has big sales goal

The Maserati Biturbo, introduced to the U. S. last week at the International Auto Expo in Los Angeles, is scheduled to begin arriving at dealerships beginning in July at a rate of about 300 a month—a phenomenal increase for the company that hand-builds its cars. Equipped with leather interior, 2.5-liter V-6 engine with two turbochargers and a twin Weber carburetor, five-speed transmission, four-speaker stereo and air conditioner, the price is expected to be upwards of $26,000. Top speed for the four-seat, 163-inch Biturbo is put at 130 MPH. Story on Page 59.

The pride of Pontiac
Page 16

NEWSPAPER

Driggs calls protectionism the real threat

U.S. aide reassures import dealers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Despite stiffer competition and protectionist moves, the imported auto industry is, indeed, here to stay, a panel of four experts told 1,000 import-car dealers last week at the sixth annual American - International Automotive Congress here.

The meeting was sponsored by the American International Automobile Dealers Assn.

Speakers were Michael A. Driggs, deputy assistant secretary of Commerce for automotive industry affairs; Cliff Schmillen, senior vice president for sales, American Honda Motor Co.; Peter Weiher, executive vice president, Volkswagen of America, and Thomas Nemet, AIADA chairman. Nemet is a Nissan - Volvo - Jaguar - Peugeot dealer in Jamaica, N. Y.

Driggs said that consumers, having become accustomed to the choice offered by the import companies, will still insist on the presence of imports in the marketplace.

This is despite the fact that the domestic companies have become more directly competitive with the imports — in size and in quality, he said. The import dealers that remain will be the best and will be prosperous, Driggs said.

As Driggs explained it, first the import dealers had to make themselves known; then it was just a matter of taking orders; now it is somewhat harder. But the real plus has been that the imports became known as dependable, reliable products, he said.

While their particular character as being fuel efficient has been useful during the two "oil shocks," it may not be helpful now as the market appears to be turning toward larger cars. But, he said, the imports protected themselves — and will continue to do so in the future — by having a larger model selection.

The real threat, Driggs added, is protectionism — to which Driggs and the entire Reagan Administration have shown opposition.

But because there are some 13 million units of excess production in Europe, Japan and the U. S., he said, countries tend to "protect" their industries rather than face up to the reality that their workforces must be reduced. The problem tends to be exacerbated in the U. S. which has more trouble exporting its cars, he said.

These attitudes and proposals — plus the recession — tend to trigger trouble because the nature of the industry is changing radically to a highly integrated one that crosses all borders, he said.

While Driggs would not predict what Congress may do about the UAW-backed local-content bill, he made it clear that the underlying pressure that creates such bills will not go away — given excess capacity and demand unlikely to grow enough to absorb it.

• Schmillen told the dealers that Japan's decision to limit imports "voluntarily" was a wise one considering the decline in U. S. auto sales and the domestic industry's importance to the American industrial base.

But, he added, the local-content bill passed by the House during the dying days of the last Congress had the potential of closing Honda's plant in Marysville, O.

Currently, Honda is at a 50 percent local-content level for the cars coming off the Ohio line, and Honda plans greater content as soon as it can be done. The lesson so far, said Schmillen, is that U. S. workers can build quality cars.

Weiher explained that even with free trade and free market conditions, it is still hard to compete successfully — hard to find a niche not occupied by the domestic companies. Nonetheless, Weiher is confident and optimistic about the future despite VWoA's current sales picture.

The first "challenge" listed by Weiher is the size of the small-car market — the one pioneered by the VW Beetle 30 years ago and the one that lasted well through two energy crises.

Now, however, with cheap gasoline and overcapacity, the consumer is looking at bigger cars. Diesel sales have gone down dramatically, and the answer — Weiher hopes — is to strengthen demand for small cars, by going to GTI types to show that the small car need not be an "economy box."

Another "challenge" is to maintain a production base of the right size. While 50,000 units annually may be enough for larger, higher-profit cars, more volume is needed for smaller units.

Otherwise, Weiher said, the answer is to stay flexible by balancing smaller and cheaper models with larger and more-luxurious ones — the kind of broader model choice offered by VWoA and by Porsche and Audi.

Finally, the "challenge" must be to maintain superior quality.

Weiher concluded by insisting that VWoA will stay in the market, "but it won't be easy."

Nemet agreed that import dealers and imported autos would remain part of the U. S. picture. But he noted two areas where danger lurks.

One is with the leasing system — which at present depends very little on mechanic servicing and on marketing. He warned the imports do not need the problem with subsidized competition which the domestics face with lease sales.

The other area — one unique to imports — is gray-market cars. The entrepreneurs who are using the loophole in the Clean Air Act are hurting import dealers, he said.

Customers turn to dealers for warranty and service where the so-called federalized cars are sold, he said, and dealers are caught in the middle when they do not have parts or show reluctance to service cars which may be out of compliance with federal law. This has become a major problem in California.

Mercedes building new parts facility in Southern N. J.

FRANKLIN TOWNSHIP, N. J. — Mercedes-Benz of North America is preparing to break ground for a multimillion-dollar, 167,000-square-foot parts distribution facility which will eventually create at least 40 new jobs in this Southern New Jersey area.

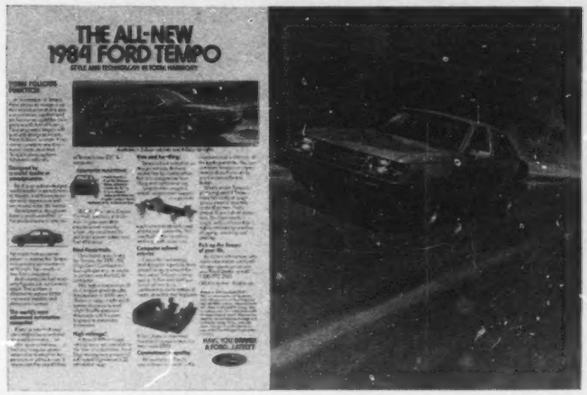
The facility, which will be located in an industrial park here, is scheduled to get into operation by next summer. It will replace the company's parts distribution center presently located in Northern New Jersey.

Mercedes-Benz of North America is using industrial revenue bonding from the New Jersey Department of Economic Development to fund the project. Although exact figures are not available, a Mercedes-Benz spokesman said that more than $8 million in bonds is available for the new facility.

Some of the 50 employes from the present parts distribution center will be transferred to the new center here.

5-millionth car for Chrysler Windsor

The five-millionth car built in Chrysler Canada's Windsor assembly plant has been driven off the assembly line. The milestone car was a pearl white 1983 Chrysler New Yorker Fifth Avenue four-door sedan.



Setting the Tempo

Ford is running Tempo ads in 45 magazines, including "intelligentsia" books like Harvard Business Review, to reach up and down the scale of buyers. A separate California campaign, two months away, will use spot TV and regional publications for an extra heavy run at imports. J. Walter Thompson, Detroit, handles.

Ford seizes No. 1 spot in European market

By Richard Feast
European Editor

LONDON. — Early first-quarter sales returns suggest that Ford has become Number One in Europe for the first time.

If the preliminary statistics are confirmed, they will show that Ford's rise to the top is almost entirely attributable to the controversial Sierra.

The figures also show a major gain for the other U. S. manufacturer, General Motors, and a substantial erosion of market share for the two French manufacturers, Renault and Peugeot SA.

The other noticeable aspect of the figures is the way in which the continent's leading six volume manufacturers have moved closer together. They were separated by only 2.6 percentage points in market penetration in the first three months of this year, compared with one year earlier.

These unofficial sales statistics — obtained not from Ford but from one of its industry rivals—give Ford a 13.7 percent market share in the opening quarter, compared with 13 percent in the same period last year.

A Ford spokesman said, "Our own figures suggest that is about right, but there are a lot of estimates in there. We would not be prepared to confirm our position just yet."

Escort continues in strong demand, but the major change in Ford fortunes must be attributable to the performance of Sierra.

By Ford's own reckoning it is grabbing a consistent 3.9 percent of the Western European market, compared with the 2.3 percent obtained one year earlier by the models it replaced, Cortina/Taunus.

• Sierra got off to a slow sales start last fall. Part of the problem was customer resistance to the unusual styling, but delays in building up a full model offering were also a factor.

So slack was the initial take-off that Ford accused its rivals of being the source of a so-called whispering campaign which suggested Sierra was a sales disaster.

All along, Ford maintained that Sierra would succeed, particularly in mainland Europe where Taunus had been weak. It was a different problem in the UK, where Cortina had been the best seller for most of the previous decade.

The industry sales statistics give Ford a 9 percent increase in total units sold to 386,600.

But by far the most substantial gain was by GM's Opel and Vauxhall. Their sales soared by 24.1 percent to 313,600 in the same period, good for an unprecedented 11.1 percent market share.

In GM's case, the success is more evenly spread between its mid-range Ascona (Cavalier), lower medium Kadett (Astra) and the introduction in some

Continued on Page 28, Col. 3

NHTSA revises headlamp rule on Chrysler request

WASHINGTON.—As of June 15, new two-lamp rectangular sealed-beam headlamp systems are in accordance with NHTSA's newly revised Standard 108.

These will be smaller, but performance levels will be the same. Flexibility, however, can be allowed if tooling needs demand it.

The change was requested by Chrysler Corp., which wants to use the smaller, rectangular dual-beam sealed-beam headlamp in a two-lamp system that was developed by Wagner Electric. The idea is to improve aerodynamics and thus improve fuel economy.

The new system will use halogen bulbs from Type 2B headlamps, the reflector from the current Type 2A headlamp and a modified lens. The ground terminal will be rotated so improper bulbs cannot be inserted. To insure that replacement will be readily available, Chrysler suppliers — Wagner, GE, and GTE Sylvania — will handle aftermarket distribution, thus making them available in more than 10,000 outlets. Chrysler's 20 parts warehouses will also carry the parts.

Chrysler has also argued that because the new headlamp uses components from other headlamps, there should be a "considerable" cost savings over the current halogen dual rectangular lamps.

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58th year — No. 4969

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Spicer 5-speed makes its bow in '84 trucks

TOLEDO.—After five years of development, engineering and testing, Dana Corp.'s Spicer Transmission Division next month will begin producing its first transmission fc.. the Class 6 truck market, a five-speed synchronized unit.

Rudy Eskra, division general manager, said the transmission will be available starting with production of 1984 model trucks. It will be standard in International S-Series medium trucks and optional in Ford F-Series mediums, he added.

Designated the CM-40, the new transmission is designed for worldwide application.

"The truck-manufacturing industry is now a global business," Eskra noted. "North American OEMs are planning to expand production onto a number of continents, while foreign manufacturers are selling their trucks here.

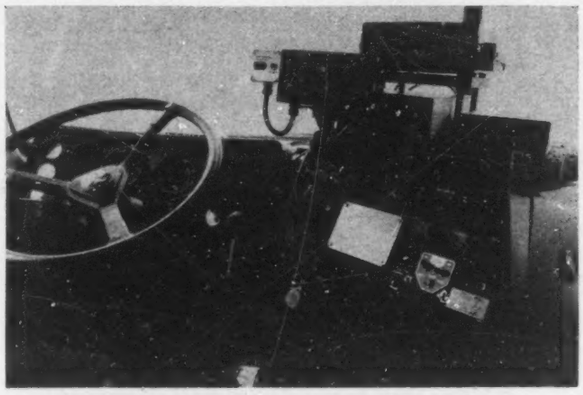
"As a component supplier," he added, "we must develop our transmissions with worldwide market applications and production in mind."

Eskra said the CM-40 is metric in its basic design so that it can be produced at any Dana transmission-manufacturing facility in the world.

But for installation in U. S. trucks and for mating with other U. S. components, he added, certain external CM-40 parts and surfaces are to U. S. dimensions.

Dana's European and U. S. engineers worked together in

Continued on Page 31, Col. 1



FuelTech's airplane cockpit

Gelco Truck Leasing's FuelTech has the look of an airplane cockpit, and some capabilities to match, as the age of the push-button truck approaches, with ground-speed radar, cruise/speed control, fuel meter and a gross-cargo-weight monitoring device.

Gelco expects 8 MPG from computerized rig

ATLANTA. — Gelco Truck Leasing has introduced "FuelTech," a computerized demonstration rig which it said is expected to deliver up to 8 MPG in typical highway use with loads up to 80,000 pounds GCW and averaging 65,000 pounds GCW.

Gelco projections, according to George R. May, president of the St. Louis-based lessor formerly known as Feld Truck Leasing, are based on preliminary road tests as well as computer simulations similar to those which forecast the performance of Operation HELP vehicles.

"In close cooperation with major truck-component designers and manufacturers, we expect, through our Operation HELP computer simulation and testing program, to have the 10-MPG truck on the road by 1990," May said.

An International COF9670 tractor powered by a Cummins Big Cam III 350 engine, with an aerodynamically advanced trailer, FuelTech has a 13-speed transmission with a 3.70 rear-axle ratio designed for GCW range from 65,000 to 80,000 pounds.

May said extensive on-board electronics provide operating data and driving automation options to maximize hauling productivity, fuel efficiency and operator comfort.

• Other features include Goodyear's new Super Single tires which May said reduce rolling resistance, primarily by reducing the number of tires from 18 to 10 shorter, wider tires, and aerodynamic improvements that

Continued on Page 42, Col. 3

truck industry news

Three-month tallies rise 11 pct. over '82; lights, mediums up

Registrations of new trucks of all types in the U. S. were almost 11 percent higher in the first quarter than a year ago, with increases in two of the three major market segments—light and medium trucks.

Through March, according to R. L. Polk & Co. statistics, there were 592,311 new-truck regis-

GVW table on Page 59.

trations, a gain of 10.9 percent over the year-earlier 534,188 units.

The three-month total was the highest since the first quarter of 1980, when 663,257 units were registered. The alltime January-March high was achieved in 1979 with 874,407 tallies.

During March, 226,904 new vehicles were registered in the U. S., an increase of 9.3 percent over last year's 207,514 units. It was the highest March total since 1979, when a record 317,-351 trucks were registered.

Light-truck registrations through March totaled 556,679 units, an increase of 12.5 percent over the year-earlier 494,-863. Medium trucks were up 2.3 percent, from 8,909 a year ago to 9,111. Heavies were off 12.8 percent to 26,521 units, compared with 30,416 in 1982.

• Registrations were higher this year in four of the eight weight classifications.

The Group 1 total of 309,388 vehicles was 11.8 percent higher than last year's 276,623. Group 2 was up 15 percent, from 214,-108 units a year ago to 246,213. But the Group 3 count plunged 73.9 percent to only 1,078 units, compared with 4,132 in 1982.

In Group 4 this year, there were 72 registrations, compared with only four a year ago. The Group 5 total dropped 33.2 percent, from 229 units last year to

Continued on Page 59, Col. 2

HD registrations in first quarter lowest since 1976

First-quarter registrations of new heavy trucks in the U. S. were the lowest for any comparable period since 1976.

The three-month total of Groups 7 and 8 tallies was 26,-521 units, according to R. L. Polk & Co. statistics, down 12.8 percent from last year's 30,416, but 25 percent higher than the 21,219 heavies registered in the first quarter of 1976.

Heavies' best first quarters occurred in 1980 and 1979, when 49,557 and 48,336 Groups 7 and 8 new vehicls, respectively, were registered.

March tallies totaled 10,981 units, the highest since last December's 11,336. It was 6.8 percent below the year-ago 10,818,

Continued on Page 59, Col. 2

truck personnel

Desch appointed GM at Mack Financial

Robert T. Desch, assistant vice president-operations, Mack Financial Corp. since 1978, has been appointed vice president and general manager of the firm. He replaces **Wallace P. Vogler,** who resigned.

Robert T. Desch

Desch joined Mack Financial in 1970 as a district collection manager in Cleveland. Previously, he had been with Dun & Bradstreet.

A number of engineering promotions also have been announced by Mack Trucks, Inc. They include:

Edward C. Merke, from supervisor of engineers in the product development group to chassis development manager.

Clark H. Confer, from senior project engineer in product development to supervisor of engineering-cab group.

Steven F. Homcha, from supervisor of test engineers in product development to the new position of vehicle durability manager.

Herbert A. Cook, from highway engineering supervisor in the product engineering group to manager of highway-vehicle customer engineering.

Michael L. Feathers, from senior project engineer-highway vehicles to supervisor of engineering-highway trucks.

Dennis R. Grejda, from project engineer to supervisor of engineering-highway trucks.

Bryson C. Ocker, from vehicle engineering supervisor to manager-construction vehicle customer engineering.

Frank I. Green to supervisor-engineering and design in the construction vehicle group.

Mohamed El Ghamrawi, from senior project engineer, to supervisor-engineering and design in the construction vehicle group.

Wilson, Oliphant get new Volvo White duties

Volvo White Truck Corp. has named **David Wilson** marketing vice president and **Lawrence E. Oliphant** sales and distribution vice president.

Wilson, who had been in charge of sales and marketing, assumes added responsibilities in the areas of market research, training, sales promotion, branch operations and long-term strategy.

Oliphant, formerly vice presi-

Continued on Page 31, Col. 5

David Wilson

Lawrence L. Oliphant

Rockwell sets up Canadian Dealer Advisory Board

TROY, Mich. — Rockwell International's Heavy Vehicles Components Operations has announced the establishment of a Canadian Dealer Advisory Board.

James F. Lambert, HVCO vice president, North American field sales and marketing, said "We want to become a better supplier to this important group, and in order to do so, we need their advice and counsel."

He indicated that the 10-member dealer board will represent all major heavy-duty truck manufacturers, and said "board membership will be based on the dealer's knowledge of the industry."

Each board member will represent all dealers in his region. Under this organizational arrangement, Lambert said, every Canadian heavy-duty truck dealer will have a direct line to the management of Rockwell's HVCO through the Dealer Advisory Board.

Lambert said the initial board meeting will take place in Mont Ste. Marie, Quebec, June 26-29.

U. S. TRUCK REGISTRATIONS

THREE MONTHS, 1983 VS. 1982★

	3 mos., 1983	Percent Share of '83 market	3 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	189,053	31.92	147,047	27.53	+ 4.39
Chevrolet	178,041	30.06	182,559	34.17	− 4.11
Dodge	52,802	8.91	50,280	9.41	− 0.50
GMC	49,923	8.43	46,636	8.73	− 0.30
Jeep	15,194	2.57	12,780	2.39	+ 0.18
International	10,001	1.69	10,073	1.89	− 0.20
Mack	3,248	0.55	3,868	0.72	− 0.17
Plymouth*	2,136	0.36	2,909	0.54	− 0.18
Freightliner	1,853	0.31	1,798	0.34	− 0 03
Peterbilt	1,452	0.25	1,410	0.26	− 0.01
Kenworth	1,348	0.23	1,766	0.33	− 0.10
Mercedes-Benz	548	0.09	737	0.14	− 0.05
White	486	0.08	513	0.10	− 0.02
Volvo	312	0.05	90	0.02	+ 0.03
Autocar	179	0.03	166	0.03	.....
Western Star	80	0.01	211	0.04	− 0.03
Miscellaneous**	85,653	14.46	71,345	13.36	+ 1.10
TOTALS	592,311	100.00	534,188	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; Florida, March, 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

THREE MONTHS, 1983 VS. 1982★

	3 mos., 1983	Percent Share of '83 market	3 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	6,582	24.82	6,733	22.14	+ 2.68
Ford	6,003	22.63	6,864	22.57	+ 0.06
GMC	3,411	12.86	5,136	16.88	− 4.02
Mack	2,810	10.60	3,312	10.89	− 0.29
Freightliner	1,853	6.99	1,798	5.91	+ 1.08
Chevrolet	1,613	6.08	1,766	5.81	+ 0.27
Peterbilt	1,452	5.47	1,410	4.63	+ 0.84
Kenworth	1,348	5.08	1,766	5.81	− 0.73
White	488	1.84	513	1.69	+ 0 15
Volvo	312	1.18	90	0.30	+ 0.88
Autocar	179	0.68	166	0.54	+ 0.14
Mercedes-Benz	151	0.57	206	0.68	− 0.11
Western Star	80	0.30	211	0.69	− 0.39
Miscellaneous	239	0.90	445	1.46	− 0.56
TOTALS	26,521	100.00	30,416	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982; Florida, March, 1982.

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Ford seizes top spot in European market

Continued from Page 3

markets of the supermini Corsa (Nova).

BL, Volvo, Daimler-Benz and BMW also claimed slightly improved market shares. The Volkswagen group increased its sales, but lost a fraction in market share, because the increase —2.4 percent—was not as great as the overall increase in European sales in the first quarter (3.5 percent).

Indeed, the VW group's position would have been much worse but for the turnaround in Audi fortunes on the strength of the new 100 sedan. VW sales slipped fractionally, but Audi's were up by more than a quarter.

According to the statistics, the major losers were Renault, Peugeot SA and Fiat. In part, this can be explained by the general sales declines in their domestic markets.

Italian sales fell by 8.2 percent (to 445,300) and in France the drop was 4.2 percent (to 505,800). Additional problems for the French concerned long strikes at factories in both major groups.

And the major markets which rose — Germany, the UK and Spain—were those where Ford and GM have substantial manufacturing facilities. In particular, new-car sales in the UK were up by more than a fifth, which in part explains the improved positions of Ford, GM and BL.

In the opening quarter of last year, Renault was the market leader with 14.3 percent. GM was sixth with 9.3 percent, and four others — Peugeot SA, VW, Ford and Fiat — were in between.

In the first three months of 1983, Ford was on top with 13.7 percent and GM was still sixth with 11.1 percent. And the four other majors—Peugeot SA, VW, Renault and Fiat — are even more tightly packed in the middle.

The statistics indicate that Western European car sales rose by 3.5 percent to just over 2.81 million in the first quarter. Ten national markets were up, with substantial number gains by the UK, West Germany, Spain and Austria.

First-quarter sales in Europe by manufacturer were:

	1983	1982
Ford	386,600	354,600
Fiat Auto	366,800	380,400
Volkswagen Group	337,700	329,800
Audi	83,100	65,500
Volkswagen	254,600	264,200
Renault	336,200	389,400
Peugeot SA	329,600	357,700
Citroen	137,300	151,400
Peugeot	111,900	112,900
Talbot	80,300	93,400
General Motors	313,600	252,700
Japanese (all)	267,400	231,000
Others	122,000	113,000
BL	116,500	97,700
Daimler-Benz	91,100	85,500
BMW	82,900	75,600
Volvo	63,900	52,200
TOTAL	2,814,300	2,719,500

First quarter sales in Europe by country were:

	1983	1982
West Germany	648,900	612,800
France	505,800	527,800
UK	500,700	412,900
Italy	445,300	484,900
Spain	145,600	138,700
Holland	120,200	106,500
Belgium/Lux.	106,200	113,000
Switzerland	77,800	74,100
Austria	60,900	48,600
Sweden	50,200	51,100
Finland	33,800	32,600
Denmark	29,400	25,000
Norway	29,200	28,500
Ireland	24,800	28,300
Portugal	19,700	17,200
Greece	15,800	17,500
TOTAL	2,814,300	2,719,500

These unofficial figures, obtained from industry sources, give a broad outline of shifting changes in demand geographically and for manufacturers. Confirmation of sales statistics from the various national markets takes many months in some cases. Figures may not tally due to roundings.

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

UNITED STATES OF AMERICA, Plaintiff, v. GENERAL MOTORS CORPORATION, GENERAL MOTORS ACCEPTANCE CORPORATION, and GENERAL MOTORS SALES CORPORATION, Defendants. CIVIL ACTION NO. 2177

TAKE NOTICE that GENERAL MOTORS CORPORATION ("GM") and GENERAL MOTORS ACCEPTANCE CORPORATION ("GMAC"), defendants in this action, have filed a motion for an order terminating the "Final Judgment" in this action, which was entered on July 26, 1952. The plaintiff, the United States of America, has consented to the entry of such an order, but has reserved the right to withdraw its consent for at least seventy (70) days after the publication of this notice.

The amended complaint in this action, which was filed in 1941, alleged that GM had combined and conspired with GMAC to restrain trade and commerce in the WHOLESALE AND RETAIL SALE AND FINANCING OF GM AUTOMOBILES by requiring GM dealers to patronize only GMAC. The Final Judgment requires, among other things:

1. that GM accept payment from any finance company selected by a dealer for cars delivered by GM to a dealer;
2. that GM provide, upon request, substantially equivalent office space in its manufacturing and assembly plants to all finance companies that extend wholesale financing to dealers if it furnishes such space to any finance company;
3. that GM provide information concerning its dealers to all finance companies, if it provides such information to any finance company;
4. that GM not enter into any contract with any dealer that requires the dealer (a) to patronize any particular finance company, or (b) to observe any GMAC plan or rate for financing automobiles;
5. that GM not terminate any dealer, or threaten to do so, because of the dealer's failure to patronize any particular finance company;
6. that GM not attempt to influence any dealer or prospective dealer to patronize GMAC by sending an agent of GM and an agent of GMAC to visit the dealer at the same time;
7. that GM not recommend, endorse or advertise GMAC or any other finance company to any dealer or to the public; and
8. that GMAC not coerce or intimidate any dealers into patronizing GMAC.

Interested persons may submit comments concerning this matter by sending them to John W. Clark, Chief, Special Trial Section, Antitrust Division, Department of Justice, Washington, D.C. 20530 (telephone: (202) 724-6335). Such comments must be received by the Division within sixty (60) days.

On August 15, 1983, at 2:00 PM, the Court will hold a hearing on the motion. The hearing will be held before:

The Honorable Frank J. McGarr
Chief Judge
United States District Court for the
Northern District of Illinois
219 South Dearborn Street
Room 2541
Chicago, Illinois 60604

At that time, any interested persons who have filed comments with the Antitrust Division may appear and be heard.

Copies of the complaint, Final Judgment, motion papers, all comments submitted and all further papers filed with the Court will be available for inspection at the Legal Procedure Unit of the Antitrust Division, Room 7416, United States Department of Justice, Tenth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20530 (telephone (202) 633-2481), and at the Office of the Clerk of the United States District Court for the Northern District of Illinois, Eastern Division, 219 South Dearborn Street (20th Floor), Chicago, Illinois 60604. Copies of any of these materials may be obtained from the Legal Procedure Unit upon request and payment of the copying fee set by Department of Justice regulations.

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CAD/CAM market continues growth despite economic recession

Sales advance pegged at 28 percent on revenues of $1.3 billion in 1982

Just how fast is the CAD/CAM (computer aided design / computer aided manufacturing) industry growing? By leaps and bounds.

Despite a slowdown in economics worldwide, CAD/CAM industry growth in 1982 hit 28 percent with total revenues of just over $1.3 billion. That compared to a 40 percent growth rate in 1981.

The figures are compiled by Daratech Inc., Cambridge, Mass., in its 1983 directory that contains detailed information on 60 vendors and 125 systems in the CAD/CAM market.

Daratech says few major vendors were seriously hurt last year and, indeed, some compiled record sales gains. Growth leaders were Intergraph, IBM, Scientific Calculations, MCAUTO and Calma, all of which gained market share at the expense of Computervision, Applicon and Auto-trol, which lost market share, according to Daratech.

Intergraph, the fastest-growing CAD/CAM vendor in 1982, moved past Calma into third place behind IBM. Intergraph grew 71 percent in 1982, and with revenues of $156 million has captured 12 percent of the overall market. Propelled by a 56 percent growth in the $206 million A-E-C market (a segment in which it is the leading supplier with 30 percent of sales), Intergraph's success, according to Daratech, was mainly due to its ability to deliver up-to-date technology featuring a 32-bit processor and fast, black-and-white raster, and color displays, at a time when its principal competitors in the A-E-C segment—Computervision, IBM, and Auto-trol—still had one or more of these features under development.

In addition Intergraph expanded its market share in the $102 million mapping segment to 67 percent, and gained a 4 percent share of the lucrative $630 million mechanical market in its first full year. (The automotive industry makes up a significant part of the mechanical CAD/CAM market.)

IBM, the computer industry giant and the world's number two CAD/CAM supplier, continues to increase CAD/CAM market share. Trailing Computervision, the industry leader, by only five points, IBM's overall market share reached almost 20 percent in 1982 and promises to increase still further this year, Daratech says.

Utilizing the vast resources of its sales force, IBM concentrated on the mechanical market segment where it is now firmly in the lead with a 35 percent share. This segment was particularly receptive to IBM because, (still the bulk of the market). IBM was thus able to offer low-end users systems with superior performance, data-base compatibility and proven expansion potential, at competitive prices (albeit with obsolescent vector-refresh workstations).

Calma's market share increased one point to 11 percent on revenues of $138 million. Trailing Intergraph in overall market share, Calma's gains have come in the $348 million electronics (PCB/IC) segment. Here it is the number two supplier with almost a 30 percent share trailing the market leader, Computervision, by only four points. The number three supplier in this segment is Applicon with 14 percent of the market.

Scientific Calculations, number four supplier in the electronics market segment, had revenues of $21 million in 1982, 40 percent more than the previous year. With a 6 percent share of the electronics market, Scientific Calculations has built its reputation on good quality, high-performance software and can be expected to make further gains in 1983, according to Daratech, which expects the company to establish a foothold in the mechanical segment this year with a product based on software developed by Philips N.V., the multi-billion-dollar Dutch conglomerate.

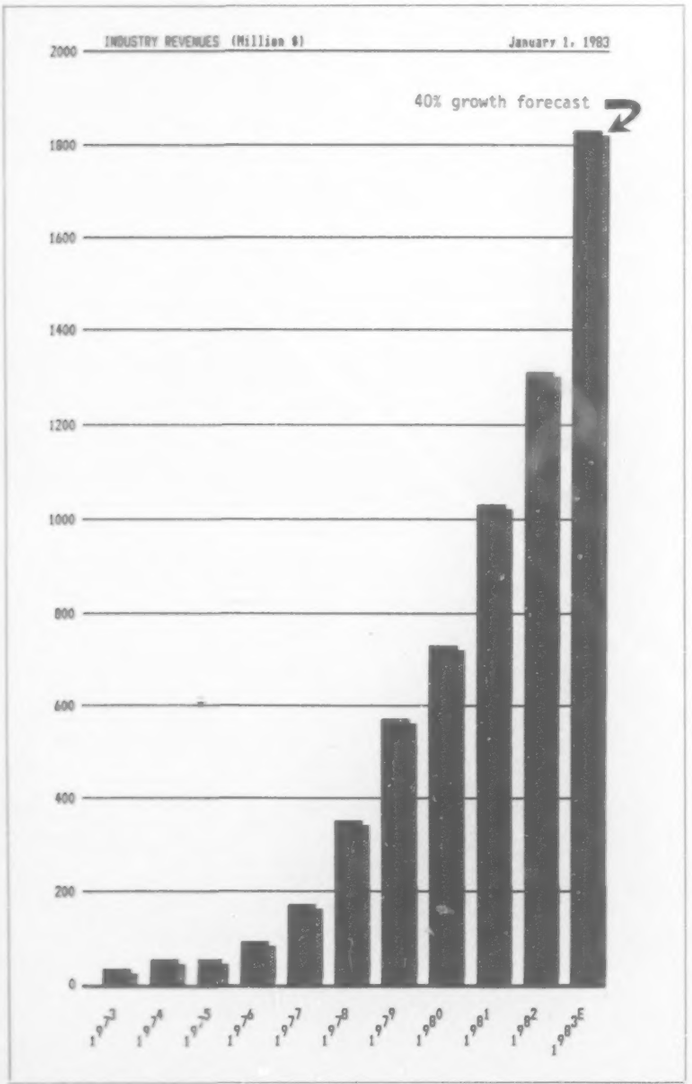
The industry trend toward consolidation is expected to continue during 1983.

• The industry has begun to consolidate, with established turnkey vendors purchasing weaker CAD/CAM software houses to strengthen their product lines. This trend is expected to continue in 1983.

Computervision acquired Cambridge Interactive Systems (Cambridge, UK) in November 1982. CIS are the developers of Medusa, a 3-D mechanical design software package marketed in this country by Prime under a contract due to expire in 1985. The Medusa package has received very good reviews in Europe and should considerably strengthen Computervision's product line in the mechanical market—a market in which they continue to lose ground to IBM.

Prime recently purchased Compeda, a British government-owned CAD/CAM company for a reported $7.5 million. Compeda's key product is PDMS, a Plant Design Management System used to model process plants and nuclear power stations. Widely respected in the field, PDMS is used by such companies as Dow Chemical, Imperial Chemical Industries (UK) and Electricite de France. It gives

Continued on Page D-6



U.S. CAD/CAM industry revenues chart shows trends from 1973 through 1983. Figures include turnkey system sales and associated revenues. Source: Daratech Inc.

Manufacturing

Continued from Page D-3

electronic sharing of part design and manufacturing information between engineering groups facilitates the marriage of design and process."

Through use of the cathode ray tube and interactive computer terminals on the factory floor, a paperless factory, or at least paperless shop floor, can be envisioned in the near future, the Ford executive says.

"The scope of information contained in an idealized computer integrated manufacturing system includes engineering design, manufacturing planning, manufacturing control and factory automation data base systems," Guy says.

"The next area of change for continuing improvement is the manufacturing process technologies themselves, and virtually all technologies are covered. That includes machining, forming, welding, casting, painting, testing and fastening, to name a few. In addition, programs to develop the communication interfaces between our processes through their control systems are also under investigation.

"The thread of commonality among all of the conventional processes is electronic control technology, including programmable controllers and the more recent micro-PC products," Guy says.

"These devices have reached a level of capability and cost effectiveness which leads to expanded application and widely increased usage, thus providing capability for greater process flexibility, reliability and control.

"Programmable controllers are then suitable for the controlling of individual machines, and when tied together through a central processing unit the controlling of entire processes," he says.

"Ford's factory in the future probably won't be of the type often read about, where the lights go off, people head for home and the plant continues at its normal output. We will, however, have some manufacturing systems within various plants performing unattended, but I doubt this will encompass the total factory," Guy says.

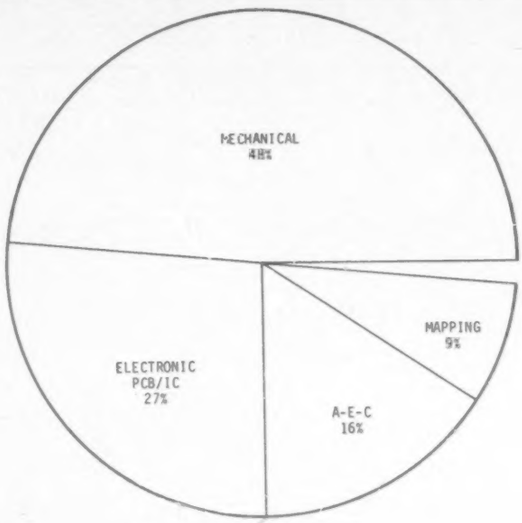
Automated welding, material handling and some assembly work by robots have become very commonplace in auto plants in recent years. But it may be that more nearly completely automatic manufacturing will involve metal removal. That's anticipated by Robert Huehner, vice president and general manager of Steelweld Robotic Systems, part of United Technologies' Automotive Group.

"I believe machining processes will form the leading edge of automated factories. This is simply because closer tolerances are maintained which is a requirement in almost all cases of automation," Huehner says.

"CAD tied to controls on machines will automate this process. It must become an accepted practice that once a component or subassembly has been located or positioned — or work performed — is not wasted by dumping the part into a container only to be sorted out and located again for following operations.

"Even if operations are not in line, magazines or similar means must be employed so this operation is not wasted and, consequently, repeated at a later stage," he says.

Huehner says that because some procedures lend themselves well to automation, there may be the appearance of full automation. "For example if the body assembly operation applies all welds automatically, this is considered total automation. I know car plants which achieved this 10 years ago. They have not stopped automating since. Although in these cases, existing automation was replaced with better performing or more reliable automation," he says. □



COMPANY	MARKET SEGMENTS	%TOTAL
MECHANICAL	630.40	48.3%
ELECTRONIC	347.80	26.7%
A/E/C	206.00	15.8%
MAPPING	101.70	7.8%
OTHER	18.60	1.4%
GRAND TOTAL	1,304.50	100%

Chart shows CAD/CAM revenues (in millions of dollars) in the U.S. and shares by market segments. The automotive industry makes up a significant part of the mechanical CAD/CAM market. Source: Daratech Inc.

COMPANY	MECHANICAL MARKET	%TOTAL
IBM	220.00	34.9%
COMPUTERVISION	156.00	24.7%
MCAUTO	40.50	6.4%
APPLICON	38.00	6.0%
INTERGRAPH	23.30	3.7%
CALMA	19.30	3.1%
GERBER-SYSTEMS	19.00	3.0%
AUTO/TROL	16.30	2.6%
CONTROL DATA	15.00	2.4%
CADAM	12.80	2.0%
PERKIN/ELMER	10.00	1.6%
BRUNING	9.80	1.6%
PRIME	9.00	1.4%
SUBTOTAL	589.00	93.4%
-- OTHER --		
CAMAX	6.00	0.95
BAUSCH&LOMB	5.00	0.79
MCS	5.00	0.79
GRAFTEK	3.80	0.60
TEKTRONIX	3.50	0.56
SUMMAGRAPHICS	3.20	0.51
ICS	1.90	0.30
CASCADE	1.80	0.29
K&E	1.80	0.29
CADLINC	1.60	0.25
GRAFCON	1.10	0.17
HOLGUIN	0.90	0.14
MAGI	0.90	0.14
VECTOR-AUTO'N	0.90	0.14
ESC	0.60	0.10
MATRA	0.60	0.10
OMNITECH	0.50	0.08
GPSI	0.40	0.06
IDI	0.40	0.06
BROOMALL	0.30	0.05
CALCOMP	0.30	0.05
TERAK	0.30	0.05
DATA-TECH	0.20	0.03
SYNERCOM	0.20	0.03
REDAC	0.10	0.02
T&W	0.10	0.02
TOTAL OTHER	41.39	6.5%
GRAND TOTAL	630.40	99%

Chart shows 1982 revenues and shares of the mechanical CAD/CAM market by companies. Revenues are in millions of dollars. Source: Daratech Inc.

CAD/CAM

Continued from Page D-4

Prime an excellent product with which to enter the A-E-C market segment where it will compete primarily with Intergraph. Compeda was to have been sold to Computervision; however, the sale was blocked by Kenneth Baker, the British Information Technology Minister, because of misgivings about further strengthening the leading U.S. CAD/CAM company.

Tektronix bought VR Information Systems (Austin, Tex.), developers of Merlyn, a software package for PCB and IC layout. This purchase will strengthen Tektronix's turnkey CAD/CAM product line.

• In the last quarter of 1982 a new generation of CAD/CAM and CAE systems was unveiled. Characterized by powerful, 32-bit processors built into fast-response workstations; raster displays that redraw complete screen images in fractions of a second; high-speed local area networks; distributed data bases; and low entry-level costs, these systems can be incrementally expanded in size and performance to 1,000 or more workstations.

Typical of the new breed are systems introduced by Cadlinc and Versatec last November. Cadlinc's Series 80 system is designed for mechanical drafting and manufacturing applications, including complex surface design and NC programming. Versatec's Expert 1000 and 2000 systems focus on general 2-D drafting and PCB applications respectively. These systems are fairly inexpensive ($70,000-$180,000 for an entry-level system) to begin with, and add-on workstations cost just $25,000 at Cadlinc and $35,000 at Versatec, compared to more than twice this amount for current-generation workstations. The price puts these networked systems within reach of most low-end users.

With so many clear-cut advantages in price, response time and expandability, most CAD/CAM vendors are scrambling to develop new-generation networked systems, and numerous new products should be announced before the end of the year.

• With a new generation of CAD/CAM systems already here, Computervision, IBM, Calma, Auto-trol and Applicon are caught between products, according to Daratech. Computervision, Applicon and Calma have not yet released 32-bit processor-based mechanical systems. Auto-trol is still working to improve the performance of its 32-bit offering to competitive levels, and IBM's raster and color workstations are yet to be released.

Despite the slowdown in industry growth last year, IBM, Prime, Control Data, Perkin-Elmer and Sperry Univac have strengthened their commitment to the CAD/CAM business. Hewlett-Packard, Honeywell and Digital are also moving to participate in the market more directly.

IBM's newly formed Graphics Systems Programs Group is responsible for developing and marketing CAD/CAM products. Based in White Plains, N.Y., the group will develop products internally, like the new 7361 Fastdraft system, for example, or contract to outside organizations for R&D.

Perkin-Elmer recently opened a CAD/CAM Operations Office in Waltham, Mass., in close proximity to the high-tech companies located around Route 128 outside Boston. The CAD/CAM Operations Group markets Perkin-Elmer's version of Lockheed's CADAM system and also is responsible for developing other CAD/CAM products.

Prime Computer consolidated its UK operations. Compeda, acquired by Prime in December 1982, is now a part of Prime Computer CAD/CAM Ltd., formed by Prime earlier this year to centralize CAD/CAM research, development and marketing.

Control Data, making a concerted effort to gain a place in the mechanical market area, has announced a series of new systems and workstations.

CAD/CAM vendors continue to lower prices and/or increase performance. Bruning recently increased the computing power of its EasyDraf2 system 250 percent, utilizing Motorola's 68000 32-bit microprocessor, and dropped the price by 23 percent. EasyDraf2 now starts at $57,700 for a turnkey system.

IBM reduced the entry-level price of a CADAM system 30 percent. A four-terminal system now costs $350,000. Perkin-Elmer also lowered its CADAM system prices, by 13 to 34 percent on one- to four-work-station systems. A one-workstation system now sells for $140,000, while an eight-workstation system (the maximum number of workstations possible) is priced at $355,000. □

A computer controls this glass-cutting operation at a new PPG Industries Inc. float glass plant in Mount Zion, Ill. Glass is cut to size automatically from a wide ribbon and conveyed to shipping.

world news briefs

A car that does what it's told

The Nissan Research Vehicle II (above), based on the Japanese company's Sunny model, can respond to voice commands, automatically switch on its lights when brightness decreases and activate its wipers when rain hits the windshield. NRV II was conceived to demonstrate design potential in reducing activity of the driver and improving accident avoidance capability and occupant protection.

Nissan invests in Amsterdam

Nissan Motor Co. will invest nearly $35 million in a car components plant in Amsterdam, Netherlands. The company was the top Japanese retailer in Europe last year with sales of more than 250,000 vehicles.

France tops 23 million

France's Chambre Syndicale des Constructeurs d'Automobiles estimates the number of vehicles in the nation at 23.19 million. The total includes 20.3 million passenger cars, 6 percent of them diesels. France's fleet totaled 5 million in 1958 and 11 million in 1968.

Closed borders in Nigeria

Nigeria has halted all car imports. The African country depends on oil exports for more than 90 percent of its export earnings.

Fiat goes to Africa

A Zambian company, Livingstone Motor Assemblers, will begin assembling Fiat Uno and Argenta and Peugeot 504 models this year.

Saab still up

Saab seems likely to raise annual output above 100,000 for the first time this year. The Swedish company's first-quarter sales of 24,600 units were up 15 percent over January-March 1982.

Mercedes rejects lead-free

BMW's campaign to introduce lead-free gasoline in Europe does not impress competitor Daimler-Benz. Werner Breitschwerdt, D-B director of research and development, says cars would be more expensive to buy, maintain and fuel, while offering poorer performance. Besides, he says, lead-free diesel fuel is already available. His company is firmly committed to diesel cars.

India takes to Toyota

The Indian government has approved a joint agreement between Toyota Motor Co. and a Delhi company for production of 15,000 light commercial vehicles a year.

The jewel fades

Ford of Britain, so-called jewel in Ford's overseas crown because of its recent financial record, slipped last year. Profits before taxes dipped 12 percent to the equivalent of $300 million. Talbot Motor Co. — PSA Peugeot-Citroen's British operation —cut its loss 40 percent to $85 million.

Cash for Volvo

Capitalization of Volvo Car B.V., Holland, has increased. The Dutch government chipped in $166 million and Volvo Car Corp. (Sweden) $57 million. The money is needed to develop a replacement (in 1985-86) for the 300 series. The company's sales increased last year by 21 percent and losses were halved to $10.5 million.

Leyland goes CVT

BL's Leyland Vehicles is developing a continuously variable transmission (CVT) said to be capable of improving city-bus fuel consumption by 30 percent. The first stage of a 10-year development program was shown on a Leyland National City Bus. The next step will use regenerative braking. Leyland's system is based on the Hayes rolling traction drive principle, which has been in existence for half a century.

Red ink at VW

The Volkswagen Group blames losses in the U. S. — and also Mexico, Brazil, Argentina, South Africa and its Office Equipment Division — for last year's $122 million deficit. The previous year earnings totaled $55 million.

PSA getting even

The Peugeot Group has written to shareholders predicting a deficit for last year of up to $300 million. But it anticipates breaking even this year after several years of losses.

Back to the brink

A month-long strike over wash periods by 5,000 employes at Austin Rover's Cowley, England, works lost the company production of at least 11,000 vehicles. The company was hit as it geared up to launch its vital Maestro model made at Cowley.

Daf goes to Spain

Daf Trucks is continuing the policy of making its export companies direct subsidiaries with a takeover of its Spanish importer. Sweden and Norway came into the fold during the past two years.

Jaguar still surging

Jaguar Cars built its 10,000th model of 1983 at the end of April — almost as many as in entire 1981. Full-year production is projected at 27,000 with 15,000 destined for the U. S.

The best selling cars in Europe's markets

Survey attempts to pinpoint the leaders in 14 countries

By Richard Feast
European Editor

What is Europe's best selling car?

An exhaustive survey of the top selling charts by Automotive News can positively reveal — it depends.

It depends on who you talk to and on definitions. One thing generally agreed, though, is that it is one of three models: Ford Escort, Renault 5 or Volkswagen, Golf/Jetta range.

Ford says the Escort had 4.8 percent of last year's total market, or around 470,800 sales.

But it reckons it was outsold by Renault's 5 by a few hundred units. Renault, though, claims sales of 467,200 for the model.

Over in Wolfsburg, Volkswagen says it sold 435,600 Golfs last year.

VW out of the running? Yes, unless one includes the Jetta sedan derivative, which sold just over 105,100 in western Europe last year.

Sales of the two combined would give VW a handsome 540,-700, quite comfortably the best.

The uncertainty arises because of the number of the national statistics offices which exist in Europe. Details from some are sketchy, and in the important case of Italy, very slow in being confirmed.

The Automotive News survey — covering 14 national markets but without Greek and Portuguese statistics — concentrated on establishing top 10 sellers in each market. Thus, sales for cars in positions 11 and below are not necessarily known.

Nevertheless, it became clear from the various top 10 results that Escort, R5 and Golf (and Jetta) managed to stack up the best figures. Confirmation comes from each manufacturer.

What this unprecedented analysis does establish is the wide variety of tastes among European consumers.

There are 10 different chart toppers in the 14 markets, including some real oddities.

In Finland, a close neighbor of the Soviet Union, the Lada is No. 1. In Denmark, a country of extremely high auto prices, the cheap Czech Skoda is the best seller.

The Golf scores the most firsts — four, compared with the R5's two.

But the Escort is the most consistently placed car in the charts. It scores a position in all but one of the markets surveyed, Italy.

Other consistent scorers are Opel's Ascona (Cavalier in the UK) with 11 and the Golf and Opel Kadett with 10 apiece. Of the Japanese, the most consistent seller by far is the Mazda 323 with eight placings.

In pure number terms, the R5 sells more in a single market than any other model — 272,250 to become France's best seller. Its nearest rivals are the Golf/Jetta in Germany (245,800) and the Fiat 127 in Italy (220,200).

No model has a bigger share of a national market than Volvo's 200 series in Sweden. Its sales amounted to 45,300. or more than one in every five cars sold last year.

It serves to underline the fact that where a country has a domestic industry, its local products end up on top. This is clear in the figures from West Germany, France, Italy, the UK and Spain, which between them last year accounted for 85 percent of all car sales in Europe.

The interest emerges in the countries with no volume domestic industry, such as Switzerland and Austria. There the Golf from near neighbor Germany is top.

By and large it is in the "neutral" countries that the lesser known models from Japan and Iron Curtain countries begin to emerge. And it is in these markets that domestic European makers have lost much ground in recent years.

Tops of the pops in Europe

WEST GERMANY
2,155,537

1	VW Golf/Jetta	245,807
2	Mercedes-Benz W123	188,722
3	Opel Kadett	188,112
4	VW Passat/Santana	129,159
5	Opel Ascona	125,083
6	Audi 80	89,862
7	VW Polo/Derby	86,144
8	Ford Escort	84,871
9	BMW 3-series	66,978
10	Ford Fiesta	64,290

FRANCE
2,056,490

1	Renault 5	272,249
2	Renault 9	199,848
3	Renault 18	146,220
4	Peugeot 305	108,648
5	Citroen Visa	95,102
6	Peugeot 104	90,856
7	Renault 4	69,562
8	VW Golf/Jetta	65,489
9	Ford Escort	60,169
10	Citroen GSA	55,910

ITALY
1,685,500 (estimate)

1	Fiat 127	220,200
2	Fiat Ritmo	204,100
3	Fiat Panda	185,900
4	Fiat Mirafiori	69,400
5	Renault 5	64,700
6	VW Golf	64,100
7	Autobianchi A112	61,400
8	Renault 9	47,900
9	Alfa Romeo Alfasud	41,800
10	Fiat 126	41,000

UNITED KINGDOM
1,555,027

1	Ford Escort	166,942
2	Ford Cortina	135,745
3	BL Metro	114,550
4	Ford Fiesta	110,165
5	Vauxhall Cavalier	100,081
6	Vauxhall Astra	46,412
7	Triumph Acclaim	42,188
8	Volvo 300 series	30,412
9	Datsun Sunny	28,757
10	Ford Granada	28,590

SPAIN
535,733

1	Renault 5/7	50,769
2	Seat Ritmo/Ronda	38,721
3	Renault 9	37,599
4	Renault 18	35,310
5	Seat 127/Fura	34,322
6	Ford Escort	33,479
7	Ford Fiesta	33,155
8	Seat Panda	31,836
9	Seat Mirafiori	25,568
10	Talbot Horizon	23,169

HOLLAND
406,774

1	Opel Kadett	36,965
2	VW Golf/Jetta	21,637
3	Ford Escort	20,633
4	Opel Ascona	17,793
5	Volvo 300 series	13,016
6	Ford Taunus/Sierra	11,672
7	Mazda 323	10,651
8	Renault 5	9,807
9	Lada	9,244
10	Renault 9	8,976

BELGIUM
344,690

1	VW Golf/Jetta	23,690
2	Opel Kadett	17,171
3	Lada	15,270
4	Opel Ascona	10,970
5	Mazda 323	9,949
6	Ford Fiesta	9,021
7	Renault 9	8,371
8	Renault 5	8,021
9	Ford Escort	8,002
10	Mercedes-Benz W123	7,231

SWITZERLAND
292,667

1	VW Golf	16,332
2	Opel Kadett	15,241
3	Opel Ascona	10,757
4	Mazda 323	8,805
5	Ford Escort	8,650
6	Subaru Leone	8,633
7	Fiat Ritmo	7,774
8	BMW 3-series	6,490
9	Ford Taunus/Sierra	6,077
10	Opel Rekord	5,881

SWEDEN
218,428

1	Volvo 200 series	45,288
2	Saab 900	21,544
3	VW Golf/Jetta	13,483
4	Opel Kadett	10,872
5	Volvo 300 series	10,440
6	Saab 99	8,445
7	Mazda 323	8,329
8	Ford Escort	8,026
9	Opel Ascona	6,488
10	Ford Fiesta	5,410

AUSTRIA
195,150

1	VW Golf/Jetta	20,045
2	Mazda 323	12,731
3	Opel Kadett	12,636
4	Opel Ascona	11,951
5	Ford Escort	9,167
6	VW Passat/Santana	8,089
7	Audi 80	5,723
8	Fiat Ritmo	5,049
9	Datsun Cherry	4,798
10	Mazda 626	4,243

FINLAND
128,017

1	Lada	10,634
2	Datsun Cherry	10,570
3	Opel Kadett	6,003
4	Toyota Corolla	5,772
5	Mazda 323	5,256
6	Datsun Sunny	5,195
7	Ford Escort	4,769
8	Opel Ascona	4,303
9	Saab 99	4,255
10	Talbot Horizon	4,178

NORWAY
115,573

1	Opel Ascona	7,846
2	Mazda 323	6,808
3	Ford Taunus/Sierra	6,172
4	Volvo 200 series	5,381
5	VW Golf	5,263
6	Mazda 929	4,798
7	Ford Escort	4,020
8	Lada	3,972
9	Datsun Cherry	3,821
10	Toyota Carina/Corona	3,799

DENMARK
85,405

1	Skoda	7,576
2	Opel Kadett	6,480
3	Mazda 323	5,472
4	Ford Taunus	5,305
5	Lada	5,070
6	Toyota Corolla	4,464
7	Ford Escort	4,008
8	Opel Ascona	3,740
9	Datsun Cherry	2,635
10	Ford Fiesta	2 571

IRELAND
71,432*

1	Ford Fiesta	7,391†
2	Ford Escort	5.127
3	Opel Kadett	4,090
4	Toyota Corolla	3,663
5	Toyota Starlet	3,394
6	VW Golf/Jetta	2,435
7	Renault 18	2,356
8	Ford Cortina	2,352
9	Toyota Carina	2,159
10	Opel Ascona	2,017

*11 months only. †Individual placings for 10 months only.

PRODUCTION OVERSEAS

FRANCE
Cars

	3 mos., 1983	3 mos., 1982
Peugeot SA	375,679	363,972
Citroen	156,860	159,502
Peugeot	155,952	139,446
Talbot	62,867	65,024
Renault	436,103	375,724
Total	811,782	739,696
Trucks, buses		
CBM	21	30
Peugeot SA	32,720	38,904
Citroen	8,249	8,392
Peugeot	17,623	26,421
Talbot	6,848	4,091
Renault	53,119	60,270
Sovam	19	14
Unic	1,802	1,362
Total	87,681	100,580
Total vehicles	899,463	840,276

SPAIN
Cars

	2 mos., 1983	2 mos., 1982
Citroen	22,377	16,780
Fasa-Renault	55,760	46,905
Ford	37,392	31,441
General Motors	25,519	.....
Seat	35,679	46,291
Talbot	7,795	7,429
Total	184,522	148,846
Trucks, buses		
CAF	.....	45
Citroen	4,410	6,631
Enasa	2,259	1,380
Fasa-Renault	5,465	5,066
Ford	1,048	1,619
Hispavinsa (Renault)	442	483
Land Rover	3,451	2,314
Mercedes-Benz	1,707	2,358
Motor Iberica	3,278	3,228
Seat	3,756	409
Total	25,796	23,533
Total vehicles	210,318	172,379

UNITED KINGDOM
Cars

	1 mo., 1983	1 mo., 1982
BL	34,002	39,640
Austin Rover	30,472	36,880
Jaguar	2,343	1,741
Range Rover	1,187	1,019
Carbodies	146	.....
deLorean	.....	308
Ford	26,542	23,263
Lotus	39	27
Reliant	8	6
Rolls-Royce	94	164
Talbot	9,385	995
TVR	10	10
Vauxhall	10,372	5,985
Others	52	51
Total	80,650	70,451
Trucks, buses		
Bedford	3,476	3,523
BL	7,801	6,943
Austin Rover	2,771	1,515
Land Rover	3,999	3,590
Leyland Veh.	1,031	833
ERF	151	77
Ford	10,938	6,149
Hestair Dennis	64	83
Karrier (Dodge)	480	709
MCW	23	27
Sandbach (Foden)	39	30
Seddon Atkinson	114	85
Others	57	19
Total	23,143	17,645
Total vehicles	103,793	88,096

JAPAN
Cars

	2 mos., 1983	2 mos., 1982
Daihatsu	9,972	9,267
Fuji	18,855	13,882
Honda	65,189	68,626
Isuzu	7,508	9,915
Mitsubishi	38,353	40,673
Nissan	139,929	139,181
Suzuki	8,219	4,947
Toyo Kogyo	67,893	64,914
Toyota	165,215	149,949
Total	521,133	501,554
Trucks, buses		
Daihatsu	23,890	21,948
Fuji	23,114	22,572
Hino	3,896	5,212
Honda	10,964	9,578
Isuzu	18,244	22,630
Mitsubishi	30,675	31,089
Nissan	46,186	51,473
Nissan Diesel	2,295	2,936
Suzuki	35,465	34,094
Toyo Kogyo	18,589	22,545
Toyota	65,912	68,467
Others	83	54
Total	279,311	292,598
Total vehicles	800,444	794,152

ITALY
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	188,773	197,287
Bertone	7,439	.....
de Tomaso	83	74
Fiat Auto	1,073,579	1,036,175
Autobianchi	78,047	76,987
Ferrari	2,223	2,566
Fiat	925,147	878,365
Lancia	68,162	78,257
Lamborghini	110	89
Maserati	2,265	528
Nuova Innocenti	21,646	23,187
Pininfarina	3,456	.....
Total	1,297,351	1,257,540
Trucks, buses		
Alfa Romeo	949	1,570
Fiat Auto	27,710	76,108
Inbus	803	.....
Iveco	68,915	81,323
Fiat	54,979	62,254
OM	11,262	17,215
Magirus	2,674	1,754
Menarini	342	.....
Sevel	56,973	16,213
Fiat	27,825	8,156
PSA	29,148	8,057
Others	.....	1,189
Total	155,692	178,403
Total vehicles	1,453,043	1,433,743

ARGENTINA
Cars

	11 mos., 1982	11 mos., 1981
Ford	31,603	48,808
Renault	31,249	41,567
Sevel	25,903	23,156
Volkswagen	8,470	15,784
Total	97,225	129,345
Trucks, buses		
Deutz	18	58
Fiat Ind. Veh.	183	206
Ford	13,987	19,518
Mercedes-Benz	4,049	5,473
Renault	.....	65
Scania	329	335
Sevel	1,148	1,822
Volkswagen	3,483	1,177
Total	23,197	28,076
Total vehicles	120,422	158,021

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	1,891	2,510
BL	90,725	66,758
Austin Rover	67,894	66,094
Jaguar	2,009	1,888
Range Rover	822	776
BMW	7,271	6,824
Daihatsu	1,284	1,330
Datsun	19,662	22,202
Fiat Auto	12,756	12,966
Ford	159,638	139,564
FSO (Polski)	1,026	649
General Motors	68,201	44,549
Honda	3,827	2,748
Hyundai	775	553
Lada	5,155	3,577
Lotus	131	110
Mazda	3,850	3,010
Mercedes-Benz	4,361	3,998
Mitsubishi	2,424	1,648
Peugeot SA	32,702	27,446
Citroen	8,123	6,647
Talbot/Peugeot	24,579	20,799
Reliant	21	38
Renault	18,680	18,440
Rolls-Royce	226	281
Saab	2,679	2,663
Skoda	2,538	1,785
Subaru	670	664
Suzuki	998	817
Toyota	6,819	5,417
VAG	31,058	23,953
Volvo	18,979	14,843
Zastava	942	1,053
Others	1,386	1,064
Total	500,675	412,912

SWEDEN
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	112	84
BMW	881	686
Daihatsu	150	194
Datsun	1,279	1,070
Fiat Auto	970	1,195
Ford	5,258	5,182
General Motors	4,598	5,378
Honda	707	897
Lada	388	635
Mazda	2,574	2,114
Mercedes-Benz	958	1,180
Mitsubishi	387	361
Peugeot SA	1,478	1,411
Citroen	663	550
Peugeot/Talbot	817	861
Porsche	34	22
Renault	437	489
Saab	7,526	7,057
Skoda	90	106
Subaru	134	65
Toyota	2,109	1,938
VAG	4,411	6,323
Volvo	15,347	14,115
Others	6	11
Total	50,136	51,119

AUSTRIA
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	593	721
BL	110	173
BMW	2,339	2,020
Daihatsu	217	61
Datsun	3,877	2,848
Fiat Auto	2,712	3,105
Ford	4,886	3,719
General Motors	8,322	7,327
Honda	849	394
Lada	410	388
Mazda	5,954	4,745
Mercedes-Benz	1,818	1,126
Mitsubishi	1,175	875
Peugeot SA	3,814	3,890
Citroen	1,611	1,742
Peugeot/Talbot	2,203	2,148
Porsche	133	100
Renault	2,587	2,994
Saab	106	130
Skoda	225	75
Subaru	971	743
Suzuki	206	234
Toyota	2,857	1,536
VAG	11,869	9,203
Volvo	930	641
Others	35	35
Total	56,995	47,036

FRANCE
Cars

	1 mo., 1983	1 mo., 1982
Alfa Romeo	2,591	1,835
BL	2,070	1,842
BMW	2,415	2,288
Datsun	1,427	912
Fiat Auto	6,713	6,451
Ford	13,330	8,785
General Motors	5,815	3,116
Honda	708	334
Lada	1,567	1,420
Mazda	1,505	892
Mercedes-Benz	1,591	1,409
Mitsubishi	453	274
Nuova Innocenti	112	108
Peugeot SA	47,510	46,209
Citroen	19,746	21,539
Peugeot	19,139	16,523
Talbot	8,625	8,147
Polski	118	86
Porsche	171	96
Renault	47,721	57,356
Saab	56	6
Skoda	280	299
Toyota	941	708
VAG	10,766	9,337
Volvo	915	804
Zastava	186	62
Others	9	10
Total	148,979	144,536

JAPAN
Cars

	1 mo., 1983	1 mo., 1982
Daihatsu	3,314	4,012
Fuji	3,159	3,496
Honda	13,356	11,482
Isuzu	3,568	3,377
Mitsubishi	8,644	9,375
Nissan	41,931	39,295
Suzuki	6,346	3,895
Toyo Kogyo	15,254	13,297
Toyota	58,081	51,375
Imports	2,019	1,886
Total	155,672	141,490
Trucks, buses		
Daihatsu	13,719	11,595
Fuji	10,083	9,593
Hino	2,281	2,346
Honda	7,083	5,384
Isuzu	7,646	7,808
Mitsubishi	16,178	15,954
Nissan	18,550	16,557
Nissan Diesel	1,182	1,169
Suzuki	22,345	24,524
Toyo Kogyo	9,673	9,929
Toyota	21,538	18,960
Total	130,878	124,118
Total vehicles	286,550	265,608

DENMARK
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	200	311
American Motors	14	18
BL	536	1,061
BMW	1,743	1,315
Daihatsu	1,072	798
Datsun	4,403	1,944
Fiat Auto	4,150	4,498
Ford	13,756	11,082
FSO	296	323
General Motors	12,203	8,938
Honda	770	793
Lada	5,070	4,376
Mazda	8,064	6,678
Mercedes-Benz	1,003	684
Mitsubishi	1,011	1,289
Peugeot SA	6,305	5,435
Citroen	3,181	2,700
Peugeot	461	562
Talbot	2,663	2,173
Renault	820	389
Saab	1,839	1,783
Seat	7	453
Skoda	7,576	4,389
Subaru	235	309
Toyota	6,039	5,573
Trabant	1	12
VAG	4,888	5,106
Volvo	3,003	3,700
Wartburg	406	151
Total	85,405	71,888

IRELAND
Cars

	11 mos., 1982	11 mos., 1981
Alfa Romeo	382	541
BL	2,859	4,411
BMW	636	770
Daihatsu	16	898
Datsun	7,347	11,401
Fiat Auto	6,539	10,086
Ford	16,345	22,423
General Motors	7,896	11,352
Mazda	1,756	3,478
Mercedes-Benz	495	623
Peugeot SA	2,826	5,210
Citroen	332	787
Peugeot	1,462	2,414
Talbot	1,032	2,009
Porsche	18	12
Renault	7,435	9,043
Saab	150	168
Toyota	10,554	14,994
VAG	4,746	6,849
Volvo	1,032	1,530
Others	400	44
Total	71,432	103,833

Truck industry tempest

New ownerships and changing names

The former Chrysler-Europe commercial vehicle concern in Spain received a new name — Renault — at the time of last month's Barcelona auto show.

It happened at the same time as Signal Cos., parent firm of Mack Trucks Inc., in the U.S. was trying to interest Renault Industrial Vehicles (RVI) in extending its 20 percent interest in Mack to full control.

The problem for RVI is that there is a shortage of cash in the till, just as there is with many of Europe's truck makers.

At the same time RVI's European partner, the Peugeot Group, must be wondering whether it wants to own 50 percent of a company it does not manage and which continues to lose money.

RVI got a 50 percent interest in April 1981 from PSA in the commercial vehicle business the latter acquired in its 1978 takeover of Chrysler Europe. Those truck interests centered on Villaverde, a suburb of Madrid, and Dunstable in England. The Spanish company subsequently was renamed Hispavinsa, while the UK operation became Karrier Motors. But the products they sold were still Dodges.

For Spain the change to Renault is logical. Renault has a well established manufacturing base there as the country's leading auto maker, while Dodge, until a few years earlier, had been known as Barreiros. There was an identity crisis.

Dodge has a stronger history in the UK. There is no plan to change to the Renault nameplate there, though company officials recognize they have no divine right to the Dodge name.

The creation of Renault at Villaverde was complex. Until the split there was only one factory, making cars and commercial vehicles. All departments were common, and the name Talbot—given to the former Chrysler-Spain unit—was everywhere. "We simply built a wall down the center of the factory," explains an RVI spokesman.

But RVI did not need half of Villaverde's manpower. It took only 2,600 of the old company's payroll of nearly 11,000.

Swedish Saab and German Porsche together in Spain

Saab and Porsche, both faced with the problem of breaking into the half-million unit car market in Spain, decided to take a joint approach.

Two years ago the Swedish and West German companies created Turbo Motor, based in Madrid, with former Ford of Spain executive Juan Hillegas as business manager. The aim was to establish a dealer network and provide service facilities for Saab and Porsche owners from other parts of Europe holidaying in Spain.

In the first year some 90 Saabs and Porsches were sold. The numbers grew last year to 170 Saabs and 260 Porsches. This year's target — there are now 12 dealers — is 250 Saabs and 320 Porsches.

Despite enormous tax levies, which double prices compared with most of Europe, Hillegas sees a lot more potential for his products. He talks of 400 Porsche and 350 Saab sales in 1984. "It's an immature market for cars," he says. "Things get mixed up. A customer might compare a Saab Turbo with an Opel Ascona simply because of size. It makes Saabs that much harder to sell.

"But with Porsche there is really no competition, on account of the fabulous image," he adds.

McCann-Erickson seeks support for national accounts

Ad agency aims at retail clients

By Joseph Bohn
Marketing Editor

Mc-Cann-Erickson, Detroit, is setting up a new Retail Service Group to go after, among other clients, individual Buick and GMC dealers.

The agency wants to develop a "retail mentality" to complement its work on large, national accounts like Buick and GMC divisions of General Motors, noted Jerry Atkins, executive vice president and general manager of the Detroit office.

Its new Retail Service Group is being officially established June 1.

Several people have been hired. Ken Nobel, formerly with Patten Corp., Southfield, Mich., a dealer agency, is vice president - management representative of the group. James Jarvis is director of sales; Brian Baba is creative writer and manager of a new in-house radio studio, and Jane Watts is group coordinator. Staff will grow to match client needs, Atkins added.

McCann plans to spread out from retail dealer accounts into non-automotive retail areas, Atkins said.

"In Detroit, you're not going to grow by bringing in AT&T," he said. "We're fortunate to have GMC and Buick as clients. We discussed this with them, and they indicated an interest in having us handle their dealers."

The retail concept isn't new for McCann, he added. Its one followed "around the world" with other clients.

In terms of dealer sign-ups, the agency hopes to get one GMC and one Buick dealer in each ADI market area to avoid any conflicts and service them nationally through its nine U. S. and three Canadian offices.

General Motors has a sort of unwritten policy against its divisions' agencies handling dealer associations — which is partly why McCann is going after individual dealers.

Competitive Edge, Albuquerque, N. M., handles the bulk of Buick dealer associations.

"We'll probably start in single-point markets and build our credentials," Noble said. But the dealers can't be too small because, as Atkins noted, "obviously" billings have to be sufficient to defray the overhead.

"So many dealers try to do their own ads or do none at all," he said. "It's like trying to do their own legal work — they're often not qualified and don't have the time."

Cadillac

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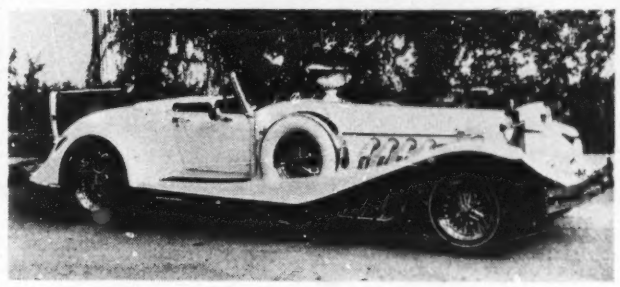

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obituaries

Mary K. Iacocca, 57; Chrysler chief's wife

DETROIT. — Mary K. Iacocca, wife of Chrysler Corp. Chairman Lee Iacocca, died May 15 at the age of 57.

Mrs. Iacocca had been in frail health for some time and had been hospitalized for two weeks prior to her death. The Iacoccas met when she was a secretary for Ford and he was beginning his career as a Ford salesman. Donations may be sent to the Mary Iacocca Fellowship, Joslin Clinic, 1 Joslin Place, Boston, Mass. 02215.

James A. Currie

TROY, Mich.—James A. Currie, 69, vice president of administration, General Automotive Corp., died May 12. Mr. Currie's automotive career began in 1931 with Ford Motor Co.

Used Car Sales
Auction Averages

May to date	$5,151
Month ago	$5,036
Year ago	$4,791

Model breakdown
Auction Averages

	MAY TO DATE	APRIL	MARCH
1983	$9,894	$8,595	$10,292
1982	8,009	8,142	8,112
1981	6,251	6,140	6,046
1980	5,196	5,342	5,195
1979	4,627	4,498	4,589
1978	3,373	3,511	3,496
1977	2,742	2,828	2,637
1976	2,206	2,012	2,232
Overall AVERAGE	$5,151	$5,069	$ 5,010

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By becoming a part of the next major trend in the automobile business: Chapman® Security Systems.

Already there are 6,000 Chapman dealers nationwide.

A number that's growing 30% a year.

And will keep on growing. For a very good reason.

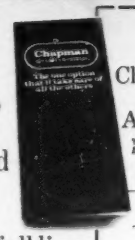
Chapman dealers get a lot of support.

To begin with, they're supported by hundreds of industrious people who work a lot of late hours. Car thieves.

(Last year alone they helped themselves to over a million vehicles. A figure, by any measure, approaching epidemic proportions.)

They're also supported by an aggressive, award winning advertising campaign. A campaign that's appeared in publications no less important than *Time*, *Newsweek*, *Car and Driver*, and *Road and Track*.

They're supported by a complete range of point-of-purchase materials. From posters to car toppers. To window stickers, brochures, and hang tags.



Most importantly, they're supported by a full line of automotive security systems unsurpassed by anything on the market. Systems from Chapman.

Each featuring the new Chapman Generation III Lok.™

If all this sounds like the kind of support you could use, give us a call. But do it soon.

After all, an opportunity like this is too good to miss out on. Again.

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I'm interested in becoming a Chapman dealer ☐, wholesaler ☐. Fill me in on all the details. And send along a free, point-of-purchase start up kit.

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STREET ADDRESS

CITY STATE

ZIP CODE PHONE NUMBER

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SECURITY SYSTEMS

Featuring the new Generation III systems.

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High-performance package

Maserati Biturbo due in August at $26,500

LOS ANGELES. — Maserati Biturbo, a twin-turbocharged two-door sedan from Italy, made its U. S. debut at Los Angeles Auto Expo here.

Scheduled to go on sale in August, the high-performance sedan will carry a sticker price of $26,500, according to M. Jeffrey Qvale, vice president of Maserati Import Co. (West) and Maserati Automobiles, Inc. (East), U. S. distributors of the vehicle.

The car is built by the Maserati and Innocenti works run by Alejandro DeTomaso and was introduced in Europe earlier this year.

The Biturbo in U. S. trim is powered by a 2.5-liter V-6 engine with three valves per cylinder and two IHI turbochargers. The powerplant develops 192 HP at 5,500 RPM and 233 pounds-feet of torque at 3,000 RPM.

Riding on a 98.9-inch wheelbase, the front-engine, rear-wheel-drive car uses a five-speed manual transmission. Steering is power-assisted rack-and-pinion and brakes are four wheel disks.

The car is 163.5 inches long, 67.4 inches wide and has a curb weight of 2,580 pounds.

U. S. distribution is being headed by Kjell H. Qvale, who is also chairman of British Motor Car Distributors, of San Francisco. He said the company has approximately 40 dealers signed and he anticipates adding about 10 more by the time the car goes on sale in August.

Volume is expected to reach an average of 300 units per month and total dealer body may reach a high of 75.

Qvale said most of the dealers will be concentrated on both coasts and in Texas, although there will be a few dealers in other major urban areas such as Chicago and Denver.

Ford projects 150,000 sales for Tempo/Topaz

Continued from Page 1

fects showing up in the first two years," a veiled reference to GM's problems with the X-cars.

The Ford chairman noted that Allstate Insurance Co. will apply a 21 percent collision rate reduction and a 27 percent reduction in the comprehensive rate on Tempo and Topaz and added that the cars are equipped with 5-MPH bumpers rather than the required 2.5-MPH bumpers. He said Ford would stick with the 5-MPH bumpers in its product lines.

Ford also reduced the recommendation maintenance schedules for the first 50,000 miles to 10 items and said a survey showed that this compares with 22 for the Mazda 626, 24 for the Toyota Camry and 25 for the Audi 4000.

When questioned after the meeting on the GM-Toyota joint manufacturing venture in California, Caldwell said this was a legal question but added that it seems that the Japanese will be the plant managers for GM and the "losers are the American workers in the U. S."

Hertz orders 15,200 Tempo/Topaz models

NEW YORK.—Hertz Corp. has ordered 15,200 Ford Tempo and Mercury Topaz cars—the largest single order for passenger cars in the history of Ford Motor Co.

"It is the largest single vehicle order Hertz has ever made," said Ford Chairman Philip Caldwell, "and it's also a big vote of confidence for American products."

HD registrations in first quarter lowest since 1976

Continued from Page 14

but the rate of decline was the smallest since the 4.4 percent drop recorded in December, 1981.

Registrations were off substantially from last year in both heavy-truck groups in the first quarter. The Group 7 count was 11,025, down 14.6 percent from the year-earlier 12,910. Group 8 was off 11.5 percent, from 17,506 units in 1982 to 15,496.

Through March, International had a lead of almost 600 units over second place Ford and increased its share of the heavy-truck total by more than 2½ percentage points.

International's three-month total of 6,582 Groups 7 and 8 tallies accounted for 24.82 percent of the industry total, compared with 22.14 percent a year ago on 6,733 units.

Ford's 6,003 tallies through March were good for 22.63 percent of the first-quarter total. Last year, Ford was No. 1 with 6,864 registrations which accounted for 22.57 percent of the total.

The biggest decline in penetration in the first quarter was suffered by GMC. Its share this year was 12.86 percent on 3,411 tallies, down 4.02 points from last year's 16.88 percent on 5,136 units.

First quarter truck registrations up 11 pct. over '82

Continued from Page 14

153. Group 6 was up 2.4 percent, 8,886 versus 8,676.

The Group 7 total was down 14.6 percent to 11,025 units through March, compared with 12,910 a year ago. There were 15,496 Group 8 tallies, a decline of 11.5 percent from the year-earlier 17,506 units.

No. 1 Ford's share of the industry total was 4.39 percentage points higher this year than last, when it finished the first quarter in second place.

Through March, Ford had 189,053 tallies which accounted for 31.92 percent of the total. A year ago, it accounted for 27.53 percent with 147,047 registrations.

Chevrolet was the biggest loser in penetration in the January-March period, a decline of 4.11 points.

Through March, Chevrolet registrations totaled 178,041 units and accounted for 30.06 percent of the three-month count. A year ago, it took 34.17 percent of the total with 182,559 tallies.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

THREE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**88**	**88**
	March, '82	.....	.....	.....	.....	.....	.....	.....	62	62
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**179**	**179**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	166	166
CHEVROLET	**March, '83**	**36,610**	**29,836**	**762**	.....	**19**	**296**	**588**	**47**	**68,158**
	March, '82	40,491	28,628	1,603	.....	33	336	617	46	71,754
	Year to Date '83	**96,646**	**77,711**	**1,048**	.....	**65**	**958**	**1,488**	**125**	**178,041**
	Year to Date '82	100,694	75,191	3,753	.....	106	1,049	1,616	150	182,559
(Memo Units) #	**March, '83**	**25,243**	**12,640**	.....	.....	.....	.....	.....	.....	**37,883**
	March, '82	25,067	8,647	.....	.....	.....	.....	.....	.....	33,714
	Year to Date '83	**66,428**	**30,922**	.....	.....	.....	.....	.....	.....	**97,350**
	Year to Date '82	59,476	22,577	.....	.....	.....	.....	.....	.....	82,053
DODGE	**March, '83**	**13,873**	**8,821**	.....	.....	.....	.....	.....	.....	**22,694**
	March, '82	13,761	5,835	6	.....	.....	.....	.....	.....	19,602
	Year to Date '83	**32,855**	**19,947**	.....	.....	.....	.....	.....	.....	**52,802**
	Year to Date '82	33,990	16,273	17	.....	.....	.....	.....	.....	50,280
(Memo Units) #	**March, '83**	**8,422**	**5,881**	.....	.....	.....	.....	.....	.....	**14,303**
	March, '82	9,571	3,954	.....	.....	.....	.....	.....	.....	13,525
	Year to Date '83	**20,277**	**13,766**	.....	.....	.....	.....	.....	.....	**34,043**
	Year to Date '82	22,115	10,928	.....	.....	.....	.....	.....	.....	33,043
FORD	**March, '83**	**23,692**	**45,338**	.....	.....	.....	**854**	**1,380**	**650**	**71,914**
	March, '82	18,903	36,990	.....	.....	.....	800	1,982	721	59,396
	Year to Date '83	**65,332**	**115,435**	.....	.....	.....	**2,283**	**4,322**	**1,681**	**189,053**
	Year to Date '82	44,625	93,210	.....	.....	.....	2,348	4,895	1,969	147,047
(Memo Units) #	**March, '83**	**17,176**	**17,251**	.....	.....	.....	.....	.....	.....	**34,427**
	March, '82	8,207	12,164	.....	.....	.....	.....	.....	.....	20,371
	Year to Date '83	**48,045**	**45,060**	.....	.....	.....	.....	.....	.....	**93,105**
	Year to Date '82	18,348	31,680	.....	.....	.....	.....	.....	.....	50,028
FREIGHTLINER	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**717**	**717**
	March, '82	.....	.....	.....	.....	.....	.....	.....	679	679
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,853**	**1,853**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,798	1,798
GMC	**March, '83**	**7,766**	**9,226**	**23**	.....	**19**	**362**	**819**	**486**	**18,723**
	March, '82	7,984	8,552	112	.....	50	251	857	781	18,587
	Year to Date '83	**21,113**	**23,894**	**30**	.....	**84**	**1,391**	**2,234**	**1,179**	**49,923**
	Year to Date '82	19,171	20,994	362	.....	121	852	3,105	2,031	46,636
(Memo Units) #	**March, '83**	**4,659**	**3,661**	.....	.....	.....	.....	.....	.....	**8,320**
	March, '82	4,100	2,368	.....	.....	.....	.....	.....	.....	6,468
	Year to Date '83	**12,363**	**8,403**	.....	.....	.....	.....	.....	.....	**20,766**
	Year to Date '82	9,136	5,631	.....	.....	.....	.....	.....	.....	14,767
INTERNATIONAL	**March, '83**	.....	.....	.....	.....	.....	**1,109**	**893**	**1,694**	**3,696**
	March, '82	.....	.....	.....	.....	.....	1,416	966	1,545	3,927
	Year to Date '83	.....	.....	.....	.....	.....	**3,419**	**2,399**	**4,183**	**10,001**
	Year to Date '82	.....	.....	.....	.....	.....	3,340	2,832	3,901	10,073
JEEP	**March, '83**	**3,361**	**2,316**	.....	.....	.....	.....	.....	.....	**5,677**
	March, '82	2,246	1,844	.....	.....	.....	.....	.....	.....	4,090
	Year to Date '83	**8,551**	**6,643**	.....	.....	.....	.....	.....	.....	**15,194**
	Year to Date '82	6,720	6,060	.....	.....	.....	.....	.....	.....	12,780
(Memo Units) #	**March, '83**	**3,361**	**1,734**	.....	.....	.....	.....	.....	.....	**5,095**
	March, '82	2,246	1,417	.....	.....	.....	.....	.....	.....	3,663
	Year to Date '83	**8,551**	**5,347**	.....	.....	.....	.....	.....	.....	**13,898**
	Year to Date '82	6,720	4,539	.....	.....	.....	.....	.....	.....	11,259
KENWORTH	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**540**	**540**
	March, '82	.....	.....	.....	.....	.....	.....	.....	546	546
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,348**	**1,348**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,766	1,766
MACK	**March, '83**	.....	.....	.....	.....	.....	**161**	**80**	**1,044**	**1,285**
	March, '82	.....	.....	.....	.....	.....	183	53	1,055	1,291
	Year to Date '83	.....	.....	.....	.....	.....	**438**	**197**	**2,613**	**3,248**
	Year to Date '82	.....	.....	.....	.....	.....	556	155	3,157	3,868
MERCEDES-BENZ	**March, '83**	.....	.....	.....	.....	.....	**151**	**67**	.....	**218**
	March, '82	.....	.....	.....	.....	.....	173	78	.....	251
	Year to Date '83	.....	.....	.....	.....	.....	**397**	**151**	.....	**548**
	Year to Date '82	.....	.....	.....	.....	.....	531	206	.....	737
PETERBILT	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**581**	**581**
	March, '82	.....	.....	.....	.....	.....	.....	.....	388	388
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,452**	**1,452**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,410	1,410
PLYMOUTH	**March, '83**	**480**	**371**	.....	.....	.....	.....	.....	.....	**851**
	March, '82	623	351	.....	.....	.....	.....	.....	.....	895
	Year to Date '83	**1,239**	**987**	.....	.....	.....	.....	.....	.....	**2,136**
	Year to Date '82	1,905	1,004	.....	.....	.....	.....	.....	.....	2,909
VOLVO	**March, '83**	.....	.....	.....	.....	.....	.....	**54**	**50**	**104**
	March, '82	.....	.....	.....	.....	.....	.....	28	3	31
	Year to Date '83	.....	.....	.....	.....	.....	.....	**183**	**129**	**312**
	Year to Date '82	.....	.....	.....	.....	.....	.....	64	26	90
WESTERN STAR	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**32**	**32**
	March, '82	.....	.....	.....	.....	.....	.....	.....	87	87
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**80**	**80**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	211	211
WHITE	**March, '83**	.....	.....	.....	.....	.....	.....	.....	**181**	**181**
	March, '82	.....	.....	.....	.....	.....	.....	.....	193	193
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**488**	**488**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	513	513
MISCELLANEOUS*	**March, '83**	**30,773**	**562**	.....	**19**	**1**	.....	**23**	**67**	**31,445**
	March, '82	25,014	499	.....	.....	1	.....	9	122	25,545
	Year to Date '83	**83,652**	**1,696**	.....	**72**	**4**	.....	**51**	**188**	**85,653**
	Year to Date '82	69,510	1,376	.....	4	2	.....	37	408	71,345
TOTALS	**March, '83**	**116,555**	**98,472**	**785**	**19**	**39**	**2,953**	**3,904**	**6,177**	**226,904**
	March, '82	109,033	82,699	1,721	.....	84	3,159	4,590	6,228	207,514
	Year to Date '83	**309,388**	**246,213**	**1,078**	**72**	**153**	**8,886**	**11,025**	**15,496**	**592,311**
	Year to Date '82	276,623	214,108	4,132	4	229	8,676	12,910	17,506	534,188

★—No registrations for Oklahoma, 1983 and 1982, Florida, March, 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.
—Compiled from R. L. Polk & Co. data

Buy/sell show opens July 11

Korean suppliers at World Expo

Nine Korean automotive supplier firms will be a part of the world automotive marketplace at Detroit's Cobo Hall during the second annual Automotive News World Expo, July 11-14.

The four-day international buy/sell trade fair was developed to create an international marketplace for automotive suppliers and manufacturers to meet for business discussions.

All aspects of the automotive original equipment business will be featured under one roof during the show. Scores of automotive suppliers will exhibit their products and services for the attendees and many of the world's major vehicle manufacturers which will be staffing business offices on the show floor.

So far, 124 exhibitors have reserved space at the World Expo to sell automotive components, materials, machinery, design concepts, systems and marketing services. Some 34,600 square feet of exhibition space has been sold.

In cooperation with the Korea Trade Center, nine Korean firms will have booths in 2,000 square feet of space, said Ronald S. Sarason, trade coordinator.

The Korea Trade Center is a nonprofit government organization which promotes import and export trade between the Republic of Korea and other countries. The Detroit-area Korea Trade Center is one of 86 such trade centers in the world and one of 13 in the U. S., according to Sarason.

"The Korea Trade Center participates in shows around the world," Sarason said. "This particular group of companies has never participated together before, however."

The nine Korean companies manufacture a wide array of automotive products.

Bando Sangsa Co., Ltd., will exhibit engine bearings, oil pans, intake manifolds, transmission covers and brake parts at the World Expo. Daewoo Corp. will showcase its engines, forgings, castings, injection pump parts, clutch plates and door hinges.

Dong Yang Machinery Corp. will display transmissions, axle assemblies, propeller shafts, steering gear assemblies and forged products. Han Kook Reeyon Ind. Co., Ltd., will be showing its pistons, piston pins and rings and cylinder liners.

Also with the Korea Trade Center is Hoe Hoon Trading Co., Ltd., which will exhibit weatherstripping and rubber gaskets. Ilsung Battery Co., Ltd., will showcase its batteries while Kolon International Corp. exhibits engine valves, tire and cable chains, hubs, wire harnesses and electrical parts.

Mando Machinery Corp. will display alternators, radiators, shock absorbers, voltage regulators and ignition coils. Rounding out the group is Samsung Co., Ltd., which will exhibit wheel disks, coil and leaf springs, car speakers and oil seals.

• Sarason said, "Korean firms are relatively new to the OEM market and they would like to break into it more. The Korea Trade Center is participating in the World Expo to give people in the automotive business an overall idea of what's available in the Korean market.

"Korea is moving into high-technology goods. These firms have the products and the knowledge as well as very good facilities for production," he said.

Sarason added that Korean companies are moving into major automotive markets, such as Detroit. Three of the nine World Expo exhibitors, Daewoo, Bando Sangsa and Mando Machinery, have offices in the Detroit area.

The World Expo will run in tandem with the eighth annual Automotive News World Congress, an industry seminar which will be held at the nearby Westin Hotel, July 10-13. Together, these events make up Automotive News Week in Detroit.

To pre-register for World Expo and receive a complimentary ticket, or for exhibitor information, contact Automotive News World Expo, 965 E. Jefferson Ave., Detroit, Mich. 48207. Phone: (313) 567-9520. To send a request by TWX, call 810-221-5122 AUTNEW.

Auto production hits 2-year high

Continued from Page 1

last week at Chrysler's Belvidere, Jefferson, Newark and St. Louis facilities, plus the Ford Chicago, Lorain and St. Louis points. The Ford plants also worked Saturday, as did GM's Arlington, Baltimore, Detroit, Doraville, Fairfax, Lansing and Leeds assembly points.

Production of Ford's Escort and Lynx models is slated to end indefinitely today (May 23) at the company's San Jose facility.

All car assembly plants were reported operating last week.

Truck production tops any week since late 1979

Continued from Page 1

assembled 854,628 units, a 9.20 percent gain from 782,626 built in the comparable 1982 period.

Assembly of pickup models was halted indefinitely May 9 at Volkswagen of America's Westmoreland facility. Due to sagging sales and extensive downtime, only 2,079 trucks have been assembled there this year. During the final week of production, 146 units were completed.

Daily overtime was scheduled last week (May 16) at Chrysler Corp.'s Belvidere and Warren facilities, plus Ford Motor's Kansas City and Norfolk points. Kansas City and Norfolk also operated Saturday overtime last week as did General Motors' Detroit (P-model), Janesville, Pontiac and St. Louis plants.

All other assembly points were reported working normal schedules.

Extra holiday at GM trims Canadian output

Early holiday closings at all General Motors facilities pulled last week's Canadian car and truck production down about 10 percent from the previous week's totals.

The car makers estimated 25,213 units last week, down 9.93 percent from 27,994 built the previous week, but output rose 26.67 percent from last year's 19,904 units.

Year-to-date, there have been 402,934 automobiles assembled, a 13.72 percent gain from 354,325 finished in the comparable 1982 period.

Truck output last week reached 10,989 units, a 10.07 percent decline from the prior week's 12,220, and down slightly from 11,059 trucks built the same week last year.

So far this year, the truck manufacturers have produced 206,384 units, down 1.65 percent from last year's 209,851.

All GM facilities were idle last Friday (May 20) for a four-day holiday weekend. GM, plus all other car and truck assembly points, will be closed today (May 23) in observance of the Victoria Day holiday.

Chrysler's Cordoba and Mirada models were built out last week (May 16) at the company's Windsor car facility. Production of the Caravelle, Gran Fury, Diplomat and New Yorker Fifth Avenue models is scheduled to end June 10, and assembly of these M-bodies will be moved to Chrysler's St. Louis facility for the 1984-1985 model year.

The Windsor plant will be retooled for the 1984 front-drive T-115 van/wagon models with production slated to begin in October.

U. S. CAR PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
AMERICAN MOTORS	4,175	1,400*	3,700	10,924	23,150*	68,071
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,175	.....	3,700	10,924	.....	64,000
Alliance	4,175	.....	3,700	10,924	.....	64,000
CHRYSLER CORP.	21,600	16,269	18,293	61,904	237,036	329,564
Plymouth Total	7,900	6,767	6,150	22,370	98,860	121,350
Horizon	3,100	2,652	2,098	7,975	29,411	40,484
Reliant	4,600	4,115	3,848	13,752	69,449	78,951
Caravelle ('83)	200	.....	204	643	.....	1,915
Chrysler Total	5,500	2,937	4,975	16,184	45,488	79,076
LeBaron	2,500	2,937	2,413	7,737	45,488	37,612
Chrysler E-Class	3,000	.....	2,562	8,447	.....	41,464
Dodge Total	8,200	6,565	7,168	23,350	92,688	129,138
Omni	3,100	2,123	3,179	9,833	26,516	44,233
Aries	3,200	3,233	2,458	8,281	53,183	55,100
Dodge 400	1,200	1,209	930	2,955	12,989	13,724
Dodge 600	700	.....	601	2,281	.....	16,081
FORD MOTOR	37,871	35,095	33,906	97,422	435,002	572,773
Ford Division	24,068	24,183	21,249	60,777	276,050	373,801
Escort	7,649	10,027	5,895	17,827	119,967	106,675
Fairmont	.....	4,710	.....	.....	46,445	23,728
Mustang	3,223	4,145	3,355	6,578	50,114	51,072
LTD/Granada	3,631	3,571	3,730	10,700	42,456	71,219
Thunderbird	5,619	1,380	4,899	15,964	13,990	80,161
Crown Victoria/Ford	2,026	.....	2,018	5,824	.....	35,878
EXP	.....	350	.....	.....	3,078	1,184
Tempo	1,920	.....	1,352	3,884	.....	3,884
L-M Division	13,803	10,912	12,657	36,645	158,952	198,972
Mercury Total	11,135	8,817	9,995	28,673	119,113	156,960
Lynx	1,440	2,700	1,373	3,718	35,688	26,396
Capri	931	725	678	1,609	12,456	9,575
Zephyr	.....	1,663	.....	.....	14,636	8,601
Marquis/Cougar	2,124	1,613	1,950	5,775	21,033	29,030
Cougar/XR7	3,916	253	3,294	9,931	4,233	39,079
Gr. Marquis/Marquis	2,170	1,840	2,216	6,279	30,375	42,628
LN7	.....	23	.....	.....	692	290
Topaz	554	.....	484	1,361	.....	1,361
Lincoln Total	2,668	2,095	2,662	7,972	39,839	42,012
Continental ('82)	266	419	261	784	8,500	6,896
Lincoln	1,511	1,097	1,506	4,524	17,425	20,939
Mark VI	891	579	895	2,664	13,914	14,177
GENERAL MOTORS	87,798	81,257	80,370	244,839	1,225,508	1,442,370
Buick Division	19,503	18,837	18,532	56,226	288,706	333,112
Skylark	1,720	3,317	1,677	4,944	52,103	36,327
Skyhawk J	1,608	3,244	1,682	4,647	36,711	28,494
Century	4,225	3,252	3,331	11,175	48,619	57,492
Regal	4,500	4,561	5,261	15,097	74,070	99,694
Buick	6,590	3,445	5,694	17,792	63,165	94,671
Riviera	860	1,018	887	2,571	14,038	16,434
Cadillac Division	7,203	5,344	6,604	20,187	97,183	133,091
Cimarron	303	.....	329	901	1,401	8,943
Seville	740	565	765	2,215	10,118	14,419
Eldorado	1,660	1,141	1,718	4,970	25,204	31,252
Cadillac	4,500	3,618	3,792	12,101	60,460	78,477
Chevrolet Division	29,147	26,972	26,873	78,610	379,496	443,926
Chevette	3,907	6,474	4,405	8,312	83,044	75,294
Cavalier	6,195	1,510	6,778	19,283	35,293	95,066
Celebrity	3,610	1,748	2,822	8,917	26,680	33,165
Camaro	5,099	5,146	3,820	12,785	87,542	74,022
Citation	1,740	5,789	1,851	5,080	64,017	41,142
Malibu	3,521	3,426	3,022	10,366	40,260	59,831
Monte Carlo	2,549	1,795	2,152	6,835	22,644	36,272
Chevrolet	1,926	476	1,590	5,375	8,259	21,359
Corvette	600	608	433	1,657	11,757	7,775
Oldsmobile Division	22,399	16,144	19,452	64,152	297,975	386,032
Omega	810	1,645	873	2,593	33,481	24,233
Firenza	1,200	930	972	3,226	27,690	18,484
Cutlass	6,300	3,928	5,384	18,046	71,557	113,180
Cutlass/Ciera	5,105	3,390	4,474	14,855	47,494	73,647
Oldsmobile	8,244	5,407	6,987	23,225	104,065	140,816
Toronado	740	844	762	2,207	13,688	15,672
Pontiac Division	9,546	13,960	8,909	25,664	162,148	146,209
Acadian†	.....	118	458	458	5,198	6,279
2000	2,346	1,235	2,783	7,461	11,433	38,200
1000	1,580	1,570	1,451	3,031	9,400	15,130
Firebird	2,746	3,476	1,786	6,229	49,904	35,688
Phoenix	430	1,824	378	1,521	15,578	11,546
G. Prix/B'ville ('83)	2,444	3,681	2,053	6,964	60,817	39,366
6000	.....	2,056	.....	.....	9,818	.....
HONDA	1,100	.....	1,022	3,132	.....	11,587
VOLKSWAGEN	2,350	2,968	1,942	4,292	40,220	36,218
CHECKER	.....	100*	.....	.....	1,463*	.....
Total Cars, U. S.	154,894	137,089	139,233	422,513	1,962,379	2,460,583

CANADIAN CAR PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
AMERICAN MOTORS	798	607	818	2,436	10,820	12,073
CHRYSLER CORP.	4,360	3,531	5,328	14,556	66,711	92,239
FORD MOTOR	9,370	9,229	8,292	20,393	122,989	77,171
GENERAL MOTORS	10,460	6,312	13,331	36,537	149,473	217,266
VOLVO	225	225	225	675	4,332	4,185
Total Cars, Canada	25,213	19,904	27,994	74,977	354,325	402,934
N. American Cars	180,107	156,993	167,227	497,490	2,316,704	2,863,517
N. American Trucks	63,969	63,472	63,783	190,054	992,477	1,061,012
North American Cars and Trucks	244,076	220,465	231,010	687,544	3,309,181	3,924,529

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
CHEVROLET	18,266	17,007	18,242	54,221	265,363	294,883
DODGE	3,100	3,355	2,638	8,895	51,422	52,102
FORD	21,262	20,988	20,864	62,146	280,757	338,773
GMC	5,767	6,404	5,228	16,066	98,649	99,146
INTERNATIONAL	1,245	1,193	1,117	3,115	20,469	18,717
VOLKSWAGEN	.....	416	146	146	7,096	2,079
JEEP	2,290	2,000*	2,278	6,402	33,990*	28,978
AM GENERAL	50*	50*	50*	150*	880*	950*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	24,000*	19,000*
Total Trucks, U. S.	52,980	52,413	51,563	154,141	782,626	854,628

CANADIAN TRUCK PRODUCTION

	Week Ended May 21, 1983	Week Ended May 22, 1982	Week Ended May 14, 1983	May to Date	Jan. 1 to May 22, 1982	Jan. 1 to May 21, 1983
CHRYSLER CORP.	2,652	2,212	2,704	8,092	40,421	54,025
FORD MOTOR	3,617	4,160	3,553	10,622	54,359	53,146
GENERAL MOTORS	4,480	4,419	5,715	16,458	110,119	95,998
INTERNATIONAL	240	268	248	741	4,952	3,215
Total Trucks, Canada	10,989	11,059	12,220	35,913	209,851	206,384
N. American Trucks	63,969	63,472	63,783	190,054	992,477	1,061,012

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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1st-quarter dealer decline is 48, smallest in 5 years

By John K. Teahen Jr.
Managing Editor

In the first quarter of this year, there was a definite slackening in the loss of domestic new-car dealerships. The total declined by only 48 during the period, according to the latest AUTOMOTIVE NEWS census.

On April 1, the census found 20,751 dealerships handling domestic makes of passenger cars, compared with 20,799 at the beginning of this year.

The dip of 48 outlets in the three-month period was the lightest loss of any quarter since the second quarter of 1979 when 47 points faded away. It was the smallest first-quarter drop since 1978 when the number was 29.

This year's decline compared with first-quarter losses of 276 in 1982, 221 in 1981, 258 in 1980 and 86 in 1979.

Chrysler Corp. fared best during the first quarter of 1983, showing a gain of 27 outlets. American Motors-Renault also was on the plus side with a rise of one.

Dips for Ford Motor and General Motors were considerably smaller than in recent years — 11 for Ford and 50 for GM. Volkswagen was down 14.

That is an aggregate decline of 47 dealerships. A change in the number of intercorporate duals put the net loss at 48 for the domestic industry.

• By comparison, last year's first quarter brought drops of 145 for GM, 78 for Ford Motor Co., 29 for Chrysler Corp., 14 for VW and 12 for AMC. That 278 total became 276 for the domestic industry after adjusting for a change in the number of intercorporate duals.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

It is too early to say that the frightful attrition in the domestic dealer ranks has ended—a single three-month period is hardly the basis for such an assumption.

But there are encouraging signs. Interest rates have dropped, although they are still high, and the overall sales climate has improved. There are indications that the industry and the dealer population are pulling out of the long slump.

The past four years have been rough for domestic dealers. On April 1, 1979, AUTOMOTIVE NEWS counted 23,965 outlets. The drop to today's 20,751 is a dip of 3,214 establishments, or 13.41 percent.

The domestic franchise total rose during the first quarter as 10 makes reported gains and one held steady. Only four makes were down.

Dodge made the biggest advance, adding 50 franchises, and there were gains of 3 to 32 for AMC, Buick, Cadillac, Renault, Mercury, Oldsmobile, Lincoln, Chrysler and Plymouth. Pontiac was unchanged.

There were dips of 6 to 25 franchises for Imperial, Volkswagen, Ford and Plymouth.

Chrysler Corp. opened the

Continued on Page 31, Col. 1

U. S. CAR OUTLETS

	April 1, 1983	Jan.1, 1983
American Motors-Renault	1,590	1,589
Chrysler Corp.	3,664	3,637
Ford Motor Co.	5,403	5,414
General Motors	10,110	10,160
Volkswagen	920	934
TOTALS	21,687	21,734
Minus Intercorporate Duals	936	935
NET OUTLETS	20,751	20,799

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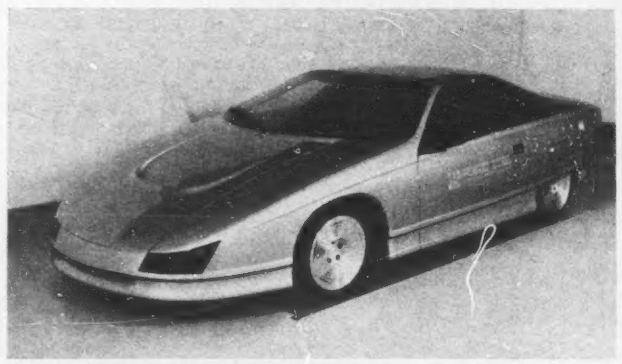
One of a kind



Art Center/PPG pace car

After 11 seniors at the Art Center College of Design in Pasadena, Calif., designed this pace car for the PPG Indy Car World Series, PPG and Synthetex built it. The car is built over a stock Camaro Z-28 chassis, with a 350-cubic-inch engine. Story on Page 17.

'Auto-recovery' bill introduced in House

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The eagerly awaited "comprehensive legislation to revitalize" the domestic auto industry and "protect American jobs from unfair foreign competition" has been dropped into the hopper and assigned to five House committees.

While the outlook is unclear, it is probably better than for usual packages of reindustrialization and cooperative R&D bills already afloat in Congress.

This is the promised effort of Rep. James J. Florio, New Jersey Democrat, who, in this Congress but not the last, held extensive hearings on the UAW-backed local-content bill before reporting it from his subcommittee in record time.

Ultimately, the fate of the new bill probably depends upon other lawmakers — Michigan's John Dingell, for instance, and other movers and shakers — to see if it takes off and finds a marriage partner in the Senate.

And, of course, recovery in sales of domestic models with at least substantial rehiring in the states most affected by joblessness in the auto sector could take steam out of the effort — just as warm endorsement by labor and a solid push by domestic firms would help. But it is early, and the only certainty is that it is giving the import companies fits.

The Japanese, especially, feel caught — since the local-content bill will be considered by the

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NEWSPAPER

Impulse 'qualifier' hurts better retailers, they say

Dealers slap Isuzu marketing effort

By Joseph Bohn
Marketing Editor

Some of Isuzu's dealers feel that the importer's marketing efforts this year replay like a silent-era comedy. Confused and disjointed, they frequently had dealers doing a double-take.

Recently, for example, the importer ran an incentive which offered dealers a chance to earn an allotment of a new Impulse with every I-Mark sale.

To their consternation, the company's better dealers found that, following this program, the importer came back with a $500 rebate on I-Marks which essentially rewarded their less-aggressive counterparts while still giving them Impulses to sell.

But that program "is not unlike many others that were worse," according to one dealer, who candidly admitted to submitting bogus delivery cards for I-Marks never sold "that allowed us to earn as many Impulses as possible." (A number of other dealers reportedly fudged on the program in the same way.)

He cited a program where Isuzu offered dealers $600 off on vehicles, then a few weeks later offered $1,000 off.

"We were dealing with somebody off the same (delivery truck). We're at cost and they've got a $400 profit."

Again, the company ran a program for selected dealers in the same area, added another dealer, where "they had to advertise $300 off per vehicle and give away 100 shares of stock, with trucks that cost less than those you had on your lot."

"Some ran the program before we were even offered the program," he said.

• Fritz Kern, national marketing manager for American Isuzu Motors, said the company "took care to make all dealers aware of this (particular) program."

He said he hadn't received any complaints, "via our regional offices."

Kern did confirm that Isuzu held up TV spot advertising on the new Impulse for a week in the Eastern and Central markets because of some delays in shipping. The new car gets about 40 percent of Isuzu's calendar-year dollars for its launch. Magazine and outdoor ran on time.

I-Marks, he added, are being phased out to represent less than 20 percent of Isuzu's mix, beginning this fall.

The I-Mark will continue being offered through the '84 model year, then replaced with an all-new front-drive car, as yet unnamed, which will compete in the same size/price segment.

Impulse is the "new flagship car . . . the sign of things to come for all our new products in the next two to three years," he added.

Some of Isuzu's dealers are clearly unhappy with their profit returns so far. The I-Mark, they say, is a good quality, if unexcitingly dated, Opel derivative, and Isuzu's trucks are "like every other truck on the market."

They also feel that the company may have overdealered in Southern California — Orange County and metropolitan Los Angeles.

Mike Brescini, American Isuzu dealer development manager, expressed surprise at this, saying the company only had 21 dealers in those counties which have a population of 10 million people.

The feeling stems, perhaps, from some of Isuzu's dealers comparing themselves — their volumes and profits — to nearby franchises like Toyota, Datsun and Honda.

Still, a lot is riding on the new Impulse, both for the company and its dealers.

breaking news

Volvo hikes prices $290-$310 on DL, GL

ROCKLEIGH, N. J.—Volvo of America has raised prices $290 to $310 on its DL, GL and diesel models. There was no change in prices of the turbocharged GLT series and the top-of-the-line 760-GLE. GL and diesel models went up $290, the DL two-door sedan rose $300 and the DL four-door sedan and wagon jumped $310. Volvo prices now start at $10,950 for the DL two-door sedan with overdrive.

UAW loses election at Avanti

SOUTH BEND.—Workers at Avanti Motor Corp. defeated the UAW in a representation election by a vote of 57 to 29. "I'm tickled pink the employes of Avanti stood behind the company—and their own future," said Stephen H. Blake, chief executive officer. "Now we're going to build some cars."

Diesel coming for Tempo/Topaz

DETROIT.—Ford Tempo and Mercury Topaz bowed in showrooms last week. But improvements are already in the planning stage for the cars. Charles L. Knighton, company vice president in charge of small car engineering and planning, told AUTOMOTIVE NEWS that next September, following the company's new-model changeover, Tempo and Topaz will

See BREAKING NEWS, Page 8, Col. 1

After three years of dwindling sales

Import firms gear up for growth in Japan

By John Hartley
Staff Correspondent

TOKYO. — Imported cars are set for growth in Japan after three miserable years of dwindling sales. BMW is spearheading the challenge, having increased sales 32 percent last year. Jaguar is also determined to repeat its U. S. success.

Encouragement for these plans came from April sales figures, which show that imported car sales increased 2.1 percent over April, 1982. However, only 2,564 imports were registered compared with 221,000 Japanese cars.

In the first four months of this year, 11,109 imports were sold, down 1.7 percent from the same period in 1982.

Although it seems that all imported cars have been doing badly in Japan, with sales dropping from 38,110 in 1981 to 35,508 in 1982, the dwindling sales are evidence of a major market change.

American autos used to dominate the import scene. Following the energy crisis, the Japanese lost interest in gas guzzlers and turned to European cars.

Last year, for example, General Motors' sales in Japan fell 50 percent to less than 2,000 units, Ford Motor Co.'s sales dropped a similar amount to 1,300 units, while Chrysler Corp. sales plummeted from 2,263 to 205.

By contrast, BMW sales leaped 32 percent from 3,600 to 5,293. Then, Mercedes-Benz sales crept up from 5,320 to 5,751, and Audi sales were up from 3,243 to 3,283.

• However, Volkswagen sales continued their slide, as the Golf, which is the main seller, has aged and Japanese small cars have become more competitive. In 1980, 14,000 VWs were sold, in 1981 sales dropped to 12,047, and last year they were down to 11,793.

Therefore, although the market for imported cars has been dwindling, it is the sales of U. S.-built cars that have plummeted—indeed, they are in danger of disappearing from the scene.

In 1979, 28 percent of imports were American; by 1982, they accounted for only 10 percent, whereas German cars accounted for 75 percent. Then, 5.9 percent were British, 3.9 percent Italian, 3 percent Swedish, and 2 percent French.

One reason that imported cars have sold poorly in Japan in recent years has been the poor dealer networks and service backup.

Then, a number of very small companies were importing used cars in handfuls. The result was that these parallel imports were not to the correct specification, so overheating problems were often encountered.

Then, because U. S. cars had left-hand drive, people associated left-hand drive with imports. Although a left-hand-drive car is very awkward in Japan—there are usually barriers alongside the sidewalks, so the driver has to scramble out through the other side — dealers are reluctant to sell imported cars with right-hand drive.

• Yet, many potential customers, especially in the foreign community, will not buy left-hand-drive cars.

Now, though, the situation is looking much better for imports generally. Last year, Yanase, the biggest importer, took over importation of all GM's U. S.-built cars.

Now, Yanase imports all GM products, along with VW, Audi and Mercedes-Benz. It sells through some 80 outlets, and has seven branch offices. Last year it sold almost 21,000 cars.

Ford has set up the Autorama dealer network, which sells Mazda GLCs and 626s badged as Fords and will also import some U. S. Fords as well as the Sierra two-liter from Europe.

BMW bought out its importer in October, 1981, and since has gone from strength to strength. It now sells through 45 dealers, most of whom handle other products than BMW, and last year it sold 5,293 units in Japan, 45 percent more than in 1981.

BL is staking its future in Japan on its new wholly owned subsidiary, Austin Rover Japan (ARJ). For the next couple of years, the 50-odd dealers will have to rely on selling Jaguar cars, but from 1985 onwards, they will be selling the XX car, being developed jointly by Austin Rover Group (ARG) and Honda.

• Largely owing to inflexible organization and the slump in the market, Leyland Japan saw Jaguar sales fall from 750 in 1979 to 420 in 1981, and to less than 300 last year. So, the first job is to regain the lost sales.

The company is relying on the much better quality of Jaguar cars now leaving the factory, although the Japanese are not aware of this yet, and ARJ has an uphill task to convince people that this is the case.

Jaguar's pursuit of perfection, with Japanese-style quality circles and constant vigilance on quality is paying off, as U. S. sales show. Last year, 10,349 Jaguar cars were sold in the U. S., 120 percent from the 1981 figure.

Along with the other foreign manufacturers in Japan, BL has long complained that foreign goods are always segregated from Japanese products in shows, in price lists in magazines and in the minds of Japanese, as if they are things to be seen but not bought.

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58th year — No. 4970

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Peugeot 505-STI for '83

Peugeot's 505-STI for 1983 combines luxury with sporty handling for the practical driving enthusiast. Powered by a 2-liter four-cylinder engine with five-speed manual transmission, the 505-STI has four-wheel disk brakes, rack-and-pinion steering, limited-slip differential, four-wheel independent suspension and heated driver's seat. The only extra-cost option available is automatic transmission. List price is $15,215.

New Oldsmobile boss takes giant stride from Latin American years

By Al Fleming
Industry Editor

LANSING. — It is a long way — in distance and life style — from Latin America to Michigan's capital city.

Few know that better than Joseph Sanchez.

He worked 23 years for General Motors in Central and South America, from a one-man field sales rep operation in Santiago, Chile, to el numero uno managing director at GM Brazil.

Suddenly, on a few days' notice, he hustled from south of the equator to north of Detroit, where April 1 he was anointed head of GM's Oldsmobile Division, headquartered here.

It is a job for which few are considered and fewer are chosen. Oldsmobile is just one of five GM car divisions, and the most successful one, in recent years, in sales and profit growth.

So why Sanchez as general manager of Olds? Other Olds bosses had solid American names like Skinner, Wolfram, Baker and Cook. Or hearty European names like Metzel, Beltz and Kehrl.

Sanchez? Sounds like a side dish at Taco Bell.

"My mother and father came from Spain," says Joseph J. Sanchez, tall, strapping, 6-foot-plus, first-generation American who spent his boyhood on the other side of the subway tracks in the Big Apple. "They met in New York. I was born there in 1930, and lived there until I was 30 years old."

He is now 52 — 53 come November.

• Sanchez takes over the Olds reins from the retired Robert J. Cook. The two are about as alike as tortillas and hotdogs. The staid Cook spent his entire life and GM career in Lansing.

The engaging Sanchez has spent nearly his entire career at GM in Latin America, the last seven as managing director of GM Brazil, headquartered in Sao Paulo. He's been a corporation vice president since 1979.

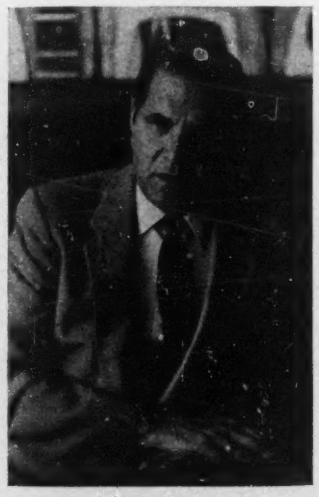
The new Olds general manager landed his first job with GM in 1954 with what was then called GM Overseas Distribution Corp., in New York City. Just out of the U. S. Air Force, and armed with a degree in foreign trade from City College of New York, he was out of work at a time when jobs were tough to find during the economic downturn following the Korean War.

A cousin told Sanchez GMOD was looking for someone to replace a girl as a letter of credit and filing clerk. He applied for and got the job.

"Right from the start I pointed toward an overseas assignment," recalled Sanchez last week, seated at a conference table in his office at Olds headquarters here. "I majored in foreign trade in college, was bilingual (he now speaks English, Spanish and Portugese, and 'a smattering' of Italian and French) and really wanted to get going on something in a foreign country."

He got his wish in 1960 when he was assigned to Santiago,

Continued on Page 34, Col. 1



At the Olds helm

Joseph J. Sanchez spent nearly all of his General Motors career in Latin America before being appointed general manager of Oldsmobile.

New-car sales in mid-May trail year ago

By Jenny L. King
Staff Writer

Domestic new-car sales for May 11-20 snapped a five-period winning streak as they missed the year-ago total by some 7,000 units.

The daily-selling rate, however, averaged 23,210, fourth best so far this calendar year, and annualized sales figured to 6.3 million.

Mid-May sales of 208,888 were down 3.12 percent from 215,608 in 1982. General Motors was the only major U. S. manufacturer to report a decrease, and that was enough to make the difference between beating last year's industry total or missing the mark.

GM sales numbered 123,397, down 14.33 percent from 144,032 in 1982. Ford Motor Co. sales climbed 5.77 percent, to 47,331 from 44,748. Chrysler Corp. presented a glowing report of sales up 31.36 percent, to 28,034 from 21,341.

American Motors said its estimated mid-month sales were 5,900, up 63.89 percent from the AUTOMOTIVE NEWS 1982 estimate of 3,600. Volkswagen of America was up 49.55 percent, to 2,822 from 1,887, and sales of U. S.-built Hondas totaled 1,404 for the period.

• GM's share of the domestic market tumbled to 59.07 percent from 66.87 percent last year. Ford claimed 22.66 percent, up from 20.78 percent. Chrysler soared to 13.42 percent from 9.91 percent. AMC earned 2.83 percent, up from 1.67 percent; VWoA had 1.35 percent, up from 0.77 percent, and Honda held the remaining 0.67 percent of this year's market.

Eight U. S. makes reported sales increases over year-ago levels. At Chrysler Corp., Plymouth was up 20.03 percent, Chrysler was up 40.84 percent and Dodge was up 37.08 percent. Ford Division was up 6.61 percent and Mercury was up 9.56 percent at Ford Motor Co.

GM's Cadillac was up 8.55 percent, and Oldsmobile dealers retailed eight more cars this mid-May than last. VW was up 49.55 percent.

Year-to-date sales through May 20 totaled 2,414,245, up 6.19 percent from 2,273,411 last year.

DOMESTIC SALES

	May 11-20, 1983	May 11-20, 1982
Renault Alliance	4,000†	.....
AMC	1,900†	3,600†
AMERICAN MOTORS	5,900†	3,600†
Chrysler	8,235	5,847
Imperial	39	91
Plymouth	9,535	7,944
Dodge	10,225	7,459
CHRYSLER CORP.	28,034	21,341
Ford	32,756	30,725
Mercury	11,734	10,710
Lincoln	2,841	3,313
FORD MOTOR CO.	47,331	44,748
Buick	24,901	25,743
Cadillac	9,080	8,365
Chevrolet	39,988	57,893
Oldsmobile	33,847	33,839
Pontiac	15,581	18,192
GENERAL MOTORS	123,397	144,032
VOLKSWAGEN	2,822	1,887
HONDA	1,404	.....
U. S. INDUSTRY TOTAL	208,888	215,608

† Estimate

New boss promises to operate 'in a fish bowl'

Ruckelshaus brings change to EPA

Continued from Page 2

paper manufacturer, precludes it.

But he will remove himself from the ambient air standards for particulate matter, since diesel vehicles are major offenders.

Other areas in which Ruckelshaus will excuse himself include: Useful life of heavy-duty engines, heavy-duty particulate standards, NOx regulations for light-duty and heavy-duty engines and fuels and fuel additives.

Other areas of mobile source control are all right for Ruckelshaus' participation. These include such areas as auto body paint shops, revised gaseous emissions for 1984 and later heavy-duty engines and light trucks because these are powered by gasoline long-term vehicle emissions control program, and perhaps non-methane HC standards.

So long as Cummins stays in the heavy-duty diesel engine business or merely gets into the medium diesel engine business, the light-duty vehicles will not be exempt by Ruckelshaus.

These matters include: Delay of the 1985 light-duty diesel particulate standard tentatively scheduled for next October, averaging of particulate emissions for 1985 and later light-duty vehicles and assembly line testing for light-duty vehicles.

But should Cummins get into the making of light-duty diesels, then this picture would presumably change — even though Ruckelshaus would have no monetary interest in the company.

The President told Ruckelshaus to ensure that laws are "vigorously enforced," and he added, "We expect nothing less than full compliance with the letter and spirit of the law."

The 1972 noise control law has not been repealed but neither has it been reauthorized or been given any money.

Motorcycle and heavy truck makers are very concerned because the federal law preempted state and local regulations and their nightmare is to be faced with 50 or more conflicting state and local noise regulations. While several recent decisions have held there is federal preemption, this is based on the existence of a federal program that no longer exists.

In this Congress, Senator David Durenberger, the Minnesota Republican who chaired the Senate subcommittee with jurisdiction over noise control, introduced and had the full Senate Environmental Committee report a simple one-year reauthorization of the noise control law with $10 million to have EPA develop and enforce noise emission standards during fiscal 1984.

Meanwhile, on the House side where jurisdiction rests with the House Commerce subcommittee under the chairmanship of Rep. James Florio, New Jersey Democrat, there is no staff assigned to it and so far no plans whatsoever.

Thus, what happens to noise could very well be up to Ruckelshaus—who has said he will enforce the law and presumably he means all laws under EPA jurisdiction.

A newcomer to EPA is Courtney Price, who will be Ruckelshaus' "enforcer" although not his general counsel. Price has been NHTSA's associate administrator for rulemaking, a top job at the safety agency.

Price, along with Lee Verstandig, an experienced administrator from the Transportation Department, was sent to EPA to hold the fort after the departure of Anne Gorsuch Burford.

At this point, Ruckelshaus is the only Senate-confirmed official at EPA and he seems to have firmly taken control.

Escort wins Michigan award

Paula Blanchard, wife of Michigan Gov. James Blanchard, and Louis E. Lataif, Ford Division general manager, inspect a Ford Escort, which was named one of four winners in the Governor's New Product Award competition in connection with Michigan Week. The Escort, judged in the large-company category, was one of 14 finalists out of 33 entries, and now is eligible for national New Product Award competition.

High Court says GM owes $20 million in '46 patent suit

WASHINGTON. — General Motors must pay the patent holder of a steel lubricating process nearly $20 million in royalties and prejudgment interest, the U. S. Supreme Court has ruled unanimously in a patent infringement case dating back to 1946.

In that year, Devex Corp. sued GM, claiming the auto maker had unlawfully used its patented method of coating steel with borax-based lubricant prior to cold-forming it into bumpers. Devex also sued Houdaille Industries, which eventually settled out of court.

In June, 1962, the U. S. District Court for the Northern District of Illinois found Devex's claims invalid. The Seventh Circuit Court of Appeals reversed, however, finding that GM did infringe Devex's patent in certain processes it used to make bumpers and cold-extruded non-bumper parts.

Devex then transferred the case to the U. S. District Court in Delaware, which rejected Devex's infringement claims on the grounds that "no preponderance of the evidence" supported a claim of patent infringement.

The Third Circuit Court of Appeals reversed, ruling that the Devex methods "led to satisfactory lubricity and cleanability, which meant that those practices infringed."

The total royalty award to Devex was $8,813,945.50 with prejudgment interest of $11,-022,854.97, the total award came to $19,836,800.47.

GM appealed the case to the Supreme Court, arguing that "a clear and irreconcilable split" existed between the appeals courts as to prejudgment interest. Most appeals courts, GM claimed, mandate prejudgment interest only in cases of bad faith, and GM was not guilty of bad faith.

The Supreme Court, however, held that "prejudgment interest should ordinarily be awarded absent some justification for withholding such an award."

factories list auction dates

American Motors

June 1—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 2—Aptco Auto Auction, Taylor, Mich.

June 2—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

June 1—Sand Mountain Auto Auction, Boaz, Ala., and Columbus Fair Auto Auction, Obetz, O.

June 2—Aptco Auto Auction, Taylor, Mich. (Note: Special sale of impact and wreck vehicles.)

June 7—Aptco Auto Auction, Taylor, Mich., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

June 9 — 166 Auto Auction, Springfield, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Ford Motor Co.

June 7—Arena Auto Auction, Chicago, Ill.

June 8 — Southern California Auto Auction, Fontana, Calif.

June 9 — Skyline Auto Exchange, Fairfield, N. J.

General Motors Corp.

June 3—Butler Auto Auction, Gibsonia, Pa.

June 7—Dallas Auto Auction, Dallas, Tex.

June 8 — Golden Gate Auto Auction, Fremont, Calif.

June 9—Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

May to date	$5,173
Month ago	$5,069
Year ago	$4,799

Model breakdown
Auction Averages

	MAY	APRIL	MARCH
1983	$10,203	$8,595	$10,292
1982	8,011	8,142	8,112
1981	6,258	6,140	6,046
1980	5,198	5,342	5,195
1979	4,630	4,498	4,589
1978	3,444	3,511	3,496
1977	2,705	2,828	2,637
1976	2,199	2,012	2,232
Overall Average	$ 5,173	$5,069	$ 5,010

Exports, imports rise for engines

WASHINGTON.—The United States International Trade Commission said U. S. imports of internal-combustion engines and parts rose from $2.8 billion in 1978 to $3.7 billion in 1982.

The import share of the domestic market increased from 13.3 percent in 1978 to 14.5 percent in 1982. Among the major sources of U. S. imports were Canada, the United Kingdom, Japan, France and Mexico.

U. S. exports of these products increased from $3.8 billion in 1978 to $6.2 billion in 1982. Major U. S. export markets in 1982 were Canada, France, the United Kingdom, Belgium, Japan and Mexico.

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Total declines by 48 in first quarter

Tide stemmed on dealership losses

Continued from Page 1

year with 3,637 car dealerships and rose to 3,664 on April 1. It was Chrysler's third gain in the last four quarters and was its best first-quarter performance since 1965.

This year's addition of 27 outlets for Chrysler compares with a dip of 29 in the first quarter of 1982.

In addition to its 3,664 car dealerships, Chrysler Corp. has eight outlets that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

Ford Motor had 5,403 car dealerships on April 1, down 11 from 5,414 on Jan. 1. It was the company's best first-quarter showing since 1978 and compared with a loss of 78 locations in the first quarter of last year.

Ford Motor has 100 outlets that handle only Ford heavy-duty trucks. They are not included in the company's car-dealer total or in the Ford Division car-franchise total.

U. S. FRANCHISES

	April 1, 1983	Jan. 1, 1983
AMERICAN MOTORS		
AMC	1,460	1,457
Renault	1,332	1,322
CHRYSLER CORP.		
Chrysler	2,695	2,665
Dodge	2,542	2,492
Imperial	419	425
Plymouth	2,619	2,587
FORD MOTOR CO.		
Ford	4,581	4,596
Lincoln	1,496	1,478
Mercury	2,591	2,581
GENERAL MOTORS		
Buick	2,915	2,910
Cadillac	1,580	1,575
Chevrolet	5,170	5,195
Oldsmobile	3,145	3,135
Pontiac	2,945	2,945
VOLKSWAGEN	920	934

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For GM, the first-quarter slip of 50 dealerships was only one-third as steep as the 145 that bowed out in the year-ago period. It was GM's lightest quarterly loss since the first three months of 1980.

GM had 10,110 car dealers on April 1, compared with 10,160 at the beginning of the year.

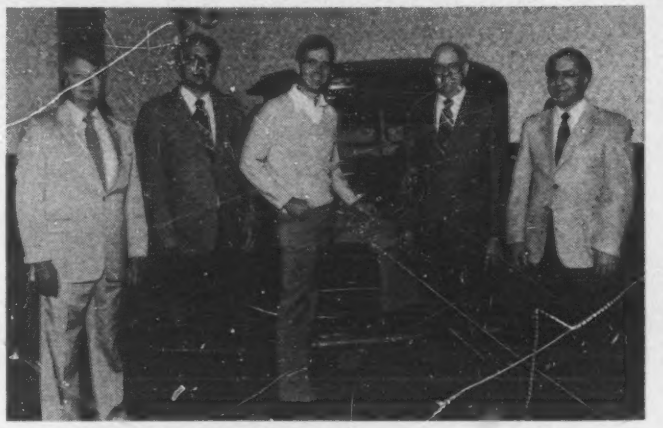
American Motors-Renault had 1,590 car dealers at the beginning of April, one more than on Jan. 1. There are 1,460 outlets for AMC and 1,332 for Renault, but 1,202 of them handle both makes. Thus the AMC-Renault dealership total is 1,590.

Dealer totals for Volkswagen were 920 on April 1 and 934 on Jan. 1.

Going back a year, there were 21,404 domestic-car dealerships on April 1, 1982, so the current total of 20,751 is down 653.

Year-to-year changes show an increase of 9 for Chrysler Corp. and dips of 72 for VW, 204 for Ford Motor and 400 for GM. The current AMC-Renault count is 55 higher than the AMC figure of a year ago. Renault was not included last year because Renault was not a U. S.-built car at that time.

The aggregate decline for the makers is 612. A change in the number of intercorporate duals brought the industry's drop to 653.



50th Anniversary Convention

Attending the Automobile Dealers Assn. of North Dakota's 50th anniversary convention in Fargo were, from left: B. Jack Norby, Norby Rath, Inc., Mandan, president; Gary Browning, M. J. McGuire, Inc., Rugby, director; James Hansen, Hansen Ford Sales, Inc., Grand Forks, vice president; Syl Schumacher, Schumacher's, Inc., Linton, NADA director, and Richard W. Stockman, Stockman Motors, Inc., Williston, immediate past president.

Canadian auto task force urges output commitments

OTTAWA. — More than 80,000 direct auto industry jobs in Canada could be the difference if recommendations made in an auto task force report submitted to Federal Minister Edward Lumley are adopted.

The 80,000 jobs would include 40,000 jobs in the motor vehicle and automotive parts industries with another 40,000 in supplier industries like steel, rubber, glass and textiles. In addition, it is projected, about 50,000 secondary "spinoff" jobs would result from the general increase in auto-related employment.

The task force, initiated to examine issues in the Canadian auto industry, including the loss of 24,000 jobs since the peak years of 1978-1979, is made up of representatives from groups directly involved in auto manufacturing, including the motor vehicle manufacturers, independent parts makers and the UAW.

The task force was co-chaired by UAW director for Canada, Robert White, and Patrick Lavelle, president of the Automotive Parts Manufacturers Assn. of Canada.

The trade policy changes recommended by the task force would require all vehicle manufacturers selling in the Canadian market to make binding commitments — phased over a period of time — comparable to the commitments presently undertaken by automakers operating under the Canada-U. S. Auto Pact.

Vehicle makers which meet these commitments would be allowed duty-free access to the Canadian market.

The objective is to ensure that anyone selling motor vehicles in the Canadian market will make a commensurate commitment to production, investment, purchasing and jobs in Canada.

The trade policy framework also identifies the need for Canada to develop strategies and incentives to encourage the development and expansion of a world-competitive indigenous automotive parts industry in Canada.

"In formulating the trade policy framework," the summary of the report says, "the task force has attempted to find a balance between free trade and protectionism."

The report also emphasizes that its proposals are no different from those already in place in other auto-producing nations.

The trade policy recommendations are a key part of a broad auto policy strategy mapped out in the report which included ongoing consultation between government and industry participants; correction of tax inequities; encouragement of technological innovation; retraining of workers; and provisions to ensure that any structural changes in the industry will occur with minimal negative effects on workers and their communities.

The task force recommends that until such time as the government is able to implement the proposed trade policy framework, the current voluntary restraint arrangement with the Japanese producers should be strengthened and continued.

The task force was created last December. The report itself is an examination of the Canadian auto industry, tracing its development, the effect of the Auto Pact, the impact of offshore competitors and the overall importance of the auto industry to the Canadian economy.

Its findings show that auto manufacturing accounts for 100,000 direct jobs and another 100,000 indirect jobs in Canada and supplies 60 percent of Canada's exports in manufactured goods.

obituaries

Drew C. Smith

PHILADELPHIA — Drew C. Smith, who retired in 1966 as director of dealer relations of Chrysler-Plymouth, died March 4.

James O. Fisher Sr.

PALM SPRINGS.—James O. (Joe) Fisher Sr., 91, pioneer auto dealer in Oregon, died April 23. Mr. Fisher sold Dodge, Oldsmobile, Volvo, Mazda and Ford vehicles in Portland, Ore.

Hal E. Rumble

DETROIT—Hal E. Rumble, 55, senior vice president - marketing, Ross Roy, Inc., died May 24. He spent his entire career in advertising, working for General Motors, then Brooke, Smith, French & Dorrance Advertising. He joined Ross Roy in 1960 when it merged with BSF&D.

Sawicki signs on

ROCHELLE, Ill.—Dan K. Sawicki now owns Sawicki Chevrolet-Cadillac, Inc., here.

NHTSA allows different type of headlamp

WASHINGTON. — Effective July 1, NHTSA will allow the optional use of headlamps with contoured lens surfaces and a new standardized light bulb.

The move was made in response to a petition from Ford Motor Co.

The new design permitting somewhat more aerodynamic front ends would improve fuel economy slightly and NHTSA says safety would be enhanced by allowing extra bulbs to be carried in a car for immediate replacement.

The options differ from current lamps that use round or rectangular dimensions. In this instance, greater design freedom is given by having no dimensions, but lamp beam patterns and mechanical aiming capability is not changed.

UAW local seeks early talks at Chrysler Canada

WINDSOR, Ont. — The UAW local representing Chrysler Canada workers here said it will ask for a July contract reopening and a $1-an-hour pay boost.

Canadian and U. S. UAW members at Chrysler are under separate one-year agreements expiring in January. In Canada, a master agreement covers all Chrysler locals.

The earliest a U. S. reopener might be acted on is July 28 when the union's Chrysler council holds a routine annual meeting in Huntsville, Ala.

Chrysler Canada said it has the reopener proposal under advisement. But, it said, negotiations on a complete new pact probably will start in November and a July reopener would be unusual.

Bill to revitalize industry starts long road in House

Continued from Page 1

Commerce Committee this week or at latest next week and since a move toward a third year of export restraint has started.

Because the bill involves looking at the antitrust laws with a view toward fostering joint activities, it must be assigned to the Judiciary Committee. Because it involves trade law changes, it goes to the Ways and Means Committee.

Because it involves changes in House procedure meant to streamline action, it goes to the Rules Committee. Because it gets into credit and interest rates, it also goes to the Banking Committee.

But most of all, it goes to the Energy and Commerce Committee.

Except for the central action section on how the International Trade Commission (ITC) should rescue the domestic companies once it finds "injury," the rest of Florio's bill is to set up groups to study problems and recommend solutions.

The main job goes to the Secretary of Commerce — thus the jurisdiction of the Dingell-Florio Committee on Energy and Commerce.

But then there is the industry advisory council (which Florio chairs) and that is composed of four management types from the auto companies, five labor representatives, one representative from the parts industry and two senators and two representatives. This council advises and consents like mad on almost everything — especially the fate of the imports after developing "strategy."

• The guts of the Florio bill — and one that can be viewed as an alternative to the UAW-backed local-content bill if it gets pulled out — involves the ITC initiating an investigation to see if imports are a "substantial cause of serious injury" and threat thereof to the domestic industry and if so, then the ITC can recommend relief by way of tariffs, quotas or domestic content requirements.

The ITC is busy monitoring the auto industry and writing reports on conditions as well as the effects of the remedies it suggests and — Congress or the President — puts in place.

Meanwhile, large parts of the rest of government are taking long looks at the auto industry. There is a task force on currency exchange stabilization. This includes the Secretaries of Commerce, State, Treasury, the Chairman of the Federal Reserve Board, the U. S. Trade Representative, the head of the Congressional Budget Office and the U. S. Comptroller General.

Next comes a study group on antitrust laws, policies, and unfair practices. This has the Secretary of Commerce, the Attorney General, the U. S. Trade Representative, the chairman of the FTC, and the Comptroller General.

These luminaries look at antitrust and joint R&D ventures, joint export activities among domestics and what it is like for the foreign companies.

• Another group that has no real name but consists of the advisory council, the Secretaries of Commerce and Treasury and the U. S. Trade Representative, works out a way to eliminate or reduce tax advantages of the foreign companies.

Here Florio gives some direction: A balancing act between an excise tax on auto products sold in the U. S. and a credit to makers against their federal tax liability; give a tax credit to buyers of domestic makes or those that meet domestic content requirements or promote exports in various ways, and do all of this in such a way to lead to the highest possible auto production and employment in the U. S. and in such a way as to avoid retaliation while taking into account similar programs in foreign countries and their effectiveness.

And how much money does Florio think may be needed? Less than $1 million over five years.

Now, this is a broad approach and a thoughtful one that Florio finds more comfortable than the UAW local-content bill which he has — and for at least a while — will continue to support.

Putnam opens outlet

PUTNAM, Conn. — Putnam Ford-Mercury has opened here.

Year-to-date total is 24 pct. ahead of 1982

Auto production slips to 144,459

By Patricia Hoffman
Staff Writer

As overtime schedules wound down last week in preparation for the Memorial Day holiday, domestic car output slipped 6.93 percent from the previous week's total when 14 assembly points worked additional hours.

Last week the makers scheduled 144,459 cars, down from the prior week's 155,218, but up 10.30 percent from last year's 130,964.

Breakdown for the week by company was: General Motors, 58.31 percent; Ford Motor, 23.93 percent; Chrysler Corp., 12.39 percent; American Motors, 2.98 percent; Volkswagen of America, 1.63 percent, and Honda, 0.76 percent.

Year-to-date, there have been 2,605,366 automobiles produced, a 24.43 percent gain from last year's 2,093,802.

Daily overtime continued at five assembly points last week. GM's Detroit facility operated an additional 24 minutes on each of two shifts Monday through Friday.

The Chrysler Belvidere, Jefferson and Newark plants worked two nine-hour shifts, while the St. Louis point operated one nine-hour shift five days last week.

There was no Saturday overtime last week due to the holiday. All facilities are idle today (May 30) in observance of Memorial Day.

Canadian holiday trims production of cars, trucks

Four days of assembly last week due to the Victoria Day holiday pulled Canadian car production down 8.41 percent from the previous week's total. Output, however, soared 23.21 percent above last year's comparable holiday period.

The auto makers scheduled 22,492 units last week, down from 24,557 built the prior week, but up from last year's 18,255.

Year-to-date, the manufacturers have assembled 424,770 cars, a 14.27 percent gain from 371,733 finished in the comparable 1982 period.

Truck output last week, trimmed by the holiday plus changeover schedules at International Harvester's assembly points, was 10,080 units, 5.86 percent below the previous week's 10,707, and down 5.0 percent from last year's 10,610.

So far this year, 216,182 trucks have been assembled, down 1.89 percent from 220,336 at this time last year.

All car and truck facilities were idle Monday, May 23, in observance of Victoria Day.

International Harvester's Chatham and Vancouver assembly points were closed last week for model changeover. Operations there are slated to resume July 25.

All other facilities resumed normal operations last Tuesday.

Assembly of Chrysler Corp.'s Caravelle, Gran Fury, Diplomat and New Yorker Fifth Ave. models continues to fall at the company's Windsor car facility in preparation for the June 10 buildout.

Production of the M-bodies will be moved to Chrysler's St. Louis No. One plant for the 1984 model year. Windsor will then be retooled for assembly of the 1984 front-wheel-drive T-115 van/wagons to begin in October.

Truck production falls for week; 48,300 assembled

Downtime at Ford Motor's Michigan truck facility pulled last week's domestic truck production down 8.43 percent from the previous week's total, but output jumped 10.33 percent from last year's comparable period.

Ouaput last week was targeted at 48,300 units, down from 52,744 built the previous week, but up from last year's 43,779 trucks.

Year-to-date, the makers have manufactured 902,692 units, a 9.34 percent gain from 825,615 produced in the comparable period last year.

Operations at Ford's Michigan truck facility were idle last week (May 23) due to overstocked inventory.

Chrysler Corp.'s Belvidere assembly point operated two daily nine-hour shifts Monday through Friday last week. The company's Warren plant worked one daily nine-hour shift five days.

There was no Saturday overtime scheduled due to the holiday downtime. All truck facilities are idle today (May 30) in observance of the Memorial Day holiday.

Datsun dealer fails in try to stop competitor's move

SACRAMENTO. — Martin D. Morganstern, who has operated Daly City Datsun since May, 1975, lost his effort to persuade the California New Motor Vehicle Board that Martin Swig's Autopacific, Inc., should not be permitted to move Van Ness Datsun to new quarters in San Francisco.

Swig, who owns 88 percent of the Autopacific stock as well as Mazda, Isuzu, Saab and Alfa Romeo dealerships and an ownership interest in a Toyota dealership through a separate corporation, plans to move all of his operations in late June to a huge new San Francisco auto center.

Swig's new operation will be in a 500,000-square-foot building occupying an eight-acre site about 1½ miles south of Van Ness Ave., considered San Francisco's "Auto Row."

"Escalating real estate values have made Van Ness uneconomic," Swig said. "In order to reverse the decline of the retail auto business in our city, we will establish this new auto center.

"Showrooms for the initial five dealerships," Swig said, "will stand side-by-side along a pedestrian concourse. Each dealership will be separately managed and no cross-selling will be permitted."

The parts and service operations will be segregated according to car line while the used cars, body shop and general offices will be consolidated, he said.

In addition to the new-car dealerships, Swig's plans for the auto center call for an auto-buff bookstore, a high-grade auto accessory store and "an elegant espresso bar" as well as a public meeting area to be used by car clubs in the San Francisco Bay Area.

Morganstern hired a law firm and demanded a hearing before Kent S. Hori, administrative law judge for the state board.

In presenting Morganstern's protests, attorney Peter Anderson argued that Daly City Datsun would be adversely affected by Swig's relocation and that the move would also have "an adverse effect on the retail motor vehicle business and the consuming public in the relevant market area."

Morganstern also insisted that Nissan franchises in that market area are providing both adequate competition and convenient consumer care for buyers and owners of Nissan vehicles.

Swig's attorneys told the board that a major reason for moving out of the Van Ness Ave. location was traffic congestion and inefficiency in the service department facilities.

Judge Hori, in his rejection of Morganstern's protest, agreed that by Nissan standards the Van Ness Datsun facilities "for parts, service and customer and employe parking have been inadequate since the mid 1970s."

U. S. CAR PRODUCTION

	Week Ended May 28, 1983	Week Ended May 29, 1982	Week Ended May 21, 1983	May to Date	Jan. 1 to May 29, 1982	Jan. 1 to May 28, 1983
AMERICAN MOTORS	4,300	1,400*	4,120	15,169	24,550*	72,316
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,300	.....	4,120	15,169	.....	68,245
Alliance	4,300	.....	4,120	15,169	.....	68,245
CHRYSLER CORP.	17,900	15,757	22,096	80,300	252,705	347,960
Plymouth Total	4,900	7,139	7,423	26,793	105,927	125,773
Horizon	2,300	2,316	3,043	10,218	31,463	42,727
Reliant	2,500	4,823	4,152	15,804	74,464	81,003
Caravelle ('83)	100	.....	228	771	.....	2,043
Chrysler Total	5,300	2,574	5,568	21,552	48,225	84,444
LeBaron	2,500	2,574	2,656	10,393	48,225	40,268
Chrysler E-Class	2,800	.....	2,912	11,159	.....	44,176
Dodge Total	7,700	6,044	9,105	31,955	98,553	137,743
Omni	2,800	2,451	3,255	12,788	29,239	47,198
Aries	3,600	2,612	3,832	12,513	55,416	59,332
Dodge 400	800	981	1,211	3,766	13,898	14,535
Dodge 600	500	.....	807	2,888	.....	16,688
FORD MOTOR	34,569	34,291	38,273	132,393	468,534	607,744
Ford Division	21,908	23,141	24,177	82,794	298,963	395,818
Escort	6,202	8,669	7,630	24,010	128,539	112,858
Fairmont	.....	4,174	.....	.....	50,634	23,728
Mustang	3,234	4,088	3,148	9,737	54,224	54,231
LTD/Granada	3,099	3,536	3,602	13,770	46,013	74,289
Thunderbird	5,207	2,385	5,698	21,250	16,181	85,447
Crown Victoria/Ford	1,776	.....	2,041	7,615	.....	37,669
EXP	.....	289	.....	.....	3,372	1,184
Tempo	2,390	.....	2,058	6,412	.....	6,412
L-M Division	12,661	11,150	14,096	49,599	169,571	211,926
Mercury Total	9,897	9,072	11,334	38,769	127,645	167,056
Lynx	1,198	2,353	1,413	4,889	37,959	27,567
Capri	910	831	1,024	2,612	13,170	10,578
Zephyr	.....	1,336	.....	.....	16,061	8,601
Marquis/Cougar	1,921	1,843	2,173	7,745	22,277	31,000
Cougar/XR7	3,330	838	3,924	13,269	5,246	42,417
Gr. Marquis/Marquis	1,895	1,843	2,201	8,205	32,216	44,554
LN7	.....	28	.....	.....	716	290
Topaz	643	.....	599	2,049	.....	2,049
Lincoln Total	2,764	2,078	2,762	10,830	41,926	44,870
Continental ('82)	278	415	273	1,069	8,917	7,181
Lincoln	1,563	1,090	1,569	6,145	18,518	22,560
Mark VI	923	573	920	3,616	14,491	15,129
GENERAL MOTORS	84,240	79,416	87,626	328,907	1,306,432	1,526,438
Buick Division	20,452	18,794	19,467	76,642	306,544	353,528
Skylark	3,540	3,183	1,756	8,520	55,346	39,903
Skyhawk J	1,356	3,364	1,618	6,013	39,952	29,860
Century	4,196	2,770	4,286	15,432	51,439	61,749
Regal	4,393	4,680	4,422	19,412	78,141	104,009
Buick	6,107	3,650	6,509	23,818	66,610	100,697
Riviera	860	1,147	876	3,447	15,056	17,310
Cadillac Division	6,443	5,251	7,241	26,668	102,527	139.572
Cimarron	263	.....	307	1,168	1,401	9,210
Seville	740	591	752	2,967	10,703	15,171
Eldorado	1,660	1,025	1,684	6,654	26,345	32,936
Cadillac	3,780	3,635	4,498	15,879	64,078	82,255
Chevrolet Division	28,558	25,685	29,044	107,065	406,533	472,381
Chevette	4,155	6,133	3,758	12,318	89,748	79,300
Cavalier	5,864	1,434	6,011	24,963	36,803	100,746
Celebrity	4,245	1,868	3,687	13,239	28,448	37,487
Camaro	5,232	4,815	5,284	18,202	92,678	79,439
Citation	1,740	4,994	1,773	6,853	69,396	42,915
Malibu	3,304	3,542	3,703	13,852	43,916	63,317
Monte Carlo	1,848	1,822	2,329	8,463	24,444	37,900
Chevrolet	1,570	469	1,879	6,898	8,735	22,882
Corvette	600	608	620	2,277	12,365	8,395
Oldsmobile Division	19,844	15,807	21,777	83,374	315,287	405,254
Omega	1,520	1,726	813	4,116	35,127	25,756
Firenza	1,018	963	1,414	4,458	28,620	19,716
Cutlass	5,280	4,128	5,861	22,887	77,165	118,021
Cutlass/Ciera	4,423	2,869	5,216	19,389	50,367	78,181
Oldsmobile	6,863	5,251	7,722	29,566	109,476	147,157
Toronado	740	870	751	2,958	14,532	16,423
Pontiac Division	8,943	13,879	10,097	35,158	175,541	155,703
Acadian†	.....	445	993	1,451	5,086	7,272
2000	2,345	1,329	2,309	9,769	12,663	40,508
1000	1,580	1,577	1,725	4,756	10,903	16,855
Firebird	2,520	3,188	2,193	8,196	53,390	37,655
Phoenix	430	1,634	398	1,919	17,130	11,944
G. Prix/B'ville ('83)	2,068	3,711	2,479	9,067	64,498	41,469
6000	.....	1,995	.....	.....	11,871	.....
HONDA	1,100	.....	1,090	4,222	.....	12,677
VOLKSWAGEN	2,350	.....	2,013	6,305	40,018	38,231
CHECKER	.....	100*	.....	.....	1,563	.....
Total Cars, U. S.	144,459	130,964	155,218	567,296	2,093,802	2,605,366

TRUCK PRODUCTION IN U. S.†

	Week Ended May 28, 1983	Week Ended May 29, 1982	Week Ended May 21, 1983	May to Date	Jan. 1 to May 29 1982	Jan. 1 to May 28, 1983
CHEVROLET	17,471	15,646	17,786	71,212	280,790	311,874
DODGE	2,600	2,929	3,140	11,535	54,377	54,742
FORD	17,672	14,559	21,345	79,901	295,254	356,528
GMC	5,972	6,399	5,953	22,224	104,550	105,304
INTERNATIONAL	1,245	1,196	1,250	4,365	21,662	19,967
VOLKSWAGEN	.....	.....	.....	146	7,062	2,079
JEEP	2,290	2,000*	2,220	8,622	35,990*	31,198
AM GENERAL	50*	50*	50*	200*	930*	1,000*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	25,000*	20,000*
Total Trucks, U. S.	48,300	43,779	52,744	202,205	825,615	902,692

CANADIAN TRUCK PRODUCTION

	Week Ended May 28, 1983	Week Ended May 29, 1982	Week Ended May 21, 1983	May to Date	Jan. 1 to May 29, 1982	Jan. 1 to May 28, 1983
CHRYSLER CORP.	2,204	2,456	2,540	10,184	42,584	56,117
FORD MOTOR	2,836	3,189	3,540	13,381	57,438	55,905
GENERAL MOTORS	5,040	4,753	4,386	21,404	115,094	100,944
INTERNATIONAL	.....	212	241	742	5,220	3,216
Total Trucks, Canada	10,080	10,610	10,707	45,711	220,336	216,182
N. American Trucks	58,380	54,389	63,451	247,916	1,045,951	1,118,874

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended May 28, 1983	Week Ended May 29, 1982	Week Ended May 21, 1983	May to Date	Jan. 1 to May 29, 1982	Jan. 1 to May 28, 1983
AMERICAN MOTORS	657	488	819	3,114	11,307	12,751
CHRYSLER CORP.	3,488	4,261	4,424	18,488	70,242	95,791
FORD MOTOR	7,632	6,887	8,656	27,311	130,247	84,089
GENERAL MOTORS	10,535	6,394	10,478	47,090	155,425	227,819
VOLVO	180	225	180	810	4,512	4,320
Total Cars, Canada	22,492	18,255	24,557	96,813	371,733	424,770
N. American Cars	166,951	149,219	179,775	664,109	2,465,535	3,030,136
N. American Trucks	58,380	54,389	63,451	247,916	1,045,951	1,118,874
North American Cars and Trucks	225,331	203,608	243,226	912,025	3,511,486	4,149,010

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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NHTSA delays comfort fix for seat belts

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Government regulation to make seat belts on cars and light trucks more comfortable and more convenient will be delayed until 1986 models.

NHTSA's final rule means that Safety Standard 208, issued in the dying days of the Carter Administration, has been delayed three years from its effective date for 1983 models — one year by the Reagan Administration in response to petitions for reconsideration and now an extra two years.

NHTSA said the further delay is needed because of "concerns that have arisen within the agency regarding the efficacy and level of stringency of certain of the requirements and because of the unsettled state of future plans for seat belt designs."

This is partly affected, NHTSA said, by the rescission of the passive restraint standard—now pending before the U. S. Supreme Court—because the comfort and convenience standard was assumed to apply to passive belts. And it has questions about stringency that led NHTSA to propose the extra two years last November.

• The further delay was objected to by the Idaho Transportation Department — the lone dissenter — but all the vehicle makers and the American Seat Belt Council supported the delay.

In fact, some auto makers wanted an indefinite stay, but the agency felt a definite time frame would be useful although it also noted it could later make adjustment for leadtime, if necessary.

Ford Motor Co. noted it had been experimenting with a particular seat belt design for nearly two years and is still uncertain whether the design can consistently meet the somewhat conflicting requirements for full belt retraction, 0.7-pound chest force limitation and the retractive force requirements of Standard 209.

In other words, the belt has to be loose enough to be comfortable on the chest but taut enough to spring back into place, and these requirements appear to be in conflict.

Finally, NHTSA said that it is necessary to look at all the restraint standards — including the passive one in litigation — before arriving at a decision about comfort and convenience.

Alfasud successor?

Alfa Romeo's new 33

Although Alfa Romeo is billing its 33 as "all new," there is a lot of carryover in mechanical philosophy from the Alfasud, such as the flat-four engine and five-speed transmission. The 33, which will go on sale this month in Europe, will offer two engine options, each based on the same flat-four-cylinder: 1.3 liters producing 79 HP and 1.5 liters producing 85 HP. Observers believe that the 33 spells the end of the 11-year-old Alfasud. Story on Page 6.

GM, Ford unwrap new cut-rate loans; more programs due

By Joseph Bohn
Marketing Editor

General Motors and Ford Motor Co. were quick to launch new low-interest programs to replace those that expired May 31. Datsun extended cut-rate financing on trucks, and Toyota is offering a new incentive on trucks.

Chrysler and American Motors are expected to announce new programs this week. Chrysler previously extended its low-interest loans and/or rebates through June 10. Volkswagen is not planning any special incentives.

GM's "Buyer's Bonus Program" offers 8.8 percent financing through GMAC on small cars and compact pickups delivered during June 1-30. Contracts run up to 48 months.

Financing applies to Chevrolet Chevette, Cavalier and Citation; Pontiac 1000, 2000 and Phoenix; Oldsmobile Firenza and Omega; Buick Skyhawk and Skylark; Cadillac Cimarron, and Chevrolet S-10/GMC S-15 compact pickups.

Those same vehicles are covered with a higher 9.9 percent APR rate July 1-31.

Dealers contribute 70 percent of their finance reserve toward paying for the lower rate.

On the Chevette/Pontiac 1000 and S-10/S-15 pickups only, consumers have a choice of a $300 rebate in lieu of low-interest financing. There are no dealer contributions to the rebates.

GM also has 11.9 percent financing for up to 36 months and 12.9 percent financing for 37 to 48 months on all other cars and trucks not covered by its 8.8 and 9.9 percent programs.

• The lower rates—8.8 percent and 9.9 percent — are being widely publicized on TV, radio and in newspapers by GMAC, car divisions and dealers.

However, the company is doing no promotion on the 11.9 percent and 12.9 percent flex rates. Dealers also are not required to contribute any of

Continued on Page 8, Col. 1

New Ford models off to fast start

Tempo and Topaz excite dealers

By Joseph Bohn
Marketing Editor

If Ford Tempo and Mercury Topaz sell as well as dealers anticipate, Ford Motor Co. may have its first unequivocally successful car since Escort.

But, given today's competitive market, dealers readily acknowledge that they still face a tough selling job.

As Ed Mullane, Mullane Ford, Bergenfield, N. J., pointed out: "The reality is, we're not the only frog in the pond. In the old days, when Ford had new Falcons and Thunderbirds, there was a waiting list three miles long. Today, it's a new ballgame."

But Mullane, along with a coterie of Ford Dealers Alliance members, who were among those surveyed by AUTOMOTIVE NEWS after introduction, expressed enthusiasm for the new products and their sales potential.

"We (Dealers Alliance) have been critical of Ford for not having the hardware and putting us out in the desert for a long time," Mullane said.

"Now we got it, and it's good. We don't have to take second seat to anybody. People who drive the car fall in love with it. I'd much rather have it than not have it," Mullane concluded.

Indeed, the stream of praise for the products, often coming from erstwhile critics, is itself something of a novelty.

If there was criticism, it was of the cars being launched so close to Memorial Day weekend, when showroom traffic is light — particularly in California. Dealers also found themselves with little stock, all of which left a reading of public reaction somewhat tenuous. Public introduction of Tempo/Topaz was May 26.

• Santa Ana Lincoln-Mercury, Santa Ana, Calif., sits squarely in the middle of import country. Coincidentally, it also had the biggest success of those surveyed, quickly selling out its stock of six Topazes, according to Ken Kaiden, sales manager.

Public awareness of domestic cars must run high in Orange County. Kaiden said one Topaz went to a man who thought Lincoln-Mercury was part of General Motors and Topaz was a foreign car.

"He didn't know what it was — just saw it on TV and came in and bought it," Kaiden added.

The dealership did take two imports — a Volkswagen Scirocco and a Datsun 210 — in on Tempo trades and had people with "Volvos and Mercedes who didn't buy but loved the car," Kaiden added.

"They thought it was a cross between a BMW and a Mercedes. It's just a complete car for us," he concluded.

California Tempos and Topazes have more equipment than in the East and Midwest. Kaiden's early cars averaged $9,300 sticker prices. He sold mostly Topaz GS models.

In other parts of the country, sticker prices were averaging about $8,000.

Of his profit margins, Kaiden said, "We would have discounted the cars if we had to, but we haven't had to yet." He plans to run a media campaign with a $7,488 Topaz as the drawing card.

• In nearby Orange City, Calif., Villa Ford, which steadily ranks among Ford's 100 top-volume dealerships, had seven or eight Tempos but only three cleaned up in time for early delivery.

Owner Herbert Baldwin, said each of his salesmen had "one or two" Tempo orders he was working on. Baldwin praised the mileage, performance and qual-

Continued on Page 52, Col. 4

Bidwell to direct Chrysler marketing

By Al Fleming
Industry Editor

Bidwell's back and Iacocca's got him.

Rumor and speculation ended last Thursday (June 2) when Chrysler Corp.'s board of directors, meeting in New York City, elected Bennett E. Bidwell executive vice-president — sales and marketing of the nation's No. 3 auto company, effective immediately.

Thus, for the first time in nearly five years, former Ford Motor Co. executives Bidwell and Lee A. Iacocca are together again.

Iacocca, now chairman of Chrysler, was fired as president of Ford Motor Co. in July, 1978, by Chairman Henry Ford II. Bidwell left his position as group vice president, car and truck group, North American Automotive Operations, at Ford in 1981 to become president of Hertz Corp.

At Chrysler, Bidwell, 56, succeeds John B. Naughton Sr., 61, who was named executive vice-president, office of the chairman, a new position.

Bidwell will direct sales and marketing for Chrysler Corp. and Chrysler-Plymouth and Dodge Divisions. He will report

Continued on Page 8, Col. 1

breaking news

Chrysler has cash, delays bond sale

DETROIT.—Chrysler Corp. has indefinitely delayed its previously announced plans to sell up to $200 million in bonds to the public to partially finance the redemption of $400 million in federally guaranteed publicly held notes. Chairman Lee A. Iacocca said, "We will pay off the $400 million entirely from our cash reserves. We don't need the bond offering to do the job."

The $400 million payment on June 15 will amount to one-third of the $1.2 billion in guaranteed notes that Chrysler sold between June, 1980, and February, 1981, under terms of the Chrysler Corp. Loan Guarantee Act of 1979.

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According to UN study

Latin America is seen as auto expansion site

NEW YORK. — Latin America will probably reap the benefits of expansion by major auto companies into new markets, according to a study by the United Nations Centre on Transnational Corporations.

An in-depth analysis of 22 auto makers also shows that General Motors and Ford Motor Co. are setting the pace "in terms of spreading their transnational network globally and moving toward a worldwide integration of operations."

The report noted that at the beginning of the 1980s, 22 transnational companies accounted for 90 percent of the total auto production. Within the group, 13 had foreign production facilities and all had foreign assembly in their own affiliates or licensees.

While the Centre predicts that many companies will spread their manufacturing globally, strategies for the main auto makers differ considerably. The two nations that show the greatest contrast in approach to world markets are the U. S. and Japan.

While the U. S. corporations are very active abroad, the Japanese have adopted a home-based production posture. As for the Western European companies, Volkswagen, according to the report, is the most active with a dominant position in Latin America.

The report went on to say that the French auto makers "are mainly concerned with consolidating their operations in Europe and establishing a foothold in the U. S." Their operations in developing countries are mainly in Latin America.

Of the two Italian auto makers, only Fiat is active abroad and the Centre reported that "Fiat is concerned with reestablishing its domestic viability and, except for its operations in Brazil and Argentina, seems to have given up major transnational manufacturing ventures."

Western European producers are threatened within their home markets by two forces, the Centre said: The development of world cars by the U. S. manufacturers and the success of the Japanese in exporting to Europe.

While the Centre could not be sure what the response of these corporations and nations would be to this threat, it did say that "a mixture of innovation, relocation, mergers and retrenchment supported by protectionist moves to stave off the most severe competitive pressures may be predicted."

The Centre said that Latin America, particularly the larger, more developed countries, will reap the benefits of the expansion by the auto transnational corporations. It stressed that this would be followed "much farther behind" by the industrialized nations of Asia, Africa and the less developed Latin American nations. The Latin American nations that seem to be specifically targeted for growth are Brazil, Mexico and Argentina.

But the Centre noted that the Japanese, while developing foreign activity, "may well tend to rely more on the developing countries of Southeast Asia and Africa than U. S. firms have done."

McDermott Chevrolet goes bananas

An ad in a New Haven (Conn.) paper read: " '75 Datsun 710, 4-door—yours at McDermott for only $1,572 bananas." The ad caught the eye of high school student Anne Munroe, who telephoned McDermott Chevrolet to ask if she could really purchase the car for 1,572 bananas. When told that she could, she purchased the bananas for $250 and traded them for the car. The bananas have been donated to charity.

2,764 vehicles recalled in three Ford actions

DEARBORN. — In three separate actions, Ford Motor Co. is recalling 2,764 cars, light trucks and four-wheel-drive vehicles.

Ford is recalling 1,923 of its 1983 F-250/350 Series light trucks built at the Kansas City Assembly Plant and equipped with 6.9-liter diesel engines for replacement of bolts that attach sound insulation to the left front apron.

"The bolt is too long and could contact and damage the fuel line in a severe front-end collision," said John P. King, service engineering manager, Ford Parts and Service Division. If fuel line damage resulted in fuel leakage, there would be danger of a fire.

Ford is also recalling 544 '82 Ford Granadas and Mercury Cougars with 2.3-liter propane-fuel engines for inspection, and, if necessary, replacement of the fuel tank retaining strap.

King said that a supplier shipped straps with inadequate spot welds, which could cause the tank to drop out of position. Fuel leakage could then occur and the potential for a fire would exist, he said.

In the third action, Ford is recalling 297 '83 Ford F-250 and F-350 Series 4WD vehicles with 6.9-liter or 7.5-liter engines for possible installation of a new bolt and nut in the vehicle frame.

"A Ford supplier shipped frames to our Twin Cities (St. Paul) Assembly Plant that may have included an incorrect rivet at the joint attaching the main crossmember to the left siderail and steering gear liner," King said.

Ford has also notified the owners of 11,719 '83 Ford LTD and Mercury Marquis cars that it will install luggage compartment decklid lamps.

Standard equipment on the LTD and Marquis, these lamps were inadvertently omitted during early 1983-model production at the Chicago Assembly Plant, according to King.

U. S. vehicles are prizes in Arizona lottery

PHOENIX. — Arizona's Cash & Cars lottery is offering 191 new, American-made vehicles from 28 dealerships throughout the state as prizes.

Players who get three car symbols on their $2 lottery ticket choose another ticket from a drum at the lottery office which determines what car has been won.

If a person refuses to accept one of the more expensive cars, cash will be given so that a lower-priced car can be purchased.

In addition to the new car offered to the instant winners, an estimated 25 percent of the retail price of the car will be given in cash to cover income tax, license and fees.

Study sees little 1983 recovery, but 1984-85 looks good

Overseas auto outlook called flat

LONDON. — The short-term fundamentals of the world economy provide little support for a recovery in the car industry during 1983, according to a report by Data Resources International (DRI), formerly Economic Models Ltd.

With the exception of North America, where gathering recovery will prompt a reversal of trends, the report said, the current year will prove little better than 1982.

Japan will see volume increase, although growth will be modest and from a high base, DRI said. For Europe, unemployment, energy and car prices will be the major issues affecting car purchase and ownership over the forecast period. With sales momentum slowing in France and Italy this year, total European sales and production will barely exceed last year's total, according to the study.

Recent product spending by the industry stands starkly against the constrained short-term-demand outlook, the report continued. Overcapacity will make it impossible for some participants to earn an adequate return on this investment, it said.

DRI said, however, that the medium-term outlook provides a brighter prospect. As the North American recovery gathers pace and that of Europe follows, the industry will draw sustenance from its traditional areas of strength.

World economic recovery will allow the strong underlying demand for private transportation to be translated into new high levels of car sales, DRI said, adding that as consumer confidence is restored, 1984 and 1985 will witness a strong recovery for the industry.

The report said that in Germany, with the outlook for private consumption weak, and unemployment rising, short-term indicators argue against any rapid turnaround in car demand. The domestic market will improve this year by 3.1 percent, DRI predicted, but real growth in domestic demand will not occur before 1985.

The car market is in the forefront of French sectors bearing the brunt of the government's new austerity package, and the French consumer will be unable to finance sales volumes approaching last year's record levels, according to DRI.

Growth in the car population will slow substantially in the 1980s from its trend growth rate of the 1970s, although car densities will exceed 420 cars per thousand population by 1988 as falling and stable energy prices help maintain the impetus of motorization, according to DRI.

The current sales boom in the UK, DRI said, is supported mainly by the private purchaser, enticed by HP deregulation, low interest rates and incentive campaigns.

UK manufacturers are far from happy with the profit implications of the incentive measures; unlike the situation in the U. S. — where incentives are also rife — it is record sales which are being made unprofitably in the UK, not sales 40 percent below trend, the report said.

• As for Italy, the report said 1983 will witness a further contraction of new-car sales from the record levels of two years ago, a payback on the circumstances which maintained volumes late into the Italian recession: Low car prices, inflationary pre-buying and strong replacement demand.

The Spanish car market will continue to underperform its long-term potential as economic performance remains weak over the next five years, DRI predicted. Slow growth of the market has dismayed the multinationals; when the General Motors investment in the S-car plant was first proposed, it was expected that the Spanish market would reach one million units annually by the mid-1980s.

In the short term, DRI takes a fairly conservative view of the prospects for a strong recovery in U. S. car sales. Loan rates for car purchases will barely change, and with the slow economic recovery making no impact on unemployment, the industry will suffer a payback from recent promotions featuring cut-rate financing and lower prices.

DRI expects the recovery of the U. S. car market only to appear in earnest in the third and final quarters of 1983.

The period of rapid growth of the Japanese automotive industry has been brought firmly to a close with the current worldwide recession, the report explained. Growing maturity of the Japanese marketplace, combined with slower world growth, trade restrictions and a higher yen in export markets, will slow the progress of the Japanese industry throughout the forecast period, DRI said.

The aero look

Ford Motor Co.'s 1984 Mark VII will feature new aerodynamic headlamps with replaceable bulbs. The application is made possible by a change in the federal headlamp standard.

ITT names three to expanded roles

BLOOMFIELD HILLS, Mich. Charles L. Peters, Vincenzo Russo and Edgar C. Setter have been appointed to positions of greater responsibility at ITT Corp.

Peters was named group general manager of Higbie Industries, Rochester, Mich., with responsibility for operations of Aimco, Higbie Manufacturing, Lester Industries and Suspension Systems.

Russo was appointed group general manager of Hancock Industries, Ann Arbor, Mich., with responsibility for operations of Automotive Electrical, Hancock Engineered Products, Milrod Metal Products, Thompson Metals and United Plastics.

Setter, president and general manager of ITT Automotive Distributors, Cedar Knolls, N. J., was assigned additional operational responsibility for Western Automotive Warehouse Distributors.

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58th year — No. 4971

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Month's new-car tally is 724,911

March registrations top '82 by 15.86 pct.

By Jenny L. King
Staff Writer

New-car registrations in March were up a sizzling 27.48 percent over February's level and were up a respectable 15.86 percent over March of 1982, but they were down compared with the month in 1981 and the years preceding that backing up to 1975.

Figures compiled by R. L. Polk & Co. revealed a March, 1983, new-car-registration total of 724,911, up 27.48 percent from 568,663 a month earlier, and up 15.86 percent from 625,964 in March a year ago.

Domestic registrations reached 505,677, up 30.37 percent from 387,874 in February. They were 12.34 percent ahead of the 450,-119 posted for the month in 1982.

Imports claimed 30.24 percent of the total market, according to the Polk figures, a record for the month. Registrations of new imports numbered 219,234, up 24.86 percent from 175,575 the preceding year.

Chrysler Corp. and the imports were the only segments to enjoy a gain in market share this March compared with a year earlier. Chrysler was up 1.65 percentage points, to 10.47 percent from 8.82 percent. Imports accounted for 30.24 percent, up 2.18 percentage points from 28.06 percent.

General Motors dropped 2.12 percentage points in March, to 42.16 percent from 44.28 percent. Ford Motor Co.'s 16.33-percent share was down 1.18 percentage points from 17.51 percent. American Motors was limited to 0.79 percent, compared with 1.29 percent in 1982, and miscellaneous domestics accounted for 0.01 percent, down from 0.04 percent.

(Editor's Note: Polk counts Renault Alliance as an import instead of including it in the AMC total. Polk also counts the Volkswagen Rabbit as an import.)

Of the domestics-only market, 60.43 percent belonged to GM in March, down from 61.55 percent a year ago. Ford had 23.42 percent, down from 24.34 percent; Chrysler was up 15.01 percent from 12.26 percent; AMC dropped to 1.13 percent from 1.80 percent, and miscellaneous domestics pinched off just 0.01 percent, down from 0.05 percent.

• In March, imports claimed the biggest segment of the market-class total, with 30.24 percent. Second were intermediates at 25.12 percent, followed by compacts at 15.94 percent, standards at 13.83 percent, subcompacts at 9.71 percent and luxuries at 5.16 percent.

A year earlier the breakdown was: Imports at 28.06 percent, intermediates at 20.14 percent, compacts at 20.18 percent, standards at 9.06 percent, subcompacts at 17.78 percent and luxury models at 4.78 percent.

Total registrations for the first quarter of 1983 were up 12.39 percent, to 1,888,868 from 1,680,-629 last year. New domestics were up 9.76 percent, to 1,297,-807 from 1,182,356. Imports were up 18.62 percent, to 591,061 from 498,273.

During the first three months of 1983, Chrysler Corp. and the combined imports claimed greater shares of the total than they did a year earlier. Chrysler was up 0.89 percentage points, to 9.33 percent from 8.44 percent, and imports gained 1.64 percentage points, climbing to 31.29 percent from 29.65 percent.

In contrast, GM dropped 1.94 percentage points, to 41.84 percent from 43.78 percent; Ford was off 0.06 percentage points, to 16.67 percent from 16.73 percent; AMC dropped to 0.86 percent from 1.37 percent.

NEW-CAR MARKET SHARES IN U. S.

	MARCH					TWO MONTHS				
	Regis., March, 1983	Percent Share of Market	Regis., March, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 3 months, 1983	Percent Share of Market	Regis., 3 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	97,911	13.51	103,848	16.60	— 3.09	260,970	13.82	276,548	16.45	— 2.63
Ford	80,792	11.15	76,315	12.20	— 1.05	214,917	11.38	194,553	11.58	— 0.20
Oldsmobile	79,992	11.03	62,459	9.98	+ 1.05	198,970	10.53	161,004	9.58	+ 0.95
Buick	66,098	9.12	54,819	8.76	+ 0.36	168,101	8.90	145,747	8.67	+ 0.23
Pontiac	38,231	5.27	39,721	6.35	— 1.08	100,698	5.33	102,327	6.09	— 0.76
Mercury	29,828	4.11	26,861	4.29	— 0.18	78,298	4.14	70,125	4.17	— 0.03
Dodge	26,740	3.69	21,336	3.41	+ 0.28	65,582	3.47	55,265	3.29	+ 0.18
Plymouth	26,733	3.69	22,086	3.53	+ 0.16	59,109	3.13	56,716	3.38	— 0.25
Cadillac	23,377	3.22	16,219	2.59	+ 0.63	61,604	3.26	50,183	2.99	+ 0.27
Chrysler	22,417	3.09	11,766	1.88	+ 1.21	51,552	2.73	29,803	1.77	+ 0.96
Lincoln	7,792	1.07	6,463	1.02	+ 0.05	21,712	1.15	16,544	0.98	+ 0.17
AMC	5,717	0.79	8,080	1.29	— 0.50	16,122	0.86	23,008	1.37	— 0.51
GENERAL MOTORS	305,609	42.16	277,066	44.28	— 2.12	790,265	41.84	735,809	43.78	— 1.94
FORD MOTOR CO.	118,412	16.33	109,540	17.51	— 1.18	314,927	16.67	281,222	16.73	— 0.06
CHRYSLER CORP.	75,890	10.47	55,188	8.82	+ 1.65	176,243	9.33	141,784	8.44	+ 0.89
AMC	5,717	0.79	8,080	1.29	— 0.50	16,122	0.86	23,008	1.37	— 0.51
IMPORTS	219,234	30.24	175,575	28.06	+ 2.18	591,061	31.29	498,273	29.65	— 1.64
MISCELLANEOUS	49	0.01	245	0.04	— 0.03	250	0.01	533	0.03	— 0.02
TOTAL	724,911		625,694			1,888,868		1,680,629		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MARCH '83 VS. MARCH '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	694	2,034	1,968	4,998
Concord	1,289	3,793	2,136	5,341
Concord SW	510	1,902	624	2,560
Eagle 4WD	350	980	503	1,668
Eagle 4WD SW	2,184	5,469	1,695	4,858
Eagle SX4 4WD	690	1,944	1,154	3,583
TOTAL AMC	5,717	16,122	8,080	23,008
Chrysler LeBaron FWD	6,363	15,073	6,156	16,002
LeBaron SW FWD	933	2,136	229	274
E Class/NY FWD	5,852	13,052		
Cordoba	1,575	3,495	1,204	3,435
NY Fifth Ave.	7,489	17,250	3,909	9,380
Imperial	205	546	268	712
Total	22,417	51,552	11,766	29,803
Plymouth Horizon FWD	4,075	9,580	7,680	20,288
Turismo FWD	2,856	6,604	373	978
Reliant FWD	13,038	28,065	8,940	23,561
Reliant SW FWD	4,801	10,341	3,664	8,658
Gran Fury	1,963	4,419	1,429	3,231
Total	26,733	59,109	22,086	56,716
Dodge Omni FWD	3,727	8,888	6,482	17,103
Charger FWD	3,117	7,341	995	2,764
Aries FWD	7,703	20,330	6,478	17,249
Aries SW FWD	3,444	8,319	2,945	6,877
Dodge 400 FWD	3,155	7,544	1,926	4,908
Diplomat	2,396	5,474	1,830	4,563
Diplomat SW			13	42
Mirada	524	1,289	667	1,759
Dodge 600 FWD	2,674	6,397		
Total	26,740	65,582	21,336	55,265
TOTAL CHRYSLER CORP.	75,890	176,243	55,188	141,784
Ford Escort FWD	20,988	55,500	21,420	55,970
Escort SW FWD	7,928	19,900	6,667	18,369
EXP FWD	1,948	5,114	4,350	10,278
Fairmont	7,867	28,957	11,268	27,645
Fairmont SW			460	1,539
Tempo FWD		2		
Granada			6,792	17,800
Granada SW			2,940	7,654
LTD	9,148	27,947		
LTD SW	3,777	10,616		
LTD '82			3,700	8,871
LTD Crn. Victoria	9,839	24,531	3,072	5,490
LTD Crn. Victoria SW	2,151	6,026	1,460	3,952
Mustang	10,209	26,708	11,101	24,701
Thunderbird	6,927	9,616	3,085	9,284
Total	80,792	214,917	76,315	194,553
Lincoln Town Car	3,897	10,853	2,168	5,382
Mark VI	2,330	6,339	1,708	4,616
Continental	1,565	4,520	2,488	6,546
Total	7,792	21,712	6,364	16,544
Mercury Lynx FWD	4,959	13,282	7,146	17,260
Lynx SW FWD	1,441	4,157	1,880	4,903
LN7 FWD	572	1,704	1,615	3,817
Capri	2,061	6,132	2,981	5,828
Zephyr	2,625	8,709	3,027	8,580
Zephyr SW			179	604
Cougar			2,697	8,037
Cougar SW			1,143	3,029
Marquis	3,624	11,010		
Marquis SW	1,038	3,216		
Marquis '82			661	1,664
Marquis Brougham '82			1,243	3,588
Grand Marquis	8,501	21,868	2,474	6,447
Marquis '82 SW/G Marquis SW	1,191	3,171	632	1,845
XR7	3,816	5,049	1,203	3,523
Total	29,828	78,298	26,861	70,125
Lincoln Mercury Div. Total	37,620	100,010	33,225	86,669
TOTAL FORD MOTOR CO.	118,412	314,927	109,540	281,222

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	8,947	22,290	16,501	40,911
Skyhawk FWD	5,066	12,872	2,607	3,148
Skyhawk SW FWD	942	2,137		
Century FWD	9,834	26,164	7,382	15,331
Regal	18,706	47,574	14,071	43,559
Regal SW	1,209	3,202	869	2,588
LeSabre	3,292	8,138	1,866	5,516
LeSabre Limited	7,043	17,128	3,838	11,285
Electra	5,583	14,363	3,699	11,474
Buick SW	1,703	3,910	1,017	2,883
Riviera FWD	3,773	10,323	2,969	9,052
Total	56,098	168,101	54,819	145,747
Cadillac deVille	10,340	26,612	6,405	20,567
Cimarron FWD	1,682	4,494	1,350	3,832
Fleetwood & Chas.	3,663	10,063	2,478	8,662
Eldorado FWD	5,271	14,064	3,809	11,538
Seville FWD	2,421	6,371	2,177	5,584
Total	23,377	61,604	16,219	50,183
Chevrolet Chevette	14,833	39,476	21,458	58,333
Camaro	13,264	35,184	11,280	23,619
Cavalier FWD	11,293	27,912	10,388	22,547
Cavalier SW FWD	4,028	9,488	2,796	6,146
Citation FWD	8,178	26,121	20,350	59,661
Malibu	4,915	12,327	5,804	17,974
Malibu SW	4,683	11,773	2,281	7,545
Celebrity FWD	9,781	28,728	6,481	13,404
Monte Carlo	7,789	21,141	5,985	21,918
Impala	3,745	9,499	4,229	11,373
Caprice	9,957	25,232	7,150	20,485
Chevrolet SW	4,477	10,959	2,947	8,773
Corvette	968	3,130	1,696	4,770
Total	97,911	260,970	103,848	276,548
Oldsmobile Omega FWD	4,329	11,147	8,452	20,858
Firenza FWD	2,332	6,413	1,973	2,455
Firenza SW FWD	906	2,087		
Cutlass Ciera FWD	12,496	31,714	9,314	18,485
Cutlass Sup/Calais	26,340	63,414	20,799	57,890
Cutlass SW	1,856	4,799	1,711	4,485
Delta 88	806	1,943	766	2,225
Delta Royale	16,592	40,570	9,784	26,078
98	9,188	23,589	5,874	17,957
Oldsmobile SW	2,193	5,403	1,382	3,953
Toronado FWD	2,954	7,813	2,404	6,618
Total	79,992	198,892	62,459	161,004
Pontiac 1000	2,531	7,790	5,870	15,075
Firebird	7,367	20,549	6,826	14,320
2000 FWD	5,561	13,131	4,779	11,221
2000 SW FWD	905	2,257	777	1,726
Phoenix FWD	2,353	7,289	5,689	15,911
Bonneville	5,458	13,379	4,670	12,978
Bonneville SW	1,083	2,896	1,008	3,026
6000 FWD	5,877	15,728	3,328	7,254
Grand Prix	7,096	17,679	6,103	17,948
Catalina			76	310
Bonneville '81			288	1,213
Bonneville Brougham '81			231	1,027
Pontiac SW			76	318
Total	38,231	100,698	39,721	102,327
TOTAL GM CORP.	305,609	790,265	277,066	735,809
(Checker)	28	183	223	467
Miscellaneous Domestic	49	250	245	533
Domestic Station Wagon Total	53,383	134,164	39,395	106,607
Domestic Grand Total	505,677	1,297,807	450,119	1,182,356
Import Total	219,234	591,061	175,575	498,273
Grand Total All Registrations	724,911	1,888,868	625,694	1,680,629

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Greenwald slaps government spending

Auto appreciation week in Missouri

ST. LOUIS. — During Missouri's Automotive Appreciation Week, Gov. Christopher Bond stepped up efforts to attract more suppliers to the state.

One of the week's events was a banquet attended by more than 800 people at which Gerald Greenwald, vice chairman of Chrysler Corp., spoke.

Greenwald lashed out sharply at critics of the U. S. auto industry, saying that "quietly it has become one of the country's leading high-tech areas."

Greenwald expressed his fear that Washington would spend the country into another downturn.

"It really is time that somebody locked up the Federal Government's charge card," he said.

"There will never be certainty in the credit markets, or in the minds of the consumers, until the government gets out of the business of being the nation's largest and most reckless borrower.

"These days, it's not often that people in any industry hear a simple, heartfelt 'thank you' for the work they do that helps provide Americans with the dignity of a well-paying-job," Greenwald said.

"The auto industry isn't the only party deserving of praise tonight," Greenwald said. He said that everyone in Missouri deserves to share in the achievement of returning the state to the No. 2 position in automotive production and helping to create or preserve 100,000 auto-related jobs.

Greenwald declared that Chrysler was "turned around" because everybody who had an interest in the company's survival stuck to a formula of hard work and equality of sacrifice.

• "The auto industry learned quite a few lessons in the last four years, and some of them were very painful," he said. "And nobody learned more lessons than Chrysler did.

"But when you stop to think about it, the industry has responded with phenomenal speed in fixing its problems over which we have control. We fixed them by looking reality squarely in the face, and then acting . . . in record time," he said.

However, Greenwald was worried "about what's in store for us in a couple of years. Will the next dip in the business cycle be the one that does in the auto industry? The steel industry? Textiles?

"It could happen — and quicker than we might imagine — unless Washington faces up to three major and unaddressed problems left over from this last recession: Budget deficits, energy and trade," he said.

Greenwald's remarks culminated a busy day for Gov. Bond, who hosted management and labor executives through assembly plants in Kansas City and St. Louis.

Accompanying Bond on the plant tours was Owen Bieber, UAW president, who promised to continue efforts for local auto content and not yield to any concessions in wage bargaining.

Bond said, "The new spirit that's emerged in Missouri will strengthen Missouri's No. 2 role in the nation's auto industry. The most important factor in the success of the auto industry in this state is the pride and productivity of Missouri workers."

During Automotive Appreciation Week, opportunities in the state were pointed out to out-of-town suppliers.

"In order to do business with automotive manufacturers who have adopted the just-in-time system, suppliers must locate their operations near the assembly plant," Bond said.

V. J. Adduci, MVMA president, and Howard H. Kehrl, General Motors vice chairman, also participated in the events of the week.

Missouri sends trees to Detroit makers

ST. LOUIS.—Missouri Gov. Christopher Bond dispatched eight hawthorn trees to be planted at General Motors, Ford Motor Co., Chrysler Corp. and American Motors.

It is hoped that the trees, which bear the Show-Me-State's flowers, will thrive in their new environments and act as a symbolic link between St. Louis and Detroit.

Hawaii calls

Gerald H. Cutler, center, attended signing ceremonies on the mainland marking the opening of his new Chevrolet dealership, Rainbow Chevrolet, Inc., Honolulu. Sharing the occasion were George C. Davis, left, assistant zone manager, and Dan S. West, Oakland zone manager.

factories list auction dates

American Motors

June 7 — D-A Auto Auction, New Stanton, Pa.

June 8 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 9—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 10—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 14—Aptco Auto Auction, Taylor, Mich.

June 15—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 16—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

June 21 — D-A Auto Auction, New Stanton, Pa.

June 22 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 23—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 24—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 28—Aptco Auto Auction, Taylor, Mich.

June 29—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Used Car Sales

Auction Averages

June to date	$4,999
Month ago	$4,914
Year ago	$4,625

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1983	$10,808	$10,203	$ 8,595
1982	7,851	8,011	8,142
1981	6,273	6,258	6,140
1980	4,766	5,198	5,342
1979	4,453	4,630	4,498
1978	3,233	3,444	3,511
1977	2,895	2,705	2,828
1976	2,140	2,199	2,012
Overall Average	$ 4,999	$ 5,173	$ 5,069

IMPORT SALES BY MODEL: April '83 vs. April '82

	April, 1983	April, 1982	4 mos., 1983	4 mos., 1982
Alfa Romeo	289	175	898	572
Audi	3,392	3,823	12,735	14,899
4000	1,103	1,175	3,659	4,322
4000d	108	237	640	1,143
5000	1,025	1,423	4,070	5,541
5000d	.....	178	.....	866
5000 Turbo	237	362	907	1,654
5000d/TD	632	80	2,152	80
Coupe	220	368	1,013	1,293
Quattro	23	.....	200	.....
Tourist	44	.....	94	.....
BMW	3,334	4,234	15,941	15,788
320	1,372	2,939	8,912	10,477
528	1,250	878	4,554	3,502
633	247	141	832	592
733	465	276	1,643	1,217
Chrysler/Mitsubishi	6,913	5,411	29,893	33,636
Colt	4,546	3,607	20,945	24,891
Sapporo	1,019	728	3,876	3,826
Challenger	1,348	1,076	5,072	4,919
DeLorean	.....	157	.....	981
Fiat	773	1,953	2,541	6,824
Strada	55	653	242	2,712
Brava	10	423	61	1,368
X-1/9	214	327	685	1,027
Spider	494	550	1,553	1,717
Honda	27,276	30,936	115,692	125,196
Civic	10,512	16,932	48,128	68,182
Accord	14,565	10,631	64,983	43,483
Prelude	2,199	3,373	2,581	13,531
Isuzu	989	1,020	6,657	4,467
Jaguar	1,536	933	4,494	2,778
Lancia	100	112	334	269
Mazda	13,817	12,448	59,300	50,854
GLC	4,323	4,124	16,851	17,803
626	4,751	3,997	23,569	16,663
RX-7	4,743	4,327	18,880	16,388
Mercedes-Benz	6,309	5,869	22,322	20,864
240D	1,275	1,385	4,346	5,193
300D	1,616	1,238	5,907	4,407
300CD	162	169	568	591
300TD	231	241	839	1,031
300SD	1,617	1,546	5,344	5,182
280E	.....	4	.....	25
280CE	.....	.....	.....	1
380SEL	413	356	1,685	1,077
380SL	841	737	3,045	2,711
380SEC	154	191	587	638
Miscellaneous	0	2	1	8
Mitsubishi	1,858	.....	8,949	.....
Starion	480	.....	1,746	.....
Cordia	606	.....	3,610	.....
Tredia	772	.....	3,593	.....
Nissan	41,111	28,448	176,844	144,113
210	46	10,929	336	48,125
Sentra	15,620	.....	72,503	.....
310	188	3,077	1,754	18,646
Pulsar	4,697	.....	19,828	.....
Stanza	4,811	3,428	19,541	19,488
Maxima	5,798	3,174	22,202	15,142
200SX	3,244	3,455	14,757	19,307
280ZX	6,486	4,130	24,511	21,639
Hawaii	221	205	1,412	1,046
Other	.....	.....	.....	390
Peugeot	1,126	1,270	4,887	4,701
504D	48	134	321	570
505	733	400	2,815	1,257
505D	20	90	115	437
505TD	263	548	1,378	2,097
604TD	29	66	188	256
Tourist	33	32	70	84
Porsche	2,365	1,343	7,307	4,311
924	.....	424	.....	1,337
924 Turbo	.....	130	.....	509
944	1,414	99	3,938	99
911SC	382	497	1,660	1,546
911 Cabriolet	245	.....	469	.....
928	234	193	1,039	820
Tourist	90	.....	201	.....
Renault	3,082	4,482	9,012	11,933
Le Car	1,491	1,196	4,163	5,563
18i	262	1,916	983	5,000
Fuego	1,329	1,370	3,866	1,370
Saab	2,773	1,534	8,772	5,462
900	751	364	2,255	1,377
900S	792	341	2,276	1,058
Turbo	1,201	808	4,155	2,982
Tourist	29	21	96	45
Subaru	13,452	11,667	52,094	49,319
Toyota	39,530	40,964	175,484	167,117
Starlet	677	1,660	3,866	6,577
Corolla	9,439	13,115	45,338	54,918
Tercel	10,070	9,299	52,935	40,183
Celica	8,241	10,312	36,496	39,473
Supra	2,433	2,956	11,049	10,510
Corona	.....	238	12	2,945
Cressida	3,047	2,757	12,890	9,989
Land Cruiser	383	310	1,743	1,060
Hawaii	375	317	1,614	1,462
Camry	4,865	.....	9,541	.....
Volkswagen	5,870	5,680	26,607	21,294
Rabbit Convertible	893	844	3,842	2,821
Jetta	1,650	1,680	6,643	6,768
Vanagon	1,045	1,206	4,726	3,976
Quantum	1,355	813	5,974	2,629
Dasher	.....	71	.....	445
Scirocco	927	1,066	5,422	4,654
Volvo	8,172	7,374	31,103	27,385
DL	4,093	4,298	15,685	15,451
GL	1,348	940	5,952	3,873
GLT	.....	11	.....	183
GLT Turbo	1,121	1,016	4,312	3,896
GLE	13	166	174	864
DL Diesel	.....	43	.....	299
GL Diesel	405	759	1,967	2,390
Coupe	2	14	8	57
760 Gas	710	.....	1,583	.....
760 TD	217	.....	729	.....
Tourist	263	127	693	372
TOTAL IMPORTS	184,067	169,833	771,866	712,763

30.24 percent of March registrations

Import market share reaches peak

By Jenny L. King
Staff Writer

Registrations of new imported cars took a record share of the total U. S. market in March and climbed to 31.29 percent of the three-months market, according to figures compiled by R. L. Polk & Co.

Import registrations of 219,234 in March, 1983, represented 30.24 percent of the month's total new-car registrations. It was a record penetration, wiping out the former March high of 28.06 percent set a year earlier when registrations totaled 175,575.

In numbers alone, import registrations were up 24.87 percent in March, to 219,234 from 175,575.

Year-to-date import registrations totaled 591,061 through March 31, 1983, representing 31.29 percent of the total and up 18.62 percent from 498,273 for the same period a year ago. First-quarter market penetration last year was 29.65 percent.

R. L. Polk & Co. counts U.S.-built Volkswagen Rabbits, American Motors/Renault Alliances and Ohio-built Honda Accords as imported passenger cars, and now includes a U. S. category in its countries-of-origin breakout. AUTOMOTIVE NEWS retail sales figures enumerate these domestic-built products as domestics. Polk also separates Alliance from other Renault products.

In March of this year, Nissan slipped past Toyota to capture first place among the imports. Nissan claimed 20.82 percent of the import market, up 2.01 percentage points from 18.81 percent a year earlier. Toyota dropped 2.52 percentage points, to 20.52 percent from 23.04 percent.

• Third-place Honda lost 2.12 percentage points, Mazda was off 0.38 percentage points and had fourth place, followed by Renault Alliance in fifth with 6.20 percent of the import market.

Subaru was sixth, Volkswagen was seventh, Volvo was eighth, Mercedes-Benz ninth and BMW 10th. Only Volvo increased its market share, up 0.29 percentage points.

The top 10 imports laid claim to 88.58 percent of the month's market, down from 89.66 percent a year earlier.

First-quarter import registrations were up 18.62 percent compared with 1982 totals, to 591,061 from 498,273.

First-place Toyota was down 1.50 percentage points, to 21.40 percent from 22.90 percent. Nissan gained 2.08 percentage points, climbing to 20.52 percent from 18.44 percent. Honda was off 2.84 percentage points, Mazda was up 0.16 percentage points, and Subaru was down 0.94 percentage points.

VW was off 1.43 percentage points, Volvo was up 0.13 percentage points, Mercedes was off 0.23 percentage points and BMW was up 0.17 percentage points. Renault Alliance joined the top 10, in sixth place, and Audi dropped out.

The major importers held 88.98 percent of the market, down from 89.88 percent last year.

• Japan remained the top U. S. importer, although it slipped to 73.45 percent from 77.61 percent of the market. The U. S. soared to second place with its 9.75 percent up dramatically from 4.60 percent. Germany was third at 9.73 percent this March compared with 9.93 percent for the month in 1982.

Numbers of imports from each country were as follows:

	March, 1983	March, 1982
Japan	161,017	136,261
United States	21,376	8,075
W. Germany	21,336	17,433
Sweden	9,812	6,925
France	3,600	4,180
Great Britain	1,125	620
Italy	910	1,846
Ireland	58	235

Statistics for registrations, country of origin, first quarter '83 compared with first quarter '82 were:

	3 Mos., 198'	3 Mos., 1982
Japan	437,868	387,306
W. Germany	59,528	50,925
United States	53,695	23,200
Sweden	24,959	19,461
France	9,644	10,612
Great Britain	2,999	1,755
Italy	2,227	4,072
Ireland	141	942

Registrations of new imported trucks in March dipped 0.72 percent, to 35,916 from 36,176. The breakout by major manufacturer was as follows:

	March, 1983	March, 1982
Toyota	11,533	11,194
Nissan	8,790	7,654
Mazda	5,726	2,816
Dodge Ram 50	2,339	4,302
Others	7,528	10,210
Total	35,916	36,176

Year-to-date truck registrations, January through March, were up 1.23 percent, to 102,371 from 101,125. Totals included.

	3 Mos., 1983	3 Mos., 1982
Toyota	33,208	30,698
Nissan	25,311	22,044
Mazda	13,675	.....
Ford Courier	7,563	10,309
Dodge Ram 50	.....	9,558
Others	22,614	28,516
Total	102,371	101,125

Profits grow for Ford Credit in Australia

MELBOURNE. — Ford Credit Australia capitalized on Australia's record vehicle market in 1982 with a pre-tax consolidated profit of $2 million for the year.

The company earned $1.8 million pre-tax in 1981.

The continued improvement followed a bad year in 1980 when large credit losses led Ford Credit in the U. S. to inject a "profit maintenance payment of $3.3 million and act as guarantor for Ford Credit Australia to maintain the Australian offshoot's position as a public borrower.

In 1980, operating profit was $1.5 million. After allowing for the $3.3 million injection the effective loss was $1.8 million.

Finance industry observers say the improved public confidence that followed the decision of the U. S. parent to act as guarantor for Ford Credit Australia was a major factor in the company's improved results.

Ford Crelit Australia's managing director, Mike Auld, said that in line with the record year for the industry in Australia, and with the leadership gained by Ford vehicles, Ford Credit's gross financing volume reached $690 million and the level of gross receivables rose to $397 million at year end, an increase of 23 percent over 1981.

TOP CARS

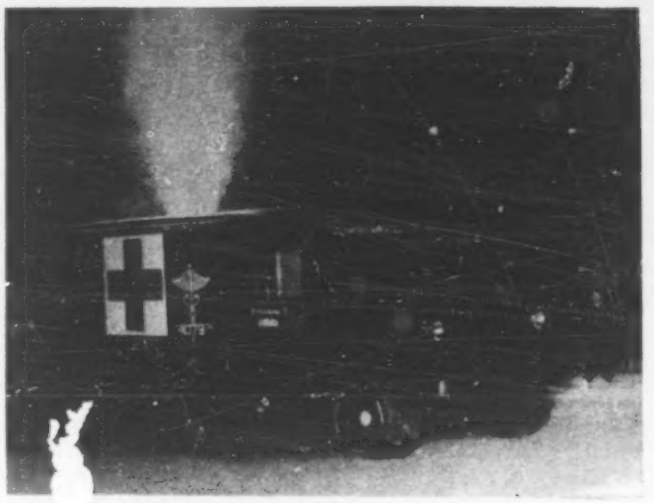
U. S. registrations for the first three months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position
1—	260,970	Chevrolet	276,548— 1
2—	214,917	Ford	194,553— 2
3—	198,892	Oldsmobile	161,004— 3
4—	168,101	Buick	145,747— 4
5—	126,496	Toyota	114,120— 5
6—	121,313	Nissan	91,881— 7
7—	100,698	Pontiac	102,327— 6
8—	87,831	Honda	88,207— 8
9—	78,298	Mercury	70,125— 9
10—	65,582	Dodge	55,265—11
11—	61,604	Cadillac	50,183—12
12—	59,109	Plymouth	56,716—10
13—	51,552	Chrysler	29,803—16
14—	40,395	Mazda	33,242—15
15—	33,974	Subaru	33,333—14
16—	33,281	Alliance	....
17—	33,203	Volkswagen	35,121—13
18—	21,712	Lincoln	16,544—18
19—	19,504	Volvo	15,785—19
20—	16,174	Mercedes	14,782—20
21—	16,122	AMC	23,008—17
22—	13.779	BMW	10,774—21
...	.....	Audi	10,611—22
		Other	
	65,111	Imports	50,417
	250	Misc. Domestic	533
	1,888,868	TOTAL	1,680,629

IMPORT REGISTRATION SHARES IN U. S.

	MARCH					THREE MONTHS				
	Regis., March, 1983	Percent Share of Market	Regis., March, 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 3 mos., 1983	Percent Share of Market	Regis., 3 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Nissan	45,635	20.82	33,021	18.81	+ 2.01	126,496	21.40	114,120	22.90	— 1.50
Toyota	44,978	20.52	40,453	23.04	— 2.52	121,313	20.52	91,881	18.44	+ 2.08
Honda	32,295	14.73	29,583	16.85	— 2.12	87,831	14.86	88,207	17.70	— 2.84
Mazda	14,863	6.78	12,582	7.16	— 0.38	40,395	6.83	33,242	6.67	+ 0.16
Alliance	13,591	6.20	.....	.....	.....	33,974	5.75	33,333	6.69	— 0.94
Subaru	12,734	5.81	11,606	6.61	— 0.80	33,281	5.63	.....	.....	.....
VW	12,373	5.64	12,174	6.93	— 1.29	33,203	5.62	35,121	7.05	— 1.43
Volvo	7,704	3.51	5,659	3.22	+ 0.29	19,504	3.30	15,785	3.17	+ 0.13
Mercedes	5,608	2.56	4,824	2.75	— 0.19	16,174	2.74	14,782	2.97	— 0.23
BMW	4,408	2.01	3,896	2.22	— 0.21	13,779	2.33	10,774	2.16	+ 0.17
Audi	.....	.....	3,629	2.07	.....	.....	.....	10,611	2.13	.....
Others	25,045	11.42	18,148	10.34	+ 1.08	65,111	11.02	50,417	10.12	+ 0.90
TOTAL	219,234		175,575			591,061		498,273		
Share of U. S. Total		30.24		28.06			31.29		29.65	

Registrations for Oklahoma not available.



Olive drab monster

Art Arfons is running this jet-powered former Army ambulance in truck pulls around the country. Arfons, who drove his Green Monster home-built jet car to land speed records, is shaking the car down. He'll turn it over to his daughter who will compete in pulls—in a nurse's white uniform, according to Firestone Tire & Rubber Co., tire supplier to Arfons.

Debut of Tempo and Topaz finds dealers ecstatic

Continued from Page 1

ity of the cars and felt they'd do very well in their segment.

Closer to metro Los Angeles, Sachs Lincoln-Mercury had four Topazes and delivered three.

"The wiring was screwed up on one or we would have delivered that too," said General Manager Bob Sorenson.

He used adjectives like "great" and "super" to describe Topaz, but candidly admitted it was too early to tell what kind of import conquestor it might be.

In other parts of the country, some Ford dealers felt Tempo would eat into Escort sales, while others thought it would cut into Mustang and LTD. Most looked for some cannibalization to take place.

Ed Newman, Newman Ford, Salem, N. H., considered Tempo a better car than Escort.

He cited quality, performance and styling, adding: "The car looks smaller than it is. You don't realize it has room for five until you get in it."

Like other dealers, he felt getting people to test-drive the car was the key to selling it.

Newman's Tempos were stickered at $7,500-$8,000, and he said his "salesmen and customers perceive the car as an excellent value for the money. It's gotta be the best thing ever made."

• John Squires, general sales manager, Pasquin Ford, East Rutherford, N. J., said he'd like to see Topaz priced a little lower in relation to Escort.

He was one of the few who mentioned styling as being "a little controversial. People either love it or they don't."

He added, though, that "those who drove it seem to be impressed. Particularly with the automatic. It's much peppier than some of the other small-car automatics."

Peter Griffin, Griffin Ford, Greenwich, Conn., said, "We feel very good about the car, and very optimistic about its sales.

"I've been a Ford dealer for 25 years. If I see something I don't like, I'm not bashful about being critical. But everything I've seen has really turned me on. Ford has come out with some cars I had to walk away from, but this one I'm really proud of."

Customer reaction, he added, favored the four-door version. Tempo, he felt, was roomier, more comfortable, with better acceleration than Escort.

And Ron Yates, sales manager for Koons Ford, Falls Church, Va., said: "We can't get enough of them on the grounds. As soon as they come in, they're gone."

He predicted Tempo would account for 25-30 percent of his sales mix. The dealership retailed an unusually high 500 cars and trucks in May, and is one of Ford's top-volume dealers.

"The only problem is availability," Yates said. "We're the largest retail Ford dealership, and we have only one Tempo on the grounds.

"We've had nothing but good feedback from customers. It opened up a whole new range. We're getting a lot of traffic from people who aren't driving Fords," Yates concluded.

Sunrise dealer

Dennis Higginbotham, right, is the new dealer-operator of Sunrise Oldsmobile-Toyota, Inc., in Daytona Beach, Fla. Here he signs his Oldsmobile franchise agreement in the company of John Martabano, zone manager.

Makers schedule 128,868 cars; 15 plants work overtime

Holiday cuts week's car production

By Patricia Hoffman
Staff Writer

Last week's holiday offset overtime schedules at 15 assembly points, pulling domestic car production down 14.84 percent from the previous week's five-day total.

Output last week was slated at 128,868 units, down from the prior week's 151,322, but up 16.64 percent from the 110,481 units built in the comparable 1982 holiday period.

Breakdown for the week by company was: General Motors, 57.58 percent; Ford Motor, 23.50 percent; Chrysler Corp., 14.05 percent; American Motors, 2.67 percent; Volkswagen of America, 1.46 percent and Honda, 0.74 percent.

Year-to-date, the makers have assembled 2,741,097 automobiles, a 24.40 percent gain from last years 2,203,465.

All car facilities were idle last Monday (May 30) in observance of Memorial Day.

Daily overtime was scheduled last week at GM's Detroit point. The facility operated 24 additional minutes on each of two shifts.

Also on daily overtime was Chrysler Corp.'s Belvidere, Jefferson, Newark and St. Louis points. St. Louis worked one daily nine-hour shift Tuesday through Friday, while the other three facilities operated two daily nine-hour shifts four days last week.

Ford's Atlanta, Chicago, Lorain and St. Louis plants worked Saturday. Also working Saturday were GM's Lansing, Flint, Arlington, Fairfax, Lordstown and Baltimore plants.

All other facilities operated normal eight-hour shifts four days last week.

Car output rises to 24,023 in Canadian plants

Canadian auto production last week rose just 4.84 percent from the previous shortened holiday week's total due to downtime at Ford Motor's St. Thomas car assembly point. Truck output jumped 14.04 percent from the prior week's four-day figure.

The auto makers scheduled 24,023 units last week, up from 22,915 built during four days the previous week because of the Victoria Day holiday. Output also rose 12.33 percent from last year's 21,387.

The truck makers targeted 12,359 units last week, up from 10,837 built the previous holiday week, but down 2.21 percent from last year's 12,638.

So far this year, there have been 229,298 trucks completed, down 3.58 percent from 237,812 built in the comparable period last year.

The Ford St. Thomas car point was idle last week (May 30) due to overstocked inventory.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

All other car and truck facilities returned to normal five-day operations last week.

Assembly of Chrysler's Caravelle, Gran Fury, Diplomat and New Yorker Fifth Ave. is slated to end following the last shift Friday (June 10), at the company's Windsor car point. Production of those models will be moved to St. Louis for the 1984 model run. The Windsor plant will be retooled for assembly of the 1984 front-drive T-115 van/wagons scheduled to begin in October.

Overtime heavy, but holiday trims truck production

Despite overtime schedules at 10 assembly points, and the return of Ford Motor's Michigan truck plant, holiday downtime pulled last week's domestic truck output down 10.70 percent from the previous week's five-day total.

During four days of assembly last week, the makers targeted 42,447 units, down from 47,535 the previous week, and down 1.26 percent from last year's 42,987 units.

All truck facilities were idle last Monday (May 30) in observance of Memorial Day.

The Ford Michigan truck point returned last week (May 31) following downtime to control overstocked inventory.

Saturday overtime was scheduled last week at Ford's Kansas City, Lorain, Norfolk and Twin Cities plants. Also working five days were General Motors' Janesville, Lordstown, Pontiac (S-truck) and St. Louis facilities.

Chrysler Corp.'s Belvidere point worked two daily nine-hour shifts Tuesday through Friday, while the Warren facility operated one daily nine-hour shift four days last week.

All other assembly points resumed normal eight-hour operations on Tuesday.

Party marks 75th birthday of Stillman & Hoag Buick

ENGLEWOOD, N. J. — Stillman / Hoag Buick marked its 75th anniversary and more than 750 persons attended a reception held at the dealership here.

The dealership, founded in 1908, has been a family-operated business since its inception. Walter Stillman, board chairman of the company, attributed its success to "good management, a good product and good public relations," which Stillman said meant service.

Lloyd E. Reuss, general manager of Buick, and James Perkins, general sales manager of the division, presented the Stillmans with a plaque from General Motors marking the occasion.

Encased in the plaque was a letter from GM Chairman Roger B. Smith, and President F. James McDonald noting that it "seems appropriate that two such partners in sales and service began operations at about the same time." GM marks its 75th this year as well.

Reuss noted that the organization "has exemplified excellence in their approach as evidenced by the success they have earned."

Walter Stillman added that out of the 180 employes of his operation, which includes two subsidiaries and a soon-to-open Ford dealership, one third have been with the company more than 10 years. And employes are another key to success, he said.

Stillman explained that his father started the company in 1908 with Buick, Locomobile and Haynes cars. It has been a family business and his son, Robert, the third generation, is president and runs the operations. The fourth generation will be joining the business soon.

Robert Stillman termed the day "super" and added that today with more-sophisticated cars and more demanding customers, dealers have to offer more in the way of service to customers in order to succeed.

New Delaware law protects dealerships

DOVER, Del. — Gov. Pierre S. du Pont IV has allowed legislation regulating auto dealerships to become law without his signature, according to the governor's press secretary, Robert W. Perkins.

The measure protects dealerships by restricting the rights of manufacturers to establish a new dealership within seven miles of an existing dealership in New Castle County and 10 miles in Kent and Sussex counties.

Muisenga's 25th year

ELMHURST, Ill. — Albert Muisenga, Elmhurst Motors, Inc. (Ford) received a 25-year dealer award.

U. S. CAR PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
AMERICAN MOTORS	3,440	.....	4,130	16,375	24,699	75,586
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,440	.....	4,130	16,375	.....	71,515
Alliance	3,440	.....	4,130	16,375	.....	71,515
CHRYSLER CORP.	18,100	13,029	18,310	84,384	265,462	366,470
Plymouth Total	6,000	5,091	5,086	28,191	111,366	131,959
Horizon	2,600	2,007	2,252	10,663	33,479	45,279
Reliant	3,200	3,084	2,691	16,682	77,887	84,394
Caravelle ('83)	200	.....	143	846	.....	2,286
Chrysler Total	5,000	2,415	5,408	22,687	50,399	89,552
LeBaron	2,400	2,415	2,508	10,835	50,399	42,676
Chrysler E-Class	2,600	.....	2,900	11,852	.....	46,876
Dodge Total	7,100	5,523	7,816	33,506	103,697	144,959
Omni	2,600	1,789	2,928	13,468	30,990	49,916
Aries	2,900	2,779	3,446	12,926	57,928	62,078
Dodge 400	1,000	955	923	4,116	14,779	15,658
Dodge 600	600	.....	519	2,996	.....	17,307
FORD MOTOR	30,285	28,430	34,595	139,307	498,716	638,055
Ford Division	18,972	18,830	21,718	86,860	318,506	414,600
Escort	4,365	6,636	6,187	25,069	135,548	117,208
Fairmont	.....	3,303	.....	.....	53,838	23,728
Mustang	2,829	3,256	3,153	10,337	57,622	56,979
LTD/Granada	3,162	3,569	3,057	14,367	49,676	77,409
Thunderbird	4,920	1,854	5,280	22,314	18,274	90,440
Crown Victoria/Ford	1,620	.....	1,769	7,980	.....	39,282
EXP	.....	212	.....	.....	3,548	1,184
Tempo	2,076	.....	2,272	6,793	.....	8,370
L-M Division	11,313	9,600	12,877	52,447	180,210	223,455
Mercury Total	9,105	7,601	10,118	41,070	136,290	176,382
Lynx	1,555	1,648	1,109	5,206	40,077	29,033
Capri	488	648	965	2,816	13,771	11,121
Zephyr	.....	1,333	.....	.....	17,394	8,601
Marquis/Cougar	1,618	1,419	1,973	8,168	24,244	32,670
Cougar/XR7	3,174	758	3,372	13,954	5,765	45,633
Gr. Marquis/Marquis	1,683	1,764	1,904	8,577	34,273	46,246
LN7	.....	31	.....	.....	766	290
Topaz	587	.....	795	2,349	.....	2,788
Lincoln Total	2,208	1,999	2,759	11,377	43,920	47,073
Continental ('82)	221	400	276	1,120	9,317	7,400
Lincoln	1,246	981	1,567	6,462	19,501	23,810
Mark VI	741	618	916	3,795	15,102	15,863
GENERAL MOTORS	74,203	68,922	90,914	362,221	1,372,903	1,607,315
Buick Division	17,806	16,788	20,324	80,595	324,014	371,206
Skylark	2,832	2,712	3,519	9,224	58,409	42,714
Skyhawk J	1,080	2,665	1,396	6,321	42,322	30,980
Century	3,201	2,933	4,224	16,263	54,488	64,978
Regal	4,378	4,302	4,370	20,299	82,889	108,364
Buick	5,411	3,280	5,952	24,863	69,898	105,953
Riviera	904	896	863	3,625	16,008	18,217
Cadillac Division	4,865	4,422	6,503	28,674	106,871	144,497
Cimarron	209	37	277	1,266	1,431	9,433
Seville	496	278	744	3,169	10,985	15,671
Eldorado	1,136	1,189	1,667	7,115	27,462	34,079
Cadillac	3,024	2,918	3,815	17,124	66,993	85,314
Chevrolet Division	25,131	21,166	34,669	123,228	426,591	503,623
Chevette	3,621	4,494	4,248	13,859	94,283	83,014
Cavalier	5,422	1,116	6,148	27,416	37,639	106,452
Celebrity	3,760	1,397	4,273	14,771	29,970	41,275
Camaro	4,194	4,289	4,696	19,344	97,022	83,097
Citation	1,152	4,370	7,962	13,536	72,742	50,289
Malibu	2,992	2,893	3,227	14,972	47,014	66,232
Monte Carlo	1,913	1,569	1,943	9,323	25,890	39,908
Chevrolet	1,597	554	1,563	7,529	9,178	24,472
Corvette	480	484	609	2,478	12,853	8,884
Oldsmobile Division	18,622	13,987	20,056	91,035	327,647	424,088
Omega	1,216	1,674	1,621	4,703	36,621	27,073
Firenza	804	758	1,004	4,766	29,381	20,506
Cutlass	5,340	3,844	5,323	25,066	79,521	123,404
Cutlass/Ciera	3,682	2,574	4,472	20,911	52,936	81,912
Oldsmobile	6,916	4,424	6,887	32,356	113,942	154,097
Toronado	664	713	749	3,233	15,246	17,096
Pontiac Division	7,779	12,559	9,362	38,689	187,780	163,901
Acadian†	.....	364	599	2,050	5,609	7,871
2000	2,243	1,187	2,343	10,664	14,151	42,749
1000	886	1,182	1,407	4,937	12,230	17,658
Firebird	2,092	2,823	2,488	9,001	56,231	39,715
Phoenix	584	1,818	471	2,194	18,979	12,569
G. Prix/B'ville ('83)	1,974	3,533	2,054	9,843	67,393	43,429
6000	.....	1,552	.....	.....	13,187	.....
HONDA	960	.....	1,111	4,473	.....	13,648
VOLKSWAGEN	1,880	.....	2,262	6,687	40,022	40,023
CHECKER	.....	100*	.....	.....	1,663*	.....
Total Cars, U. S.	128,868	110,481	151,322	613,447	2,203,465	2,741,097

CANADIAN CAR PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
AMERICAN MOTORS	820	485	653	3,438	12,036	13,567
CHRYSLER CORP.	5,232	3,531	4,441	21,534	74,503	101,976
FORD MOTOR	4,818	9,002	7,132	23,738	141,143	88,407
GENERAL MOTORS	12,928	8,144	10,464	52,190	169,032	240,676
VOLVO	225	225	225	945	4,737	4,590
Total Cars, Canada	24,023	21,387	22,915	106,845	401,451	449,216
N. American Cars	152,891	131,868	174,237	720,292	2,604,916	3,190,313
N. American Trucks	54,806	55,625	58,372	266,222	1,107,046	1,173,672
North American Cars and Trucks	207,697	187,493	232,609	986,514	3,711,962	4,363,985

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
CHEVROLET	15,362	13,635	16,392	76,278	294,862	326,157
DODGE	2,600	2,804	2,610	12,073	56,705	57,352
FORD	16,107	16,553	17,813	83,880	311,886	372,776
GMC	4,251	5,747	6,174	24,126	110,409	109,757
INTERNATIONAL	1,245	1,198	1,258	4,632	22,619	21,225
VOLKSWAGEN	.....	.....	.....	146	7,062	2,079
JEEP	1,832	2,000*	2,238	9,303	38,711*	32,978
AM GENERAL	50*	50*	50*	220	980*	1,050
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400	26,000*	21,000
Total Trucks, U. S.	42,447	42,987	47,535	215,058	869,234	944,374

CANADIAN TRUCK PRODUCTION

	Week Ended June 4, 1983	Week Ended June 5, 1982	Week Ended May 28, 1983	May Est.	Jan. 1 to June 5, 1982	Jan. 1 to June 4, 1983
CHRYSLER CORP.	2,652	2,087	2,764	11,805	45,543	59,329
FORD MOTOR	3,547	3,825	2,901	14,865	62,463	59,517
GENERAL MOTORS	6,160	6,462	5,172	24,000	124,377	107,236
INTERNATIONAL	.....	264	.....	494	5,429	3,216
Total Trucks, Canada.	12,359	12,638	10,837	51,164	237,812	229,298
N. American Trucks	54,806	55,625	58,372	266,222	1,107,046	1,173,672

†—How includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

6/14/83
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Automotive News

June 13, 1983

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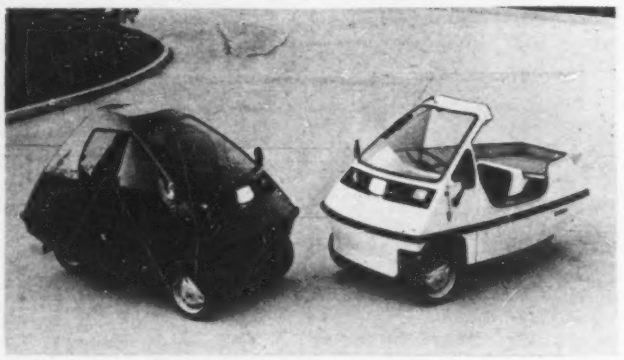
Japanese 3-wheelers



Zeroing in on Zoe Zipper

These three-wheel Japanese-built vehicles, called the Zoe Zipper, are being marketed in the U. S. by Zoe Motors, Inc., Los Angeles, for about $3,500. Weighing about 370 pounds, the Zipper is just under seven feet long, four feet wide and 4½ feet high. Powered by a 5-HP Honda motorcycle engine, the Zipper can reach 45 MPH, and fuel economy is estimated at 112 MPG. Story on Page 6.

Inventory steady at 1.2 million; sales rate higher

Car supply now 47 days

By Richard A. Wright
Assistant Managing Editor

The day's supply of new cars continued to decline during May to the point where a number of lines were in short supply June 1.

The June 1 domestic new-car inventory totaled 1,194,510, a 47-day supply, compared with the month-earlier stockpile of 1,193,296, a 53-day supply. The smaller days-supply figure June 1, despite the slight increase in the unit count, was the result of a higher selling rate.

A year earlier, the domestic new-car inventory totaled 1,212,727 on June 1, which was a 52-day supply.

General Motors, American Motors and Volkswagen of America trimmed stockpiles during May and all the corporate makers opened June with lower days-supply figures than a month earlier.

• GM had a 42-day supply of new cars June 1, down from 49 days a month earlier. GM was still very short of Corvette, Cutlass, Olds 88 and 98, but surprising shortages developed in Skyhawk, Cavalier and Pontiac 2000.

Ford Motor Co. opened June with a 57-day supply, down from 64 days a month earlier. Ford's stockpile included still-short supplies of the new Tempo and Topaz.

Chrysler Corp. had a 53½-day supply June 1, down from 59 days May 1. The corporation's stockpile was generally well-balanced, and was heavier in big cars than small.

AMC had a 45-day supply, unchanged from a month earlier, as it has managed to build a somewhat stronger inventory of its hot-selling Alliance. The maker's supplies of Concords and Spirits were nearing the vanishing point.

VWoA trimmed its stock during the month from 91½ days to 63 days June 1. American Honda had a 24-day supply of U. S.-built Accords June 1, up from 16 days a month earlier.

The June 1 domestic inventory was divided this way: GM, 53.78 percent; Ford Motor Co., 26.31 percent; Chrysler Corp., 15.12 percent; AMC, 2.74 percent; VWoA, 1.78 percent, and Honda, 0.27 percent.

A month earlier, the domestic inventory was divided as follows: GM, 55.89 percent, Ford Motor Co., 24.12 percent; Chrysler Corp., 14.99 percent; AMC, 2.85 percent; VWoA, 1.98 percent, and Honda, 0.17 percent.

• By size class, the domestic new-car inventory was in better balance than ever. The industry had 46-day supplies of subcompacts and compacts, compared with a 59-day stock of subcompacts and a 49-day supply of compacts a month earlier.

It had a 50-day supply of intermediates June 1, unchanged from a month earlier, a 43-day stock of standards, down from 47 days, and a 49½-day supply of luxury cars, down from 53 days.

The June 1 domestic inventory was divided this way by market segment: Subcompact, 17.18 percent; compact, 21.53

Continued on Page 64, Col. 4

Steyr-Daimler-Puch due to buy Utah firm for $10 million

DeLorean near sale of Logan Mfg.

By Edward Lapham
Senior Editor

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John Z. DeLorean is close to a final agreement to sell his Logan Mfg. Co. to a group headed by Steyr-Daimler-Puch AG for $10 million, Automotive News learned last week.

The former auto executive, who faces federal drug trafficking charges in Los Angeles, has been trying to sell the Utah-based maker of snow-grooming equipment for several months (Automotive News, Feb. 28, 1983).

Terms of the tentative agreement, due to be consummated before July 25, call for a new corporation to acquire from DeLorean all land, equipment and other assets of Logan, except cash on hand, for $6 million in cash and a $4 million, 11 percent land contract on land and other capital assets, Automotive News sources said.

Logan Mfg. is a division of DeLorean Mfg. Co., which is a wholly owned subsidiary of Cristina, a Nevada corporation that is owned entirely by John DeLorean. DeLorean Mfg., originally John Z. DeLorean Corp., also was the corporate parent of DeLorean Motor Co., now in Chapter 11 bankruptcy proceedings in Detroit (story on Page 2).

The name was changed when JZDC acquired Logan from Thiokol Corp. on June 28, 1979, for $9.1 million. That transaction, however, did not include the land, which DeLorean acquired separately in a swap for a portion of his avocado farm in San Diego County, valued at more than $4 million.

A new U. S. unit of Steyr-Daimler-Puch likely will be the majority shareholder in the new corporation which will acquire Logan. Another shareholder likely will be a U. S. subsidiary of an Austrian bank and its U. S. affiliate which are involved in the transaction.

Georg Zamorsky, Steyr-Daimler-Puch spokesman in Vienna, told Automotive News last week the "acquisition is still pending" and that "final decisions" on some of the mechanics of the transaction "have not yet been made."

Steyr is an Austrian company which manufactures bicycles, mopeds and firearms as well as automotive products. The company is involved in several worldwide joint ventures.

It is a partner in truck production with Toyota in Nigeria, builds four-wheel-drive minibuses for Volkswagen, supplies 4-wheel-drive components to other manufacturers and produces the G Wagen, developed in conjunction with Mercedes-Benz, which has military applications.

Steyr also had a joint venture with BMW to produce gasoline and diesel engines. However, BMW bought out Steyr's share one year ago.

The pending sale of Logan is likely to generate some interest in California. When it was disclosed in Automotive News in February that DeLorean was interested in selling Logan, Assistant U. S. Attorney James Walsh went to court and asked to have DeLorean's bail raised, claiming he was a flight risk.

Logan also has been the focus of inquiries by the U. S. Internal Revenue Service and other investigators who suspect the company may have been acquired with funds originally intended for the sports-car project (Automotive News, March 28, 1983).

In April, it was disclosed in federal court in Los Angeles

Continued on Page 64, Col. 4

breaking news

Cherry appointed Opel design chief

LUTON, England.—Wayne K. Cherry, 45, has been named director of design for Opel, succeeding Gordon M. Brown, who was killed in an accident May 21. Cherry had been at Vauxhall since 1965, most recently as director of design at Bedford. John Taylor, chief Bedford designer, has been named manager of design, Bedford Commercial Vehicles.

L-M to import $15,000 Sierra for '85

DETROIT. — Lincoln-Mercury plans to import the German-built Sierra XR4 for the '85 model year, according to L-M General Manager Gordon MacKenzie. A company spokesman said the three-door, rear-drive XR4 for the U. S. will be powered by a special 2.3-liter turbocharged four-cyl-

See BREAKING NEWS, Page 8, Col. 1

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Service Index shows another monthly gain

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships continued on the upside in April, according to the Automotive News Service Index, but the rate of growth slowed fractionally.

Shop volume in April amounted to 103.6 percent of the business conducted in April, 1982. In March, dealers' service and parts business was 103.9 percent of the year-earlier volume.

However, business in both months was better than the volume in February when it dipped to 99.5 percent of that done in February, 1982.

As in the previous month, four of the five indicators used in the Service Index showed gains in April. The number of repair orders written declined again in April — down 1.8 percent — for the third consecutive month.

The indicator showing the biggest increase was gross profit on all labor, parts and accessory sales — the most important indicator from the dealers' viewpoint — up 6.9 percent, followed by sales of all parts and accessories, which advanced 5.6 percent in April.

Total labor sales (customer-paid and warranty) increased 2.3 percent, while shop parts sales (those used on both customer-paid and warranty work) were up 0.1 percent over the year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealerships.

For the first four months of 1983, service and parts volume was 103.8 percent of the volume for the same period a year ago.

Gross profit showed an increase of 5.6 percent, followed by labor sales, up 4.0 percent, while shop parts sales advanced 3.7 percent.

Sales of all parts and accessories were up 3.1 percent, while repair orders written declined 1.9 percent for the period.

SERVICE INDEX
103.6*

	April, '83 vs. April, '82	4 mos., '83 vs. 4 mos., '82
Gross Profit on All Labor and P&A Sales	+ 6.9%	+ 5.6%
Repair Orders Written	− 1.8%	− 1.9%
Total Labor Sales (Customer & Warranty)	+ 2.3%	+ 4.0%
Shop Parts Sales (Customer & Warranty)	+0.1%	+ 3.7%
Sales of All Parts and P&A	+ 5.%	+ 3.1%

*—Survey by Automotive News shows that dealers' service and parts business in Apr., 1983, was 103.6 percent of business in Apr., 1982. Service business in the four months of 1983 was 103.8 percent of business in the corresponding period in 1982.

May nets 630,044

New-car sales increase third month in row

By Jenny L. King
Staff Writer

Domestic new-car sales were up for the third consecutive month in May and their annualized selling rate, based on the final 10-day period, climbed to an encouraging 7.38 million units.

Sales of imported cars were up 8.82 percent for the month. They accounted for 24.69 percent of the total market, up slightly from 24.52 percent a year earlier but far from the record of 28.58 percent set in 1981.

Sales of U. S.-built cars totaled 630,044 in May, up 7.87 percent from 584,074 last year. It was the highest monthly total in 26 months—best since March, 1981, when 719,367 new cars were sold in a flurry of rebate and incentive activity. It was the best May since 1979 when sales reached 797,008.

Import sales reached 206,517, up 8.82 percent from 189,784. Combined sales totaled 836,561, up 8.11 percent from 733,832 in 1982.

Year-to-date domestic sales were up 7.39 percent by the end of May, adding to 2,666,877 compared with 2,483,394 last year. In the first five months of 1983, imports were up 8.42 percent, to 978,553 from 902,552. Combined sales showed a 7.66-percent improvement, pushing to 3,645,430 from 3,385,946.

• Everything was coming up roses for the U. S. auto makers last month. Only General Motors failed to surpass its year-o sales mark, but it missed by only 1.39 percent. American Motors had most reason to celebrate: AMC sales shot up 123.88 percent, fueled by its hot-selling 1983 Renault Alliance. AMC reported sales of 18,291 this May, compared with 8,170 in 1982. Renault Alliances numbered 12,163, 66.50 percent of AMC's total.

In May, GM dealers retailed 378,677 passenger cars, down 1.39 percent from 384,015 last year. Ford Motor Co. was up 10.41 percent, to 136,896 from 123,987. Chrysler Corp. gained more than 22,000 units and was up 36.99 percent, to 84,391 from 61,603. Volkswagen of America climbed 34.96 percent, to 8,501 from 6,299, and Honda reported sales of 3,286 Accords from its Marysville (O.) plant.

For the month, GM dropped more than 5 percentage points in its share of the domestic market, to 60.10 percent from 65.75 percent. Ford was up to 21.73 percent from 21.22 percent. Chrysler jumped to 13.40 percent from 10.55 percent. AMC claimed 2.90 percent compared with 1.40 percent, VWoA edged to 1.35 percent from 1.08 percent and Honda held the remaining 0.52 percent this year against nothing a year earlier.

Ten domestic makes reported sales increases during May. Plymouth was up 36.00 percent over last year, Chrysler was up 43.97 percent and Dodge was up 35.45 percent. Ford was up 9.61 percent, Mercury was ahead by 17.15 percent, Buick was up 0.38 percent, Cadillac was up 8.70 percent, Oldsmobile was up 6.91 percent, Pontiac was up 7.00 percent and VW was up 34.96 percent.

Depressed sales were reported for Imperial, down 74.73 percent; Lincoln, off 4.75 percent; Chevrolet, down 12.45 percent, and AMC, down 24.99 percent.

Cadillac enjoyed its ninth consecutive month of improved selling rates, and its best May in five years. Buick sales moved past their '82 level to a record 81,234 from the former best of 80,925.

• Imported-car sales, up for the fifth straight month this year, included May records for Jaguar, Mercedes-Benz, Saab and Volvo.

Alfa Romeo sales doubled, BMW was up 12.93 percent, Jaguar sales doubled and were an any-month high, Mazda was up 21.16 percent, Nissan was up 10.83 percent, Peugeot was up 20.68 percent, Porsche was up 28.46 percent and Toyota deal-

Continued on Page 62, Col. 3

Where Auto Market was in May

	Total Sales	Pct. of Total
SUBCOMPACT	110,158	13.17
COMPACT	138,625	16.57
INTERMEDIATE	223,364	26.70
STANDARD	113,458	13.56
LUXURY	44,439	5.31
IMPORT	206,517	24.69
TOTAL	836,561	100.00

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58th year — No. 4972

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Incentives offered by Mazda East and Mitsubishi

Mazda East and Mitsubishi have joined Toyota, Datsun and domestic makers in launching new incentives.

Mazda East is running a "tournament of champions" incentive on trucks from June 19 to Sept. 30. Dealers have one total program objective covering all '83 trucks, with fleet and lease units eligible.

Between zero and 50 percent of objective earns dealers $300 per unit, and 50 to 100 percent earns dealers $400 per unit. For 101 percent and over, they earn $600 per unit, non-retroactively.

Mazda East distributes Mazda vehicles in 18 states.

Mitsubishi's program calls for 9.75 percent APR financing for June only on LS models of the Cordia and Tredia. To be eligible, a customer must trade in an imported car or truck on the purchase.

The discounts are entirely factory-funded.

Jim Pingree

Racing 'round the Ren Cen

Police estimate that between 175,000 and 200,000 people were on hand to watch a field of 26 Formula One cars race through Detroit streets. Michele Alboreto was the first to complete the 60 laps of Grand Prix II. Keke Rosberg was second by seven seconds and last year's champion, John Watson, was third.

Detroit's Grand Prix called huge success

DETROIT. — Promoters and city officials put an "unqualified success" label on the second Formula I race through the streets of this city. Detroit Grand Prix III is scheduled for next year with dates still being negotiated.

Police estimated 175,000 to 200,000 were on hand for the Sunday culmination of three days of practice, qualifying and a variety of auto racing.

A year ago, the estimate was placed at 100,000 and the future of street racing here was in doubt.

A Grand Prix Expo featuring auto-related consumer goods was held in Cobo Hall on the riverfront adjacent to the 2.5-mile-long race course. That no-admission-charge exposition attracted about 60,000 and will be repeated in 1984.

Winner of the principal race, the Detroit Grand Prix, was Italian Michele Alboreto driving a British-built Benetton Tyrrell powered by a Ford Cosworth V-8. Alboreto averaged 81.158 MPH.

Robert E. McCabe, president of Detroit Renaissance Grand Prix, said paid attendance for this year's race day was 71,000, compared with 52,000 in 1982.

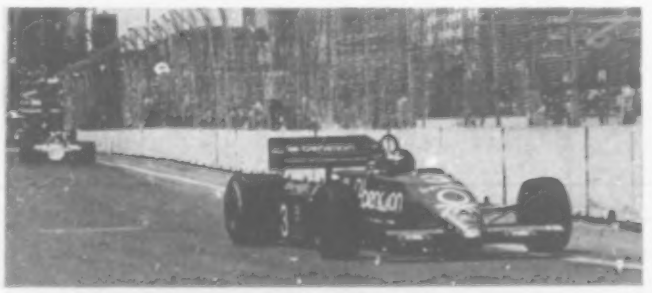
There were hospitality facilities sponsored by 41 companies this year, compared with just four the year before, he said.

Some 600 temporary jobs were created by the '83 event compared with 400 such jobs last year, he said.

A grand prix slated for September in New York has been delayed until Sept. 23, 1984.

"Due to the complexity of obtaining the necessary consent to conduct a New York Grand Prix and the difficulties of completing a new circuit with all its facilities by Sept. 2, Mayor Ed Koch and the organizers, New York Grand Prix, Inc., have asked the motorsport governing bodies to delay the race until Sept. 23, 1984," promoters said.

"The Formula I Constructors Assn. supports the delay," they said.



Alboreto chases the checkered flag

Detroit Grand Prix II was the second Grand Prix victory for Italian Michele Alboreto, who drove a Benetton Tyrrell powered by a Ford Cosworth V-8. Alboreto, driving the leading car pictured above, average 81.158 MPH for the 154-mile race.

V-8-6-4 suit is ruled OK for class action

TRENTON, N. J. — The New Jersey Supreme Court ruled last week that a suit pending against General Motors on the Cadillac V-8-6-4 engine can be certified as a class action and returned the case to lower courts for further action.

With that ruling, the court opened the way for 8,400 New Jersey purchasers of 1981 Cadillac Sevilles equipped with that engine to have redress.

General Motors has been fighting cases in 13 states on this engine but this is the first that has been certified as a class action though applications have been filed in other states for similar status.

A spokesman for General Motors said that the ruling "does not involve a determination that there is anything wrong with the V-8-6-4 and the court only ruled that the case may continue procedurally as a class action."

He added the "plaintiffs must prove their claims at a trial and General Motors intends to defend itself vigorously."

This ruling involved a case filed in New Jersey in February, 1981. The consumers have alleged that the engines hesitate, stall, catch fire or fail.

The plaintiffs, led by Morris Plains attorney Adrian Karp, are seeking to have compensation and reimbursement for expenses and repurchase by General Motors if the engine is proved to be defective.

The Supreme Court ruling also affirmed a lower court ruling that the plaintiffs have the right to bring fraud complaints into this action since they are maintaining that General Motors knew it would offer the engine for only one year and did not make this known to the purchasers.

Karp termed the ruling unique and forward looking in the area of product liability.

No trial date has been set.

Ex-dealer fined for selling 22 non-Calif. cars

SAN DIEGO. — A $110,000 civil penalty has been levied against a former auto dealer here who allegedly sold 22 cars which did not meet California emission requirements.

Superior Court Judge Gerald Lewis ordered Wallace F. Bilyeu and his firm, Safeway Rent-A-Car, Inc., to pay $77,000 for violating the state's smog control laws and $33,000 for unfair business practices.

According to the California Air Resources Board, an investigation was launched following complaints from other dealers. Investigators charged Bilyeu with importing and selling new cars from dealerships in other states, including Oregon, Nebraska, Utah and Arizona.

The judge ruled that the sales not only violated the state's smog control laws, but also represented unfair competition to other dealers who comply with California's standards.

The illegal imports consisted of 18 1979 and 1980 Hondas, three 1980 Oldsmobile diesels and one 1980 gasoline powered Volkswagen Rabbit.

'39 model driven by daughter of chewing gum magnate

'Mint-condition' Bantam used today

SCOTTSDALE, Ariz. — First-time visitors to the Tom Chauncey Arabian horse ranch here must be puzzled when they see a tiny car, hardly more than a toy, driven by a woman along the ranch's roads.

The car is an American Bantam roadster. The woman is Dorothy (Deedie) Chauncey, owner of the car and daughter of Phil Wrigley, chewing gum magnate. Wrigley gave the 1939 roadster to his daughter in Geneva, Wis., on her 14th birthday.

"Ever since that day, I have enjoyed driving this car around our properties and using it as a teaching tool for the children and grandchildren," Chauncey said. "With its stick shift and short clutch, it was an excellent tool for teaching the children to drive."

For Chauncey, the birthday gift was an opportunity to drive a regular car on her parents' property in Wisconsin without the need of a driver's license. Today, she still drives it around the sprawling ranch and only occasionally into Scottsdale.

Despite its age, the car registers only 3,400 miles and is in mint condition.

The car's original appearance is intact, except for a change in color from battleship gray to cream and the installation of sealed-beam headlights.

On rare occasions, Chauncey has pushed the car to 65 MPH. She said that it is designed to reach 80 MPH.

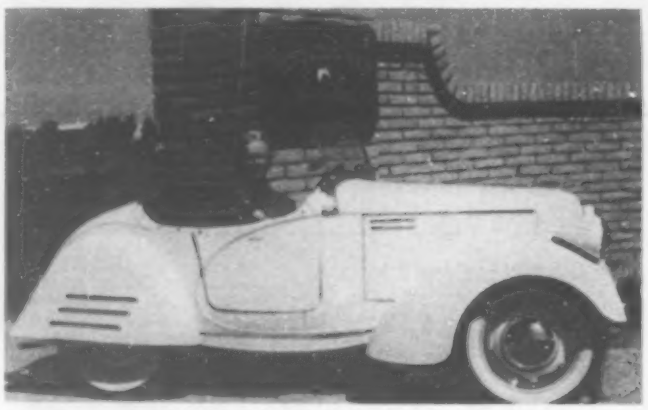
The car, which was aimed at economy operation, was a product of American Austin Car Co., organized in 1929 to build and market a U. S. counterpart of the successful British Austin 7.

Most Americans laughed at the car when it was introduced in 1930 as a second car, and the depression provided the coup de grace when Americans simply could not afford a second car.

The car did not sell and American Austin plunged into receivership after only 20,000 cars had been built.

In 1936, the company was revived by a Florida auto dealer who called the new company American Bantam Car Co. Nearly 7,000 cars were built between 1937 and 1941.

Chauncey isn't about to sell the car. For her, it is a delightful momento of the past and a most pleasant gift from her father.



Bantam roadster a teaching tool

Dorothy Chauncey stops her 1939 American Bantam roadster at the entrance to her family's 160-acre Arabian horse ranch in Scottsdale, Ariz. She was given the car on her 14th birthday and uses it today to teach her grandchildren to drive.

Auction profits may help museum reopen in 1984

BOSTON. — In 1975, the Museum of Transportation moved from its elegant but crowded headquarters on the Larz Anderson estate in Brookline to a Boston warehouse.

For years it struggled to raise funds, then closed last year, $500,000 in debt.

In a year, the museum has reduced its debt to $220,000. In late May of this year, the museum held an auction and sold some of its collection, which may get it out of the hole and back to the estate's carriage house.

Some of the antique cars which were sold were a 1923 Autocar Depot Wagon for $10,500, a 1919 Studebaker Special Six Touring Car for $8,000 and a 1926 Willys Touring car for $2,200.

The museum's reopening is planned for next spring.

Model breakdown

Auction Averages

	JUNE TO DATE	MAY	APRIL
1983	$10,964	$10,203	$ 8,595
1982	8,236	8,011	8,142
1981	6,433	6,258	6,140
1980	5,412	5,198	5,342
1979	4,630	4,630	4,498
1978	3,640	3,444	3,511
1977	2,899	2,705	2,828
1976	1,690	2,199	2,912
Overall Average	$ 5,303	$ 5,173	$ 5,089

Used Car Sales

Auction Averages

June to date	$5,303
Month ago	$5,067
Year ago	$4,723

Taiwan looks to BL, Volvo to succeed GM truck firm

By John Hartley
Staff Correspondent

TAIPEI, Taiwan. — The Republic of China is hoping that either BL or Volvo will make a last minute bid for the contract to build heavy trucks in Taiwan.

T. K. Lu, chairman of China Steel Co., and the man behind the project, wants a new company to take over the fixed assets of the joint venture from which General Motors withdraw last year. Both BL and Volvo have indicated interest, but neither has submitted a plan—and time is running out.

So far, the four leading Japanese truck makers—Hino, Isuzu, Mitsubishi and Nissan Diesel—have put in bids for the contract, but the Chinese would prefer a European company to be involved. But there are many deterrents, not the least of which is the failure of the company set up by GM and Hua Tung.

The main problem facing the operation is the fairly small volume—about 10,000 units a year. However, the Chinese expect the mainstay of the range to be a 16-ton GVW four-wheeler.

Lu says it will not be economic to produce the transmission in Taiwan, but he is hoping that the company will assemble engines here. He envisages that by selling engines for industrial, marine and agriculture use, volume could be boosted to an economic level.

Lu explained that the price of the trucks produced by Hua Tung was so high that they could not compete with imports.

"They requested a complete ban on imports," he said. "But that could not be done. The cost of transport in Taiwan would have become too high."

GM subsequently withdrew, and 1,000 trucks and buses are now being assembled from the remaining kits. These are due to be finished by the end of June, and the company will be wound up. Lu wants the new company to take over the fixed assets of the old one and to make trucks in the same plant.

Lu hopes that the plant will turn out a range of trucks from 5-6 tons GVW upwards, but he acknowledges that the market is not big enough for a complete range.

The difficulties facing potential manufacturers are increased because there are no prospects for exports, Lu admitted. In addition, any company involved in Taiwan stands little chance of getting established in the potentially more lucrative market in mainland China.

Nevertheless, Lu said, "We hope BL and Volvo will submit presentations."

In any event, he hopes to decide on the new project by the summer.

factories list auction dates

American Motors

June 21 — D-A Auto Auction, New Stanton, Pa.

June 22 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 23—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 24—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

June 28—Aptco Auto Auction, Taylor, Mich.

June 29—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Ford Motor Co.

June 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

June 22 — Golden Gate Auto Auction, Fremont, Calif.

June 23—Nashville Auto Auction, Nashville, Tenn.

June 28—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

June 29—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

June 30 — 166 Auto Auction, Springfield, Mo.

General Motors Corp.

June 23 — Indianapolis Auto Auction, Indianapolis, Ind.

June 28—Southern Auto Auction, E. Windsor, Conn.

June 30—Nashville Auto Auction, Nashville, Tenn.

Used-car auction directory

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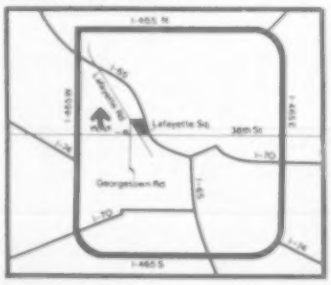

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AMC's chief calls GM link a good deal for Toyota

Japanese challenged by Tippett

WASHINGTON. — American Motors will take on Japanese auto makers in their own backyard, Chairman Paul Tippett said here.

Speaking to the National Press Club, Tippett said the company's new joint venture to produce four-wheel-drive vehicles in China — Beijing Jeep Corp. — will give AMC a strong manufacturing base for competing head-on with the Japanese in Asia and the Pacific area.

"That region has been the world's fastest-growing market for four-wheel-drive vehicles," he said. "We believe this new joint venture will change the face of the auto industry in Asia. We will be competing more effectively with the Japanese on their own turf."

Under questioning, Tippett said that while AMC has not opposed the GM-Toyota joint venture to make cars in California — now under review by the FTC — it also has not praised the move.

But he added it is a good deal for Toyota, now restricted in its exports to the U. S. by the "voluntary" agreement made by the Japanese government. In addition to the 600,000 units Toyota now exports, he said, it would be able to sell an additional 300,000 units with half the parts exported from Japan.

He likened it to an additional sale of 150,000 units with very little investment by Toyota. Tippett said there was no doubt in his mind that any jobs replaced in California would be fewer than the jobs lost when GM stopped making the Chevette in Wilmington, Del.

AMC — unlike GM, Ford Motor Co. and Chrysler Corp. — has no equity in any Japanese company.

• On the matter of local-content legislation — now starting to move in Congress — Tippett came out sounding more like Chrysler than like GM or Ford. Even though he views local content as a "last resort," he noted the late Al Capone had said that more can be accomplished by a kind word and a gun than by a kind word alone. He added he thought the 90-percent requirement in the current UAW-backed bill may be too high and would penalize U. S. companies outsourcing for cheaper parts.

He did not comment on the pending bill introduced by New Jersey Rep. James Florio that sets no percentages for local content. Tippett feels that neither Nissan nor Honda — a "more progressive company" — would have started manufacturing in the U. S. without pressure and he speculated that passage of local content "may be necessary." The Canadian "local-content" proposal, he felt, was too severe.

Asked about reports from the Pentagon that the Hummer — a new AMC military vehicle — demonstrated poor performance and maintainability, Tippett said the "leaked" report was for prototypes tested 9 to 12 months ago for the specific purpose of finding flaws. AMC has now verified "fixes." These now need to be approved by the Army and all of this has been done with no expense to the taxpayer, since AMC has not yet been paid.

• In speaking of AMC's agreement with the Chinese, Tippett said, "The days when a major company could hope for long-term international success while limiting itself to domestic production and exports are gone.

"No major company should expect to participate in foreign markets if its activities are limited to selling products and taking the profits home, without investing in the host country. And our friends in Japan had better get that through their noggins."

The auto executive called for a more cohesive and aggressive U. S. trade policy to combat the growing trend of export subsidization and protectionism among many industrialized countries.

IMPORTED CAR SALES

	May, 1983	May, 1982	5 Mos., 1983	5 Mos., 1982
Alfa Romeo	340	165	1,238	737
Audi	3,675	3,593	16,410	18,492
BMW	4,706	4,167	20,647	19,955
Challenger	1,624	1,250	6,696	6,169
Plymouth Colt	2,413	1,940	11,957	13,955
Dodge Colt	2,569	2,247	13,970	15,123
DeLorean	60†	236	300†	1,217
Fiat	685	1,369	3,226	8,199
Honda	33,658	33,917	149,350	159,113
Isuzu	1,096	930	7,755	5,397
Jaguar	1,658	791	6,152	3,569
Lancia	67	54	401	322
Mazda	14,515	11,980	73,815	62,834
Mitsubishi	2,300	.....	11,249	.....
Mercedes-Benz	6,626	5,684	28,948	26,548
Nissan	44,621	40,261	221,465	184,374
Peugeot	1,173	972	5,990	5,673
Porsche	1,616	1,258	8,923	5,569
Renault	3,330	3,580	12,342	15,513
Saab	2,019	1,624	10,791	7,086
Sapporo	1,294	916	5,170	4,742
Subaru	12,995	10,683	65,089	60,002
Toyota	50,147	50,141	225,631	217,258
Volkswagen	4,907	5,415	31,514	26,709
Volvo	8,421	6,611	39,524	33,996
TOTAL	206,517	189,784	978,553	902,552

† Estimate

U. S. CAR SALES BY MARKETING UNITS

	May, 1983	May, 1982	5 Mos., 1983	5 Mos., 1982
Chevrolet	122,471	139,885	523,623	569,683
Ford	93,818	85,593	395,102	393,519
Oldsmobile	92,265	86,302	410,659	348,525
Buick	81,234	80,925	344,354	306,343
Toyota	50,147	50,141	225,631	217,258
Pontiac	55,816	52,165	204,275	216,600
Nissan	44,621	40,261	221,465	184,374
Honda	36,948	33,917	160,963	159,113
Mercury	34,785	29,693	153,096	142,421
Dodge	34,408	25,804	147,473	132,799
Plymouth	35,091	25,933	135,451	132,303
Cadillac	26,891	24,738	117,766	98,828
VW of America	18,699	16,565	89,478	89,081
Chrysler/Imperial	22,792	16,219	103,904	69,023
Mazda	14,515	11,960	73,815	62,834
Subaru	12,995	10,683	65,089	60,002
AMC-Renault	21,621	11,750	97,196	53,731
Lincoln	8,293	8,701	39,867	36,810
Volvo	8,421	6,611	39,524	33,996
Mercedes-Benz	6,626	5,684	28,948	26,548
BMW	4,706	4,167	20,647	19,955
Saab	2,019	1,624	10,791	7,086
Isuzu	1,096	930	7,755	5,397
Fiat	752	1,429	3,627	8,522
Peugeot	1,173	972	5,990	5,673
Jaguar Rover Triumph	1,658	791	6,152	3,569
Mitsubishi	2,300	.....	11,249	.....
DeLorean	60†	236	300†	1,217
Alfa Romeo	340	165	1,238	737
TOTAL	836,561	773,832	3,645,430	3,385,946

New-car market shows increase 3rd time in row

Continued from Page 3

ers sold six more cars this year than last, sticking close to their import quota.

Imports no longer claimed the largest segment of the total market. That piece went to U. S. intermediates with 26.70 percent, followed by imports at 24.69 percent, compacts at 16.57 percent, standards at 13.56 percent, subcompacts at 13.17 percent and luxury models at 5.31 percent.

A year earlier, intermediates had 24.09 percent, imports took 24.52 percent, compacts had 17.78 percent, standards had 11.63 percent, subcompacts had 16.04 percent and luxuries took 5.94 percent.

In the domestics-only market this May, intermediates represented 35.45 percent, compacts had 22.00 percent, standards had 18.01 percent, subcompacts had 17.49 percent and luxury models held 7.05 percent.

Third-period domestic sales exploded 19.78 percent in May, to 252,748 from 211,013 last year. With eight selling days both years, the daily rate was up 19.78 percent as well, from 26,376 to 31,593 — best daily average since 36,233 in mid-March, 1981.

All the major domestic makers were up for the period. GM climbed 12.48 percent, Ford was up 22.18 percent, Chrysler was up 38.87 percent, AMC was up 145.73 percent, VWoA was up 7.27 percent and Honda was credited with estimated sales of 1,000 units.

DOMESTIC CAR SALES

	May 21 to May 31, 1983	Same Period, 1982	May, 1983	Same Month, 1982	Jan. 1 to May 31, 1983	Same Period, 1982
Renault Alliance	.....	.....	12,163	.....	58,680	.....
Spirit	.....	.....	791	1,999	3,127	9,130
Concord	.....	.....	2,951	3,150	9,376	12,944
Eagle	.....	.....	2,386	3,021	13,671	16,144
AMC	.....	.....	6,128	8,170	26,174	38,218
AMERICAN MOTORS*	7,291	3,000	18,291	8,170	84,854	38,218
Horizon	2,327	2,513	5,404	4,950	19,245	23,552
Turismo	1,712	1,725	3,940	3,746	14,296	17,258
Reliant	6,984	4,008	19,779	11,831	75,054	63,633
Plymouth	983	832	2,261	2,550	9,729	9,163
Total Plymouth	12,006	9,078	31,384	23,077	118,324	113,606
LeBaron	.....	336	.....	351	.....	912
LeBaron K	3,237	2,843	7,919	8,310	33,525	36,945
Cordoba	484	641	1,349	1,372	6,780	6,683
New Yorker 5th Ave.	2,654	2,007	7,014	5,715	34,894	22,953
E-Class	1,161	.....	2,867	.....	15,126	.....
New Yorker E	1,412	.....	3,524	.....	12,677	.....
Total Chrysler	8,948	5,827	22,673	15,748	103,002	67,493
Total Imperial	44	297	119	471	902	1,530
Omni	2,088	2,047	4,775	4,084	17,235	19,434
Charger	2,059	1,787	4,695	3,671	16,583	18,171
Aries	5,037	2,849	11,802	8,829	52,426	48,075
Dodge 400	1,274	729	3,172	1,967	13,984	10,618
Diplomat	1,087	1,138	2,925	2,915	12,408	11,758
Mirada	163	457	452	841	2,372	3,451
Dodge 600	914	.....	2,394	.....	11,799	.....
Total Dodge	12,622	9,007	30,215	22,307	126,807	111,507
CHRYSLER CORP.	33,620	24,210	84,391	61,603	349,035	294,136
EXP	1,005	1,196	2,670	3,449	9,568	19,089
Escort	14,106	10,639	36,043	31,398	143,041	146,576
Tempo	2,421	.....	2,421	.....	2,421	.....
Mustang	4,119	3,809	11,245	10,745	49,036	51,423
Fairmont	1,105	4,768	2,920	12,521	30,900	57,639
Granada	.....	3,506	.....	10,632	3,751	50,118
Thunderbird	4,806	1,571	12,343	4,259	38,662	18,038
LTD '83	4,900	.....	15,390	.....	62,592	.....
Ford Crown Victoria	3,628	4,224	10,786	12,589	55,131	50,636
Ford Division	36,090	29,713	93,818	85,593	395,102	393,519
LN7	277	457	645	1,302	2,921	7,017
Lynx	3,603	3,120	8,412	8,354	34,400	43,391
Topaz	943	.....	943	.....	943	.....
Zephyr	535	1,589	822	4,105	10,235	18,969
Cougar/Monarch	.....	1,994	.....	4,595	906	22,364
XR-7	2,939	581	7,562	1,472	22,627	6,733
Capri	819	954	1,783	2,450	9,505	13,509
Marquis '83	2,279	.....	5,639	.....	25,076	.....
Mercury Grand Marquis	3,098	2,602	8,979	7,415	46,585	30,438
Total Mercury	14,493	11,297	34,785	29,693	153,098	142,421
Continental	378	622	992	1,711	6,902	10,829
Lincoln	2,092	1,545	4,773	4,084	21,057	14,638
Mark VI	938	1,014	2,528	2,906	11,908	11,343
Total Lincoln	3,408	3,181	8,293	8,701	39,867	36,810
L-M Division	17,901	14,478	43,078	38,394	192,965	179,231
FORD MOTOR	53,991	44,191	136,896	123,987	588,067	572,750
Skyhawk	3,802	2,416	8,577	5,999	33,342	14,495
Skylark	5,152	5,346	10,768	14,460	44,836	71,250
Century FD	5,349	3,399	12,241	10,318	51,020	37,066
Regal Sedan	12,772	3,643	7,319	9,040	33,572	34,616
Regal Coupe	6,097	7,129	15,387	17,698	67,571	61,885
LeSabre	6,046	4,455	14,930	11,843	62,108	43,777
Electra	3,057	2,197	7,838	6,215	31,620	24,011
Riviera	1,653	1,893	4,174	5,352	20,385	19,243
Buick Division	33,928	30,478	81,234	80,925	344,354	306,343
Cimarron	680	286	1,761	817	8,208	5,780
Seville	1,042	704	2,766	1,826	11,885	9,981
Cadillac	5,813	6,293	16,327	15,889	71,217	59,789
Eldorado	2,379	2,555	6,037	6,206	26,456	23,278
Cadillac Division	9,914	9,838	26,891	24,738	117,766	98,828
Chevette	6,450	6,931	15,144	24,382	74,150	108,682
Cavalier	10,286	3,659	23,996	11,965	87,819	55,967
Citation	3,889	5,009	10,701	16,123	46,576	94,440
Camaro	6,616	9,110	16,519	26,334	69,898	80,673
Celebrity	5,474	3,478	13,166	12,140	55,889	35,658
Malibu	3,791	3,971	9,405	12,299	46,100	51,154
Monte Carlo	3,381	4,169	8,205	11,878	39,153	46,028
Chevrolet	8,709	7,843	22,025	22,196	93,251	86,269
Corvette	1,041	934	3,310	2,568	10,790	10,812
Chevrolet Division	49,637	45,104	122,471	139,885	523,623	569,683
Firenza	1,867	1,256	4,817	3,112	18,747	9,493
Omega	2,075	2,229	5,354	6,564	28,409	36,405
Cutlass Ciera	5,332	4,251	15,694	11,856	64,909	44,404
Cutlass	.....	.....	.....	.....	.....	.....
Supreme	10,470	10,741	30,514	31,163	140,417	128,140
Olds 88	7,884	7,372	22,835	20,364	100,371	76,721
Olds 98	3,314	3,290	9,638	9,107	46,851	37,937
Toronado	1,198	1,518	3,413	4,136	15,955	15,423
Oldsmobile Division	32,140	30,657	92,265	86,302	410,659	348,525
1000	1,774	1,591	3,687	4,145	14,480	25,151
2000	5,255	2,103	10,605	5,257	35,493	24,513
Phoenix	1,500	1,524	3,115	4,270	12,247	24,937
Firebird	4,725	4,952	9,544	13,206	37,481	45,438
6000	4,397	2,042	8,721	5,309	32,197	18,272
Bonneville	4,094	3,208	8,588	8,462	33,205	33,575
Grand Prix	4,350	4,428	9,130	11,244	36,363	40,208
Pontiac	1,244	81	2,426	272	2,809	3,506
Pontiac Division	27,359	19,929	55,816	52,165	204,275	216,600
GENERAL MOTORS	152,978	136,006	378,677	384,015	1,600,677	1,539,979
VOLKSWAGEN	3,868	3,606	8,501	6,299	32,631	38,311
HONDA	1,000	.....	3,288	.....	11,613	.....
DOMESTIC TOTAL	252,748	211,013	630,044	584,074	2,666,877	2,483,394
IMPORT TOTAL	.....	.....	206,517	189,758	978,553	902,552
INDUSTRY TOTAL	.....	.....	836,561	773,832	3,645,430	3,385,946

*—AMC does not issue a nameplate breakdown for 18-day periods.

Luxembourg facility for Rochester products

ROCHESTER, N. Y.—Rochester Products Division of General Motors has established a fuel, valve train and emissions systems engineering facility at the General Motors Engineering Applications Center in Bascharages, Luxembourg.

E. Michael Mutchler, general manager of Rochester Products, said the facility will enable the division to apply technology developed in the U. S. to the exhaust emissions and fuel economy requirements of Europe.

BEST AVAILABLE COPY

$1 billion project abandoned

Ford won't construct car plant in Portugal

By Richard Feast
European Editor

LONDON. — The decision by Ford to abandon its proposed $1 billion car assembly plant in Portugal comes as no surprise.

Ford has been toying with the idea of expanding its European auto making capacity since the late 1970s.

The latest initiative was announced last July, when Ford delivered a letter of intent to build at the Sines industrial complex and port. It called for a 200,000-unit factory, which would have represented the largest industrial investment in Portugal.

But when the final go-ahead was postponed to the middle of this year, the project looked doomed.

The decision, announced June 3 by the Portuguese Government, came just over four years after Ford abandoned an earlier plan to build another European car plant.

That initiative, at a cost of $650 million, saw Ford discussing sites with authorities in Portugal, Austria, France and Spain. It was shelved in April, 1979.

Ford said the latest decision was taken because of the slow recovery of the car markets in Europe. Such a large financial commitment could not be justified on current growth patterns.

But a spokesman denied suggestions from the U. S. that it was part of an overall cost-cutting exercise.

"As far as Europe is concerned, we have not curtailed any model programs," the spokesman said. "For the past three years we've been spending $1 billion a year, and we plan to spend similar amounts over the next three years."

• Whether Ford has finally shaken off the idea of building another factory in Europe is less certain. A lead time of three to four years would be required before production could roll from an all-new facility.

While senior executives at many of Ford's rivals could not understand the company's obsession with building the Portuguese plant, the fact that such plans have been in existence for so long leads observers to believe that Ford has not completely abandoned expansion hopes in Europe.

Last year it manufactured 1.41 million passenger cars in Europe. Its record was 1.67 million in 1979, and with recent modernization of existing plants its current capacity stands at around 1.7 million.

Ironically, the announcement came at a time when unofficial figures circulating within the industry suggest that Ford has maintained its European market lead into April.

The figures give Ford 497,500 sales, a 13.1 percent market share for the four months.

Other provisional figures give Renault 461,200, Volkswagen 462,600, Fiat 447,500, Peugeot 434,700 and General Motors 424,800.

The total market stood at 3.788 million, an increase of 1.7 percent. April's market fell by 3 percent to just under 976,000.

Museum auctions off 52 rare old cars

AUBURN, Ind.—The Auburn-Cord-Duesenberg Museum, Auburn, Indiana, had a spring housecleaning sale. Fifty-two cars were sold at auction for a total of $93,450. The highest amount paid for a car was $12,000 for a 1933 Auburn 8105 sedan.

The museum has been owned and operated since 1973 by Auburn Automotive Heritage, Inc., a non-profit organization. More than 140 cars are on display.

Fireworks due in DeLorean bankruptcy case

Continued from Page 2

the reorganization plan, despite earlier assurances by Gorman that the former auto executive is not involved.

The committee wants the court to order the $100,000 good-faith deposit posted by Gorman forfeited to the estate. The creditors committee believes the $100,000 came from the coffers of a DeLorean-owned company.

In the show-cause hearing, attorneys for the bankrupt DMC will want to know why the joint receivers, Sir Kenneth Cork and Paul Shewell, have not produced the documents relating to their claim against the estate and demanded in a May 10, 1983, subpena ordered by the court.

• Although the Los Angeles Federal Court drug trafficking charges against John DeLorean and the Chapter 11 status of his defunct auto company are not related, the two cases will likely become entwined again this week.

Howard L. Weitzman and Donald M. Re, two of DeLorean's attorneys in the drug case, have become increasingly involved in the bankruptcy case. They have attended and participated in sessions where former DMC directors and lawyers have been deposed under Rule 205 of the Bankruptcy Code in order to protect the rights of their client.

In the Rule 205 interrogations, the creditors committee is seeking to determine if any company funds, which could have been used to satisfy creditor claims, have been misappropriated.

Weitzman and Re had the request for a protective order filed in order to keep certain information disclosed by former DMC director Eric Javitz and other witnesses from being made public.

James Walsh, the assistant U. S. attorney in Los Angeles who is prosecuting the drug case, could appear in Bankruptcy Court here this week either in person or through counsel, to argue against the protective order, according to sources on the West Coast. A protective order would prevent the government from having access to whatever information was garnered in the depositions.

NEW-CAR STOCKS

	June 1, 1983	May 1, 1983	June 1, 1982
Alliance	44	39	.....
Spirit	41	75	61½
Concord	18	48	64
Eagle	89	74	77
Eagle SX/4	69½	62½	62
AMERICAN MTRS.	45	45	66
Horizon	44	58	49
Turismo	42	63	70
Reliant	30	48	76
Gran Fury	45	50	43
Plymouth	35	52	65½
LeBaron	62	63	72
Cordoba	67	78	71½
E Class	95	75	.....
New Yorker E	65	48	.....
Fifth Avenue	95	69	44
Chrysler	77	66	62
Imperial	67	50	36½
Omni	51½	67½	54
Charger	45½	59	73
Aries	46	53	79½
Dodge 400	65	63	147
Dodge 600	83	78	.....
Diplomat	69	52	49½
Mirada	127	121	67
Dodge	55	61	75
CHRYSLER	53½	59	68
Escort	39	60	74
EXP	54	90	123
Mustang	76	102	82
Tempo	26	.....	.....
Fairmont	56	69	56
LTD	56	81	.....
Thunderbird	88	66	84
Crown Victoria	45	54	54
Ford	58	69	68
Lynx	44	60	74
LN7	69	94	83
Capri	117	123	85
Topaz	21	.....	.....
Zephyr	49	65	30
Marquis	62	55	.....
Cougar XR7	57	34	76
Grand Marquis	41	45	41
Mercury	55½	53	56
Lincoln	42	39	39
Continental	90	95	59
Mark VI	78	73	34
Lincoln	59	56	48
FORD MOTOR CO.	57	64	64
Skyhawk	26	36	100
Skylark	35	47	36
Century	57½	57	55
Regal 4-door	43	47	41
Regal coupe	44	51	36
LeSabre	31	33	28
Electra	51	51	42
Riviera	44½	46	38
Buick	42	46	43
Cimarron	71	73½	87
Seville	55	61	72
Cadillac	49	56	41
Eldorado	55	61	44
Cadillac	52	59	45½
Chevette	57	57	55½
Cavalier	28	33	71
Citation	60	74	60
Camaro	53	59	18
Malibu	45	43	35
Celebrity	53	48½	65
Monte Carlo	56	60	42
Chevrolet	54	63	42
Corvette	20	23½	63
Chevrolet	48	52	46
Firenza	42	52	112
Omega	43	50	45
Ciera	47	52	54
Cutlass 4-door	26	30	36
Cutlass coupe	26	24	28
Olds 88	23	26½	23
Olds 98	26	31	28
Toronado	50	55	37½
Oldsmobile	32	36	36
1000	52	66½	81
2000	26	43	96
Phoenix	57	94	64½
Firebird	43	63	18
Bonneville	46	60	43
6000	45	63	101
Grand Prix	54	71	36
Pontiac	53	.....	61
Pontiac	44	65	51
GENERAL MTRS.	42	49	44
VOLKSWAGEN	63	91½	127
HONDA	24	16	.....
TOTAL	47	53	52

Krogh heads Chevy deal

BUFFALO, Wyo. — Douglas M. Krogh has signed a General Motors sales and service agreement to become the operator of Aspen Chevrolet here.

75th year for Stillman & Hoag Buick

Stillman & Hoag, Inc. (Buick), Englewood, N. J., which has been family-operated since its inception, celebrated its 75th anniversary. Here, Lloyd E. Reuss, right, Buick general manager, presents a plaque to Robert Stillman, left, dealership president, and Walter (Bud) Stillman, chairman of the board. Encased in the plaque is a letter from General Motors Chairman Roger B. Smith and President F. James McDonald.

Supply of domestic cars dips again; now 47 days

Continued from Page 2

percent; intermediate, 37.43 percent; standard, 16.48 percent, and luxury, 7.38 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.76 percent; compact, 19.90 percent; intermediate, 35.53 percent; standard, 17.25 percent, and luxury, 7.56 percent.

• The June 1 days-supply figures by market class were:

Subcompact — Accord, 24; Escort, 39; Spirit, 41; Turismo, 42; Alliance, 44; Lynx, 44; Horizon, 44; Charger, 45½; Omni, 51½; Pontiac 1000, 52; EXP, 54; Chevette, 57; Rabbit, 63; LN7, 69, and Eagle SX/4, 69½.

Compact — Topaz, 21; Pontiac 2000, 26; Skyhawk, 26; Tempo, 26; Cavalier, 28; Reliant, 30; Firenza, 42; Firebird, 43; Aries, 46; Zephyr, 49; Camaro, 53; Fairmont, 56; LeBaron, 62; Dodge 400, 65; Cimarron, 71; Mustang, 76, and Capri, 117.

Intermediate — Concord, 18; Cutlass four-door, 26; Cutlass coupe, 26; Skylark, 39; Regal four-door, 43; Omega, 43; Regal coupe, 44; Malibu, 45; Pontiac 6000, 45; Bonneville, 46; Cutlass Ciera, 47; Celebrity, 53; Grand Prix, 54; LTD, 56; Monte Carlo, 56; Cougar, 57; Phoenix, 57; Century, 57½; Citation, 60; Marquis, 62; New Yorker E, 65; Dodge 600, 83; Thunderbird, 88; Eagle, 89, and Chrysler E Class, 95.

Standard — Olds 88, 23; Olds 98, 26; LeSabre, 31; Grand Marquis, 41; Crown Victoria, 45; Gran Fury, 45; Electra, 51; Pontiac Parisienne, 53; Chevrolet, 54; Cordoba, 67; Diplomat, 69; New Yorker Fifth Avenue, 95, and Mirada, 127.

Luxury — Corvette, 20; Lincoln, 42; Riviera, 44½; Cadillac, 49; Toronado, 50; Eldorado, 55; Seville, 55; Imperial, 67; Mark VI, 78, and Continental, 90.

DeLorean near sale of Logan

Continued from Page 1

that $100,000 posted in Bankruptcy Court in Detroit as a good-faith deposit by a group which wanted to reorganize DeLorean Motor Co. originated at Logan. That transaction aroused the suspicions of the creditors committee.

Canadian snowmobile maker Bombardier, Ltd., also was interested in acquiring Logan. Sources last week said the Steyr offer was better than the one made by Bombardier.

A management group at Logan also was interested in acquiring the company, but apparently was unable to match other offers.

Reynolds to sell computers to Australia dealers

DAYTON. — Reynolds & Reynolds Co. has formed a wholly owned subsidiary in Australia to sell its computer systems to Australia's 2,600 auto dealers.

R. H. Grant III, R&R group vice president - international, said the subsidiary, known as Reynolds & Reynolds (Australia), Ltd., will initially have sales offices in Melbourne and Sydney. Offices are planned for other principal cities.

The subsidiary will offer dealers information systems for their sales, service and parts departments and their business offices.

obituaries

Harold T. Ames

RANCHO MIRAGE, Calif.—Harold T. Ames, former president of Duesenberg, Inc., executive vice president of Auburn Automobile Co. and vice president of Cord Corp., died here June 2. He was 89. Mr. Ames started in the auto business in 1911 as a Hudson salesman in Chicago and was identified with auto manufacture from 1926 to 1937.

Nelson C. Dezendorf

MOLLUSK, Va. — Nelson C. Dezendorf, 85, a retired General Motors director and vice president, died May 31. He retired in 1963 as vice president and group executive in charge of the Dayton, Household Appliance and Electro-Motive Group. Mr. Dezendorf became a vice president in 1952 while serving as general manager of Electro-Motive Division. He was with GM 41 years.

John E. Masterson

DETROIT. — John E. Masterson, 58, purchasing vice president for Volkswagen of America, died June 1. He joined VW in 1976 after 26 years with Pontiac, where he rose to purchasing director.

Thomas M. Coggins Jr.

VENTNOR CITY, N. J.—Thomas M. Coggins Jr., retired owner of Coggins Chevrolet, Inc., Atlantic City, died May 28. He was 51. Prior to taking over the dealership, he was supervisor of cost and factory accounting for General Motors Assembly Division. He was a member of the National Chevrolet Dealers Advisory Council. His dealership was closed in 1980 after its land was leased for parking by Golden Nugget Hotel & Casino.

Makers build 609,206 cars in May

Month's output highest in 2 years

By Patricia Hoffman
Staff Writer

Domestic auto production last month was the highest for any month in two years.

The makers assembled 609,206 cars, up 22.03 percent from 499,242 in the year-ago month and the best for any month since 666,389 in May of 1981.

Breakdown for the month by company was: General Motors, 58.85 percent; Ford Motor, 22.87 percent; Chrysler Corp., 13.85 percent; American Motors, 2.60 percent; Volkswagen of America, 1.10 percent, and Honda, 0.73 percent.

Last week the manufacturers scheduled 148,903 cars, a 16.42 percent gain from 127,900 built during the previous shortened holiday week. Output was also up 30.30 percent from last year's 114,280 units.

So far this year, there have been 2,889,032 cars assembled, a 24.63 percent gain from 2,318,134 built in the comparable 1982 period.

Downtime was scheduled last week (June 6) at Ford's Dearborn plant. Operations there were idled due to heavy inventory in the field.

Saturday overtime was scheduled at six facilities last week. GM's Doraville, Flint and Lansing points and Ford's Chicago, Lorain and St. Louis plants operated six days.

All other plants resumed normal five-day operations last week following downtime the previous week due to the Memorial Day holiday.

Big rollback scam found as Missouri tightens law

ST. LOUIS. — As the Missouri House and Senate were approving legislation to crack down on odometer fraud, a large scam involving turned-back mileage indicators was uncovered.

Officials believe that more than 1,000 cars may have been involved in the St. Louis operation.

Police from four jurisdictions cooperated and arrested Peggy O'Connell as she was leaving her rented suburban Kirkwood home. Her husband, Thomas F., was sought on charges of felony theft with deceit.

According to police, the couple would purchase high-mileage cars from leasing companies and auctions and roll the odometer back about 50 percent. The cars then were reported registered in Indiana and a forged signature of an Indiana police officer was allegedly used to confirm the mileage.

Then the O'Connells, police said, got new titles with the lower mileage. Officials said that the cars were taken to Carmel, Ind., where O'Connell is believed to have a dealer's license.

There are reports that the couple may have netted $2 million by selling cars between $700 and $1,400 under the market price.

The O'Connells ran classified ads and told potential customers that there had been a death in the family and the estate was being settled.

Police said that about seven phones with different numbers were in the O'Connells' house. The house was raided after two women who met at a party compared notes and discovered that they had been given the same story by the couple.

If Gov. Christopher Bond signs the odometer bill, it will be easier to prosecute odometer cases because there would not be a need to prove conspiracy in the transfer of a car title with false mileage.

The bill was sponsored in the Senate by Truman E. Wilson, St. Joseph Democrat, who estimated that buyers of used cars were being defrauded of $130 million a year.

In the House it was sponsored by Rep. D. R. Osbourn, Monroe City Democrat.

May auto output in Canada is 105,854, best in 6 years

Canadian auto output during May reached its highest point for that period in six years, and the total soared 25.70 percent above the comparable 1982 figure.

Last month, the car makers assembled 105,854 units, up from 84,210 built during May, 1982. It was the most for that month since 1977 when 117,134 cars were produced, and the most for any month since June, 1978 when 117,848 were built.

The auto makers estimated 22,545 units last week, up 3.97 percent from 21,685 the previous week, and up 5.06 percent from last year's 21,459 units.

Year-to-date, there have been 469,423 cars assembled, a 10.92 percent gain from 423,208 built in the comparable 1982 period.

The truck manufacturers produced 51,359 units in May, up 2.45 percent from 50,133 built the same month last year but down from 64,837 in 1981. It was the most for any month since June, 1982, when 55,243 trucks were assembled.

Last week, the truck makers estimated 12,707 units, a 9.85 percent gain from the previous week's 11,568, but output fell 6.35 percent from last year's 13,568 units.

So far this year, there have been 241,214 trucks assembled, down 3.85 percent from 250,869 built in the comparable 1982 period.

Downtime continued last week (June 6) at International Harvester's Chatham and Vancouver facilities. Both points, idled May 23 for model changeover, are slated to resume July 25.

Ford Motor's St. Thomas facility remained closed last week for inventory control.

Both shifts at Chrysler Corp.'s Windsor truck point worked six days last week.

Chrysler's Windsor car facility wrapped up assembly of the Caravelle, Gran Fury, Diplomat and New Yorker Fifth Ave. models last week. Production of those models will be moved to the company's St. Louis point for the 1984 model run. Windsor will be retooled for assembly of the 1984 front-drive T-115 van/wagon models, scheduled to begin in October.

Truck production rises to 52,708; year near million

Domestic truck production in May rose 8.74 percent from last year's total, and output was the most for that period in four years.

Last month, the makers assembled 208,784 trucks, up from 192,008 built in May, 1982. It was the most for that month since 1979 when 338,961 units were assembled.

Output last week was scheduled at 52,708 units, a 22.03 percent gain from 43,191 built during four days of assembly the previous week, which included the Memorial Day holiday. The total was also up 27.79 percent from last year's 41,245 units.

Year-to-date, there have been 997,826 trucks assembled, up 9.49 percent from last year's 911,353.

Overtime was scheduled last week (June 6) at six assembly points. General Motors' Pontiac (No. 6) plant, and Ford Motor's Kansas City, Lorain, Norfolk, Michigan and Twin Cities facilities worked six days.

U. S. CAR PRODUCTION

	Week Ended June 11, 1983	Week Ended June 12, 1982	Week Ended June 4, 1983	May Total	Jan. 1 to June 12, 1982	Jan. 1 to June 11, 1983
AMERICAN MOTORS	4,350	.....	3,959	15,867	24,699	80,455
AMC Total	.....	.....	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	3,959	15,867	.....	76,384
Alliance	4,350	.....	3,959	15,867	.....	76,384
CHRYSLER CORP	17,850	2,935	18,278	84,384	268,791	384,498
Plymouth Total	5,750	431	5,864	28,191	111,557	137,573
Horizon	2,600	.....	2,374	10,663	33,486	47,653
Reliant	3,000	431	3,280	16,682	78,071	87,474
Caravelle ('83)	150	.....	210	846	.....	2,446
Chrysler Total	4,700	1,508	4,732	22,687	52,014	93,984
LeBaron	2,200	1,508	2,417	10,835	52,014	44,893
Chrysler E-Class	2,500	.....	2,315	11,852	.....	49,091
Dodge Total	7,400	996	7,682	33,506	105,220	152,941
Omni	2,700	.....	2,910	13,468	30,979	52,926
Aries	3,200	290	3,003	12,926	58,607	65,381
Dodge 400	600	706	857	4,116	15,634	16,115
Dodge 600	900	.....	912	2,996	.....	18,519
FORD MOTOR	33,059	31,845	30,698	139,307	529,802	671,527
Ford Division	19,292	21,027	19,209	86,860	339,192	434,129
Escort	5,470	7,133	4,399	25,069	142,382	122,712
Fairmont	.....	3,913	.....	.....	57,791	23,728
Mustang	.....	3,992	2,796	10,337	61,658	56,946
LTD/Granada	3,879	4,600	3,073	14,367	54,158	81,199
Thunderbird	4,944	1,193	5,029	22,314	19,433	95,493
Crown Victoria/Ford	2,162	.....	1,833	7,980	.....	41,657
EXP	.....	196	.....	.....	3,770	1,184
Tempo	2,837	.....	2,079	6,793	.....	11,210
L-M Division	13,767	10,818	11,489	52,447	190,610	237,398
Mercury Total	11,018	8,731	9,285	41,070	144,605	187,580
Lynx	1,834	2,295	1,470	5,206	41,882	30,782
Capri	.....	793	494	2,816	14,568	11,127
Zephyr	.....	1,615	.....	.....	19,008	8,601
Marquis/Cougar	1,881	1,727	1,775	8,168	26,011	34,708
Cougar/XR7	4,472	440	3,232	13,954	6,258	50,163
Gr. Marquis/Marquis	2,038	1,805	1,700	8,577	36,078	48,301
LN7	.....	56	.....	.....	800	290
Topaz	793	.....	614	2,349	.....	3,608
Lincoln Total	2,749	2,087	2,204	11,377	46,005	49,818
Continental ('82)	269	418	220	1,120	9,730	7,668
Lincoln	1,557	1,022	1,250	6,462	20,524	25,371
Mark VI	923	647	734	3,795	15,751	16,779
GENERAL MOTORS	90,094	76,230	71,748	358,488	1,449,887	1,694,854
Buick Division	22,127	17,220	17,600	80,595	341,510	393,127
Skylark	3,540	3,244	2,901	9,224	61,398	46,323
Sk/hawk J	1,606	.....	1,090	6,321	42,759	32,596
Century	4,332	3,199	3,167	16,263	57,600	69,276
Regal	5,209	5,187	4,374	20,299	88,104	113,569
Buick	6,220	4,392	5,171	24,863	74,410	111,933
Riviera	1,220	1,198	897	3,625	17,239	19,430
Cadillac Division	5,811	5,639	4,672	27,988	112,585	150,115
Cimarron	291	69	193	1,233	1,511	9,708
Seville	580	362	491	3,121	11,360	16,246
Eldorado	1,340	1,582	1,125	6,998	29,083	35,408
Cadillac	3,600	3,626	2,863	16,636	70,631	88,753
Chevrolet Division	30,791	24,119	23,686	124,976	451,376	532,969
Chevette	4,197	5,622	3,512	13,301	99,777	87,102
Cavalier	7,578	1,365	5,267	41,199	39,169	113,875
Celebrity	4,866	177	3,649	14,165	30,123	46,030
Camaro	5,130	4,777	2,966	18,314	101,802	86,999
Citation	1,775	4,803	1,199	7,150	78,200	52,111
Malibu	3,283	3,579	3,267	14,419	50,121	69,790
Monte Carlo	1,767	2,176	1,736	8,941	28,375	41,498
Chevrolet	1,595	1,012	1,594	7,216	10,352	26,064
Corvette	600	608	496	2,415	13,457	9,500
Oldsmobile Division	23,137	16,490	18,045	87,659	344,338	446,648
Omega	1,520	1,839	1,191	4,513	38,510	28,568
Firenza	1,190	.....	968	4,656	29,331	21,761
Cutlass	6,420	4,713	5,037	24,010	84,325	129,521
Cutlass/Ciera	5,162	2,641	3,670	20,378	55,568	87,062
Oldsmobile	7,985	6,343	6,620	30,985	120,385	161,786
Toronado	860	954	658	3,117	16,219	17,950
Pontiac Division	8,228	12,762	7,745	37,270	200,078	172,095
Acadian†	.....	326	339	2,144	6,218	8,210
2000	2,284	1,751	2,318	10,192	15,679	45,108
1000	863	1,551	1,000	4,821	13,724	18,545
Firebird	2,618	3,513	1,545	8,544	59,377	41,786
Phoenix	395	1,912	565	2,094	20,837	12,945
G. Prix/B'ville ('83)	2,068	3,709	1,978	9,475	71,096	45,501
6000	.....	.....	.....	.....	13,147	.....
HONDA	1,200	.....	902	4,473	.....	14,790
VOLKSWAGEN	2,350	3,170*	2,315	6,687	43,192	42,808
CHECKER	.....	100*	.....	.....	1,763*	.....
Total Cars, U. S.	148,903	114,280	127,900	609,206	2,318,134	2,889,032

TRUCK PRODUCTION IN U. S.†

	Week Ended June 11, 1983	Week Ended June 12, 1982	Week Ended June 4, 1983	May Total	Jan. 1 to June 12, 1982	Jan. 1 to June 11, 1983
CHEVROLET	17,061	15,959	15,469	70,133*	310,401	343,325
DODGE	2,800	2,408	2,590	12,073	59,709	60,142
FORD	22,847	14,163	16,406	83,880	326,007	395,922
GMC	5,510	6,022	4,320	23,485	116,927	115,336
INTERNATIONAL	1,190	1,194	1,005	4,632	24,056	22,175
VOLKSWAGEN	.....	449*	.....	146	7,512	2,079
JEEP	2,250	.....	2,561	9,815	38,711*	35,957
AM GENERAL	50*	50*	40*	220	1,030*	1,090*
MISCELLANEOUS	1,000*	1,000*	800*	4,400	27,000*	21,800*
Total Trucks, U. S.	52,708	41,245	43,191	208,784	911,353	997,826

CANADIAN TRUCK PRODUCTION

	Week Ended June 11, 1983	Week Ended June 12, 1982	Week Ended June 4, 1983	May Total	Jan. 1 to June 12, 1982	Jan. 1 to June 11, 1983
CHRYSLER CORP.	2,652	2,664	1,756	11,192	48,013	61,085
FORD MOTOR	3,607	4,124	3,604	15,192	66,302	63,181
GENERAL MOTORS	6,448	6,516	6,208	24,481	130,864	113,732
INTERNATIONAL	.....	264	.....	494	5,690	3,216
Total Trucks, Canada	12,707	13,568	11,568	51,359	250,869	241,214
N. American Trucks	65,415	54,813	54,759	260,143	1,162,222	1,239,040

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 11, 1983	Week Ended June 12, 1982	Week Ended June 4, 1983	May Total	Jan. 1 to June 12, 1982	Jan. 1 to June 11, 1983
AMERICAN MOTORS	820	607	818	3,436	12,521	14,385
CHRYSLER CORP.	3,514	3,504	3,488	20,329	78,034	103,746
FORD MOTOR	4,669	9,111	4,378	28,724	150,115	92,636
GENERAL MOTORS	13,317	8,012	12,776	52,420	177,576	253,841
VOLVO	225	225	225	945	4,962	4,815
Total Cars, Canada	22,545	21,459	21,685	105,854	423,208	469,423
N. American Cars	171,448	135,739	149,585	715,060	2,741,342	3,358,455
N. American Trucks	65,415	54,813	54,259	260,143	1,162,222	1,239,040
North American Cars and Trucks	236,863	190,552	204,344	975,203	3,903,564	4,597,495

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

6/22/83
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Automotive News

June 20, 1983

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Inventory falls to 33 days for imported cars

By Richard A. Wright
Assistant Managing Editor

The imported new-car inventory dropped during May to the lowest point since AUTOMOTIVE NEWS began keeping track of the import stockpile.

The inventory of new imported cars June 1 totaled 275,411, a shortage-riddled 33-day supply, compared with 294,703 a month earlier, which was a 40-day supply. A year ago, the import inventory stood at 399,030 units, a 52/-day stockpile.

The inventory of new imported pickup trucks also fell during the month to 89,011 June 1, a 57-day supply, compared with 91,961 on May 1, a 78-day supply.

The combined imported-car-and-truck inventory June 1 totaled 364,422, a 37-day supply, compared with 386,664 May 1, a 45½-day stock.

The inventory slashing was done mostly by the Japanese nameplates, which just the month before had managed to build up stocks sufficiently to permit sales gains in May.

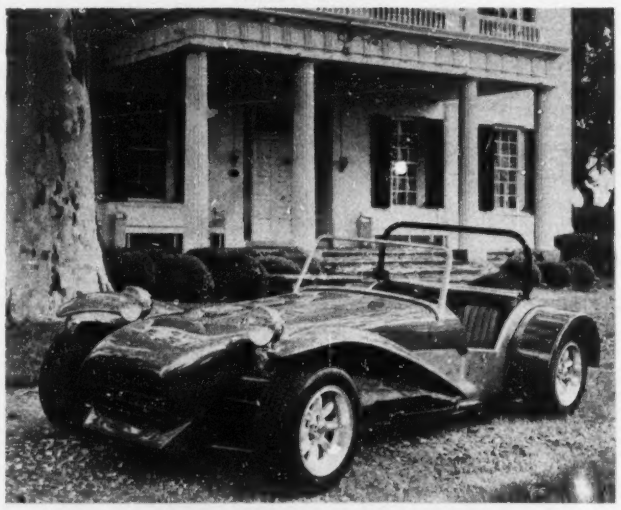
By June 1, Japanese makes were in very short 28-day supply, down from 35 days a month earlier. The Japanese inventory total June 1 was 185,500 cars.

• Particularly short on June 1 were Toyota, with a mere 14-day supply; Honda, with a 19½-day stock, and Mazda, with a 24-day supply.

Also short were Subaru, at 32 days, and Nissan, at 33 days. Isuzu had a 94-day stock of new cars and Mitsubishi a 106-day supply. In addition, Chrysler Corp. had a 91-day stock of Mitsubishi-built cars, including Sapporo, 81½; Challenger, 83;

Continued on Page 61, Col. 1

Fun stuff



East meets West in Rotus Seven

Rotus, Ltd., Frederick, Md., took the Lotus Seven design, improved the suspension system and added a Toyota Corolla drivetrain to create its Rotus Seven model. Completed vehicles with top will be priced just under $12,000. The engine compartment will accept virtually any four-cylinder domestic or import drivetrain, as well as General Motors V-6 or 4.1-liter V-8 engine.

Factories expected to hold price line on 1984 small cars

By Joseph Bohn
Marketing Editor

Domestic small cars, whose sales have been generally soft, appear to be in for little-to-no price increases this fall, based on preliminary data from one domestic firm.

Chrysler Corp. became the first domestic maker to issue pre-sell price protection information on its '84 small cars, designed to help fleet customers in their early ordering.

The company's mailgram to dealers indicated no change in the price of its '84 Omni/Horizon and Charger/Turismo subcompacts, "except for equipment adjustments."

Also, the '84 Aries/Reliant compacts "typically fleet equipped" are being price-protected for a 1.4 percent increase from the June 1 levels.

Options and destination charges for the subcompact and compact lines remain unchanged from June 1.

Chrysler indicated to dealers that pre-sell price protection information on other lines would be issued in July. General Motors may issue some price protection information for fleets this week. Ford Motor Co. normally issues the data in July.

GM traditionally sets pricing patterns for the industry. However, sales of its smaller cars, such as Chevette and Pontiac 1000, as well as the X-cars have also been soft, indicating that GM will exercise restraint in an effort to improve sales.

Analysts anticipate that the biggest increase will be on mid-size and standard-size models whose sales have shown the most strength.

• Chrysler's mailgram also indicated that it is continuing to provide special fleet subsidies, although these have been under fire by some dealer groups and NADA.

It's uncertain yet to what extent GM and Ford will respond with similar subsidies. In view of the controversy they've aroused — and the costs they entail — the companies are somewhat reluctant to get into this area, but may be forced to for competitive reasons.

Chrysler is giving fleet buyers an allowance of $300 on Omni/Horizon, Charger/Turismo and Reliant/Aries; $400 on LeBaron, E Class, Dodge 600 and 600 ES; $200 on Gran Fury and Diplomat; $200 on New Yorker and New Yorker Fifth Ave.; $200 on Dodge Colt and Vista; $400 on vans (excluding the new Dodge

Continued on Page 8, Col. 1

After catching Japanese on output in 1985

U. S. to regain auto crown by 1986

By Kathleen Hamilton
Financial Editor

Political pressures will constrain the Japanese so much that by 1985, the U. S. will be neck and neck with Japan in auto production and will regain its crown as the world's leading auto producer by 1986.

The prediction is part of the latest Automotive News World Outlook, a quarterly service of Data Resources, Inc. (DRI), and AUTOMOTIVE NEWS.

Higher-than-expected interest rates and a milder-than-expected economic recovery have scaled back the 1983 U. S. car sales forecast by less than one percent.

The Automotive News World Outlook now calls for 1983 car

Table on Page 8.

sales of 8.96 million units—still a 12.3 percent improvement over 1982 and the highest total since 1980.

The 1983 forecast breaks down into 6.75 million domestics and 2.21 million imports. The last time the domestic industry sold that many cars was in 1979. U. S. truck sales will add another 2.87 million units for total vehicle sales of 11.83 million.

Even with any significant economic recovery delayed until 1984, the U. S. market will be booming compared with the rest of the world. The expansion will benefit home producers far more than Europe's and Japan's makers.

• With the Japanese restrained in the U. S., U. S. makers will see production soar: 28.8 percent this year, compared with 2.8 percent in Japan and 1.6 percent in Europe.

European makes, which have benefited from strong U. S. sales during the current recession, already have had their heyday, according to the forecast.

Upseale buyers traditionally lead the way out of a recession, and the European imports that attract them have already surged, said John Hammond, DRI director of automotive services.

The other car-producing nations are also expected to maintain pressure on Japan to curb its exports, Hammond said.

Coupled with a mature home market (average growth of only 1.3 percent over the 1982-88 period), the Japanese makers are expected to be kept at average annual production growth of only 2.6 percent through 1988.

That is only slightly better than Europe's annual production growth of 2.0 percent through 1988. The European car market, meanwhile, is expected to grow an average of only 1.8 percent per year.

• In sharp contrast, U. S. car production is expected to average 8.6 percent annual growth, while the market expands at an annual rate of 6.6 percent.

The averages are deceiving, however. The year of real

Continued on Page 8, Col. 1

Here are intro dates for 1984 U. S. models

Official public introductions of domestic new cars will return to a more normal pattern this year, though there are still exceptions.

All '84 Ford Motor cars and trucks, with the exception of the new Mark VII, will officially go on sale Sept. 22. The Mark VII will bow Nov. 3.

Similarly, all '84 General Motors products, except the new downsized C-body cars (Cadillac deVille, Buick Electra and Olds 98) officially go on sale Sept. 22.

GM has no official introduction date for the C-bodies yet, though they're not expected to bow until after Jan. 1.

Volkswagen selected Sept. 27 for its public introduction.

Chrysler is introducing all its '84 cars and trucks, except the T-115 Caravan and Voyager, on Sept. 29. The latter are slated for a Jan. 1 intro with the Rose Bowl as a major ad vehicle.

All American Motors vehicles, including downsized Cherokees, Wagoneers and the new Renault Encore, officially go on sale Sept. 29.

breaking news

Toyota plans to install robots at Fremont

TOKYO. — Toyota plans to throw out existing welding facilities at the former General Motors plant in Fremont, Calif., and install industrial robots and related equipment, according to reports published here. No action will be taken while GM and Toyota await FTC approval of the joint car-building venture. Toyota also plans to install a press line and revise chassis assembly and paint systems in line with Toyota production technology.

Japanese develop robot insurance

TOKYO.—The Union of Machinery Insurers of Japan has worked out a new kind of insurance, designed to cover risks stemming from problems with robots and resultant stoppage of assembly lines.

Toyota considers aiding Lotus

TOKYO.—A Toyota spokesman said his company is considering offering financial aid to Lotus Cars of England. It had been reported in some quarters that Toyota planned a takeover of the ailing firm. Toyota has been supplying twin-cam engines to Lotus in return for suspension equipment.

NEWSPAPER

Bricklin's first cars
Page 2

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$400 million comes from cash kitty

Third of Chrysler loan repaid on earliest date

By Kathleen Hamilton
Financial Editor

As it had promised it would do, Chrysler Corp. last week paid off one-third of its government-guaranteed loans on the first day it was legal to do so.

The $400 million, plus $9.93 million in interest, was paid out of Chrysler's billion-dollar cash kitty.

The original plan had been to go to the private market to finance some of the payoff, partially as a public relations move to show that Chrysler was healthy enough to get credit without the government's help, and partially to get a better rate than the 15.9-percent interest being paid on this issue of government-backed loans.

But interest rates crept up, and Chrysler decided to use some of its cash reserve to pay off the private and institutional investors that had loaned it money when it was near bankruptcy in early 1981.

Chrysler's cash reserves are huge: $1.4 billion at last count (March 31). In comparison, Ford Motor Co., with more than three times Chrysler's sales, had $1.7 billion in its reserves at the end of the last quarter.

Chrysler accumulated the cash chiefly because it had to be self-financing, even down to Chrysler Financial operations, because of government loan guarantee restrictions and investment ratings that branded Chrysler paper as speculative, thus demanding high interest rates.

• Chrysler also has been building its cash reserves to pay back the restrictive government-backed loans. It still has guaranteed notes for $800 million outstanding, at 10.35 and 11.4 percent interest plus a one percent fee due the government.

The restrictions that go along with those notes may encourage Chrysler to pay them off, but the interest rates are pretty good by current standards.

The latest Moody's Investor Service Reports showed even top-rated corporate bonds are now paying 10.65 percent on new issues. Moody's still rates Chrysler as somewhat speculative, so it would likely be paying better than 12.5 percent on any new debt.

There are others looking at Chrysler's cash pile. UAW local presidents voted last week to seek a reopening of the labor contract. Delaware has asked for early repayment of the loan it made to Chrysler in 1980, and some Midwest states that loaned Chrysler money are at least thinking of following suit.

The vote by the presidents of the Chrysler union locals was advisory. The UAW Chrysler Council, comprised of more local leaders, will have to make the final decision on whether to seek a contract reopener. The council is scheduled to meet in July.

The union leaders who met last week mentioned figures of $1 and $1.50 per hour when discussing wage increases they would like to see.

Chrysler workers granted the company concessions that put them $2 an hour below the wages at Ford and General Motors, although Chrysler officials in the past have said Chrysler costs per worker actually rival those of GM and Ford.

The reason is that the workers who have survived layoff at Chrysler have higher seniority and, therefore, higher wages on average.

• There is some pressure within the union to try to get the Chrysler contract to expire in September, 1984, at the same time that workers' contracts at GM and Ford expire. Chrysler's current U. S. contract runs until mid-January. Talks would normally begin in October or November.

A Chrysler spokesman said company officials have not made a decision on an early opening of talks and that they are "keeping an open mind on it."

There also has been no decision on whether to repay the $5 million Delaware loan ahead of schedule. But Vice Chairman Gerald Greenwald recently noted the state was the first to step forward with assistance to Chrysler when it was in trouble.

Delaware has asked Chrysler to repay the 1980 loan to help avert a fiscal crisis in the state.

Chrysler is paying 15.5 percent interest on that loan and has already paid $2.3 million in interest and principal, according to the company.

Chrysler also has 15.5-percent loans outstanding from Michigan ($150 million) and Indiana ($32 million). Illinois holds a 15.75-percent note for $18.5 million.

Chrysler already has paid the four states almost $93 million in interest. It has paid $389 million in interest on the U. S.-backed loans.

Chrysler figured it saved $437.07 million by retiring the 1981 issue seven years ahead of schedule.

The $409.93 million check to retire that debt was paid to U. S. Trust Co. of New York, which issued checks last week to 1,000 investors in exchange for the Chrysler notes.

An Alliance with China

The first benefit of American Motors' new joint venture with Beijing Automotive Works in the People's Republic of China is the sale of three Renault Alliances to the Chinese Embassy in Washington. AMC Chairman Paul Tippett, left, presents the keys to an Alliance to Chinese Ambassador to the U. S. Zhang Wenjin at the Embassy.

Early-June car market reaches five-year high

By Jenny L. King
Staff Writer

Early June domestic new-car sales climbed 36,540 units to the best total for the period since 1978. Annualized sales based on the June 1-10 performance were 7.6 million.

Compared with the same period a year earlier, domestic sales were up 21.04 percent, adding to 210,188 against 173,648 in 1982. With nine selling days both years, the daily selling rate was also 21.04 percent higher, 23,354 vs. 19,294. Sales have been up in 12 of the 16 periods this calendar year. The 1978 period total was 283,274.

Sales by General Motors dealers were up 30.47 percent, to 131,729 from 100,967 in 1982. It was the best early-June total for the corporation since 1978. Chrysler Corp. reported its sales with the same statement. Chrysler was up 22.19 percent, to 25,197 from 20,622.

Ford Motor Co. was the only major U. S. auto maker to miss its year-ago sales level. Ford was down 4.03 percent, to 45,951 from 47,881. American Motors reported estimated sales of 3,600 new cars, up 50.00 percent from 2,400. Volkswagen of America was up 17.72 percent, to 2,093 from 1,778, and Honda Accord sales reached 1,618 for the period.

• GM claimed 62.67 percent of the market, up from 58.14 percent last year. Ford climbed to 21.86 percent from 27.57 percent. Chrysler was up to 11.99 percent from 11.88 percent. AMC earned 1.71 percent, up from 1.38 percent. VWoA had 1.00 percent, down from 1.03 percent and Honda cornered 0.77 percent compared with no domestic share a year ago.

Chevrolet, the top-selling domestic make, enjoyed a 49.15-percent sales increase in early June, rising to 44,559 from 29,876 last year. Oldsmobile took second place and had a 66.34-percent increase, to 33,235 from 19,980. Buick was third at 32,720, followed by Ford's 29,277. Buick was up just 0.46 percent while Ford dropped 13.33 percent.

Other makes with sales increases included Chrysler, up 27.70 percent; Dodge, up 51.91 percent; Mercury, up 30.35 percent; Cadillac, up 56.79 percent, and VW, up 17.72 percent.

Plymouth was down 6.93 percent, Imperial was down 69.01 percent, Lincoln was down 19.56 percent, Pontiac was down 7.05 percent and AMC, not including Alliance, was off an estimated 55.00 percent.

Year-to-date sales reached 2,877,065, up 8.28 percent from 2,657,042 a year ago.

DOMESTIC SALES

	June 1-10, 1983	June 1-10, 1982
Renault Alliance	2,520†	.....
AMC	1,080†	2,400†
AMERICAN MOTORS	3,600†	2,400†
Chrysler	6,607	5,174
Imperial	22	71
Plymouth	7,580	8,144
Dodge	10,986	7,233
CHRYSLER CORP.	25,197	20,622
Ford	29,277	33,778
Mercury	13,919	10,678
Lincoln	2,755	3,425
FORD MOTOR	45,951	47,881
Buick	32,720	32,570
Cadillac	9,776	6,235
Chevrolet	44,559	29,876
Oldsmobile	33,235	19,980
Pontiac	11,439	12,306
GENERAL MOTORS	131,729	100,967
VOLKSWAGEN	2,093	1,778
HONDA	1,618	.....
U. S. INDUSTRY TOTAL	210,188	173,648

† Estimate.

DeLorean co-defendant changes plea to guilty

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — William M. Hetrick, a co-defendant with John Z. DeLorean in a drug trafficking case here, changed his innocent plea to guilty last week as a result of a plea bargaining agreement reached with the government Feb. 24.

The change of plea means that Hetrick could testify against DeLorean.

Hetrick, owner of Morgan Aviation in Mojave, Calif., pleaded guilty to four of the six counts he was charged with in the 11-count indictment against himself, DeLorean and Stephen Arrington.

Those four counts include charges of conspiracy to possess and distribute cocaine, possession of cocaine with intent to distribute, interstate travel in furtherance of a narcotics transaction and unlawful use of a telephone to further a narcotics transaction.

Two counts, one charging Hetrick with distributing 25 kilos of cocaine, and the other, of conducting a continuing criminal enterprise, were dropped by the government.

Hetrick also pleaded guilty to

Continued on Page 61, Col. 1

Chrysler pays off

Daniel P. Davison, left, chairman of U. S. Trust Co. of New York, accepts a check for $409,933,320 from Chrysler Treasurer Fred W. Zuckerman to retire $400 million worth of Chrysler's government-guaranteed debt. The first repayment comes seven years ahead of schedule.

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58th year — No. 4973

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But warranty questions could be raised

New York lemon law wins approval

By John A. Russell
New York Staff Writer

ALBANY, N. Y. — A lemon law passed by the State Legislature last week could raise warranty questions since it effectively extends the time in which a consumer can obtain reimbursement for or replacement of his automobile to 18,000 miles or two years.

While the new legislation, waiting to be signed by the governor, does not address the question of warranties, it does stipulate that after four attempts within this period to repair the same defect, or after the car has been in the shop for 30 days for a major defect, the consumer can move to obtain either reimbursement or replacement of the vehicle.

Most domestic manufacturers' warranties are 12 months or 12,000 miles.

A spokesman for the state attorney general's office, which "backed the legislation 100 percent," said the time provision was not a warranty, but only setting up time frames for consumer action.

However, a spokesman for the New York State Automobile Dealers Assn., noted that the time frame does have the same effect as an extended warranty.

The association opposed the legislation on the grounds that it does not provide anything new for the consumer.

• Under this legislation, passed by overwhelming majorities (146 to 2 in the Assembly and 55 to 1 in the Senate), a consumer would be required to go through an arbitration proceeding before he or she could obtain either reimbursement or replacement.

Also, if the consumer is not satisfied with the results of the arbitration, he or she can go into litigation with the manufacturer.

If the consumer wins the case, the legislation provides that the manufacturer would be required to pay legal expenses.

One point that bothers the state dealer association is that "the consumer will not understand the law." State newspapers have played up the fact that the consumer can obtain another automobile or reimbursement, but there has been little if any mention of the fact that an arbitration proceeding is mandatory.

Peter Peterson, regional public relations manager for General Motors in Buffalo, called the measure unnecessary since "there is legislation which protects the consumer" as well as existing arbitration procedures.

While there are no enforcement procedures against dealers, and David Long, executive director of the Greater New York Automobile Dealers Assn., said his organization does not have great problems with the measure, he also questioned whether the concept of effectively extending a warranty would "hold up." His association did not oppose the measure, but Long added that this effect on the warranties was a legal issue.

The measure stipulates that the consumer must let the dealer or manufacturer attempt to repair the problem then go through the arbitration proceeding established by the manufacturer (the Big Three have these systems in place). After that, the consumer can go to court.

Lemon bill in Massachusetts has backing of governor

BOSTON. — A lemon bill designed to offer redress for buyers of unsatisfactory new vehicles, is slowly making its way through the Legislature toward the desk of Gov. Michael S. Durakis, where it almost certainly would be signed.

His administration has backed the development of such a law and has been represented at a number of State House hearings by Paula Gold, secretary for consumer affairs.

Testimony has been heard from Connecticut Rep. John Woodcock, who was instrumental in getting such a law passed in that state.

The legislation has been backed by Don Lorenz, a General Motors dealer in Greenfield and president of the 500-member Massachusetts State Automobile Dealers Assn.

"We want to go on the record," Lorenz said. "We are in favor of a lemon law."

However, spokesmen for Ford Motor Co. and Chrysler Corp. opposed the measure.

The proposal would apply to any new car, truck or motorcycle for the first full year or 15,000 miles.

Manufacturers and their dealers would have three opportunities to repair, without penalty, any single defect and 15 days to repair any combination of defects.

If they failed to meet those limits, they would have one more chance to fix the vehicle, and the job would have to be completed satisfactorily within seven business days.

If the problems continued, the consumer would be entitled to a refund or a replacement vehicle.

Before going to court to gain his rights, a vehicle owner would have to submit his case to arbitration before a board yet to be named. Half of the board members would represent the industry, and the other half would be named by the secretary for consumer affairs.

The board would have 40 days to make its decision, which would be binding on the manufacturer but not on the consumer.

"Lemon" vehicles could not be resold in the state without disclosure that they had been returned by the previous buyer.

GSA seeks bids on 5,000 cars with air bags

WASHINGTON. — The solicitation to bid on a government contract for 5,000 '85 compact cars with driver-only air bags has been published by the General Services Administration. Ford is the only company known at this time to be actively interested in bidding.

The statutory price limit for the base standard passenger vehicle, excluding special options like the air cushion restraint system, is $6,000 for sedans and $6,400 for station wagons.

In the solicitation, the GSA reserves the right to increase the quantity of driver-only air-bagged cars by 100 percent at the same price, but GSA would have to exercise that option within a year.

It also requires shipment of the first five vehicles in October, 1984, with five more the next month. Shipment of the remainder would start in December and be completed no later than the end of March, 1985.

• These cars must have a minimum combined (city and highway EPA cycles) fuel-economy rating of 28 MPG and a minimum 140-CID engine. Also mandated is a red high-mounted stop lamp at the rear, mounted either outside or inside. Ford is given the option of using an anti-lacerative windshield at its own cost if it wants to for a test fleet.

As an additional cost item, GSA expressed interest in a minimum two-year extended warranty and service plan with the option of a yearly renewal

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Sporty hatch

The new C & C Sport Hatch is available from Cars & Concepts, Brighton, Mich., for 1982 and 1983 Camaros and Firebirds. The one-piece fiberglass component includes a tinted rear glass window and comes completely assembled.

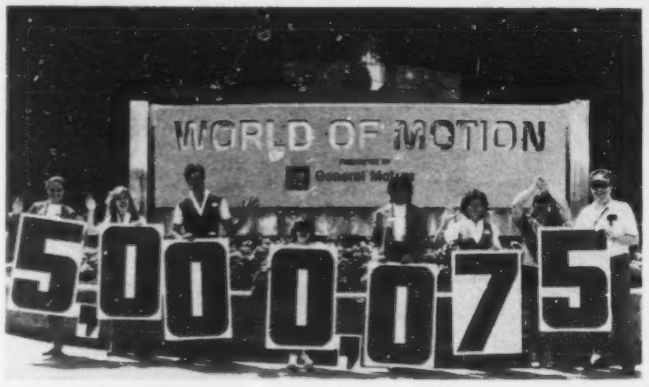
Florida 'lemons' must be replaced under new law

TALLAHASSEE.—Gov. Robert Graham signed legislation that will let Florida car buyers get replacements from manufacturers for "lemons."

The law, which goes into effect Oct. 1, "gives consumers greater assurances against being stuck with a lemon," Graham said.

The lemon law would apply only to cars that are under warranty or during the first year of ownership, whichever is less. If a dealer cannot fix a problem after three attempts, the manufacturer would be required to replace the car or refund the purchase price less an allowance for how much the car has been used.

However, minor problems, such as a broken radio, would not be covered. Only malfunctions that "impair the use, safety or market value" of the car would apply.



Number 5 million plus 75

Julie Woodworth, second from right, was the 5,000,075th visitor to the General Motors World of Motion Epcot Center pavilion near Orlando, Fla. GM chose to honor the 5,000,075th visitor because 1983 is the 75th anniversary of the founding of GM. Mrs. Woodworth and her husband, Dean, far right, and their daughter Erin, center, join pavilion staff members in commemorating the attendance milestone.

Help on way for Ford, GM in meeting future CAFE

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Some help for General Motors and Ford Motor Co. in meeting future CAFE (Corporate Average Fuel Economy) standards is on the way.

And even though it may be retroactive to 1980 models, it will not be nearly enough to save GM and Ford from millions of dollars in penalties under the 1975 law. The problem stems from the strong sales of larger cars and the slower sales of smaller cars with higher MPG ratings.

GM and Ford may, indeed, need a change in the law, and Chrysler Corp., American Motors and Volkswagen of America are not expected to be sympathetic.

Neither may a number of congressmen who recognize that even though the country now is awash in cheaper gasoline, the signs are all wrong since petroleum is even more limited than it was 10 years ago despite the fact that the spigot has been running freely.

What EPA can do — and must do, according to a Sixth Circuit Court decision — is give all companies an adjustment factor because of a change in the test procedure used by EPA to measure both emissions and fuel economy.

The change which EPA is considering has nothing to do with the recently announced move to make EPA labels agree more closely with "real-life" driving. That one may help car buyers, but it has nothing to do with the way mileage is calculated by 1975 statute for CAFEs or by separate 1978 statute for the gas-guzzler tax.

• But both CAFEs and the gas-guzzler tax will be affected when EPA decides on an adjustment factor because of changes in test procedures.

Ironically, some of the needed adjustment occurred because Ford asked EPA to cut weight categories as it started its downsizing program in the hope that it would help Ford meet CAFE standards.

EPA complied (during the Ford Administration and Eric Stork, then at EPA, described it as an example of being careful what you wish because it may really happen), but Ford then discovered the change made it more difficult to meet CAFEs. But other changes such as humidity in the laboratory and dynamometer horsepower control did help.

Later, both Ford and GM, in speaking to the Carter Administration about the need to unshackle the industry during its trauma of finding capital to downsize vehicles, evaluated the adjustment factor as worth 0.6 MPG. This was at the time when the common figure for downsizing cost was one-tenth of an MPG equals $100 million.

In 1980, Ford and GM took EPA to U. S. Appeals Court in Cincinnati. The three-judge decision which came down in January, 1982, noted that Congress required use of the 1975 yardstick procedures and since EPA had made changes, an adjustment was needed. The court remanded the case to EPA to initiate proper rulemaking for such a factor.

• EPA now has this underway, and GM has indicated the value should be about 0.3 MPG; Ford, about 0.2 MPG. It is rumored that EPA may come in somewhat lower than 0.2 MPG, but this may be retroactive.

Assuming that EPA says 0.2 MPG, that can no longer be equated to $200 million in capital costs, but it is very important in mitigating future penalties.

Under current law, every miss of a tenth of an MPG carries a fine of $5 per unit produced. If GM is up to its old volume of 5 million by the '85 model year, that would be $25

Continued on Page 58, Col. 1

1st Nissan pickup built at Smyrna

SMYRNA, Tenn. — The first Nissan compact pickup truck to be built in the U. S. came off the assembly line here last week with Marvin T. Runyon, president, Nissan Motor Mfg. Corp. U.S.A., at the wheel.

Job 1 was a white, long-bed truck with a blue interior. After official dedication of the $660 million manufacturing and assembly facility next October, Runyon said, the truck will be placed on permanent loan to Tennessee State Museum in Nashville.

19 different models now in production

Japanese gear up to seize global 4WD market

By John Hartley
Staff Correspondent

TOKYO. — Japan's auto industry is poised to take over the worldwide four-wheel-drive market.

Last year, over 700,000 4WD vehicles were produced in Japan, and 500,000 were exported. This year, production will exceed 800,000 units.

Significantly, 350,000 of the 4WD vehicles produced last year were vans or passenger cars, a market that hardly existed three years ago. Future growth will come from extra 4WD versions of existing models, such as cab-over vans and passenger cars, as well as from smaller off-road vehicles such as the Mitsubishi Pajero (Montero).

The new models will be aimed principally at the leisure or RV market, which is expected to grow rapidly.

Japanese manufacturers expect the traditional 4WD market to expand at a rate of about 15 percent a year for some time, while 4WD will become an option in many passenger cars.

Said Tadasu Wake, general manager, passenger car product planning, Mitsubishi Motors: "We expect strong growth in the passenger-car 4WD business. If possible, all passenger cars should be 4WD, but the problems are cost, weight and fuel consumption."

Those comments are echoed by Kyoji Kanekiyo, manager, marketing and product planning at Nissan, who said: "Four-wheel drive will be added to passenger cars as an option like power steering, giving the widest choice to the customer."

• Strangely, although sales of 4WD vehicles are generally increasing in the U. S., they have slumped from 980,000 units a year to 440,000 in the past four years. The U. S. is still the best market for 4WD vehicles for Japanese companies, though. Toyota sold 55,000 Hi-Lux 4WDs last year in the U. S., and Nissan sold around 35,000 4WD Datsun trucks — that's about 97 percent of all Datsun trucks exported. Then, Fuji Heavy Industries exports almost all its Brats to the U. S.

In the future, the Japanese expect the U. S. market for 4WDs to recover, partly from the fall in the price of gasoline, and partly from the introduction of smaller 4WD vehicles.

Amazingly, 19 different 4WD models are produced in Japan, and they range from the midget vans through passenger cars and a 2-tonne GVW van to large utility vehicles, such as the Toyota Land Cruiser, which is the leader at 129,000 units produced a year. No. 2 seller is the Subaru sedan range, at over 100,000 a year.

Third and fourth in production are the Suzuki Jimny, and Toyota Hi-Lux, but this year, the Toyota Tercel 4WDs may overtake the Hi-Lux's 88,542 total. This shows how quickly the 4WD passenger-car market is growing — the Tercel 4WD was introduced only last fall, and the signs are that it is increasing 4WD sales, rather than competing with existing vehicles.

With the exception of the midgets, the vast majority of Japanese 4WDs are exported. Three years ago, Subaru introduced a 4WD version of its tiny Sambar midget van, and soon afterwards Suzuki followed suit.

Now Daihatsu, Honda and Mitsubishi also produce 4WD versions of their midget trucks — which are limited to a 550cc engine and vehicle length and width of 126 inches and 55 inches respectively.

Since Northern Japan is

Continued on Page 60, Col. 3

Ford Motor marks 80th anniversary

DEARBORN. — Ford Motor Co. observed its 80th anniversary June 16.

At the time of its incorporation in 1903, Ford was staffed with 10 people. Today, the company is one of the world's largest industrial enterprises with active manufacturing, assembly and sales operations in 29 countries, on six continents. There are 135 company locations around the world.

More than 375,000 men and women now come to work each day in Ford factories, laboratories and offices. Ford products are sold in nearly 150 nations and territories by a global network of some 10,500 dealers. The company's annual sales exceed the gross national products of many industrialized nations.

Japanese favorite

Toyota Land Cruiser is the dominant 4WD vehicle produced in Japan, with production last year reaching 129,000. Outside of Japan, its main markets are Saudi Arabia and Australia.

Looking to the future

From now on, growth in the 4WD market is expected to be most vigorous among the smaller off-road vehicles, such as this Mitsubishi Pajero (called Montero in the U. S.).

Tops among the smaller 4WDs

Suzuki's tiny Jimny trails Toyota Land Cruiser and Subaru sedan range in the domestic 4WD field, but is tops among the smaller models and is third over-all in production.

Isuzu Trooper based on truck

One of the group of new light-duty 4WDs produced in Japan is the Isuzu Trooper, which is based on the chassis of the KB truck.

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After catching Japanese on output in 1985

U. S. to regain auto crown by 1986

Continued from Page 1

growth in all three markets will be 1984, with significantly smaller increases — and even a few decreases in production and sales — thereafter.

By 1985, U. S. makers are expected to be building 7.8 million cars; the Japanese 7.8 million. The following year, U. S. will be building 8.2 million; Japan, 8.0 million. (Japan has been the world leader in production since 1980.)

Of course, the definition of a "U. S. maker" will be somewhat hazy by 1985: Honda is already selling cars made in the U. S.; Toyota-GM cars are slated for U. S. production beginning in late 1984, and other Japanese firms may be assembling in the U. S. by mid-decade, as well.

This year's projected U. S. production — 7.17 million cars — will be the highest since the 8.42 million built in 1979.

Struggle though the domestics may — and even with boosts from U. S.-assembled Toyotas, Hondas and Renaults — the domestic makers are not expected to see another year to equal 1979 production through the forecast period.

By 1987, U. S. car registrations — domestics plus imports — are expected to be 11.49 million, topping the 1973 sales record of 11.30 million.

Even 1984 should be a good year for the U. S. auto industry. The Automotive News World Outlook calls for 7.90 million domestic sales and 2.33 million imports for a total of 10.23 million car sales. There hasn't been a 10-million car year since 1979.

Trucks are expected to add another 3.39 million units, for total vehicles sales of 13.62 million.

Growth in the medium and heavy-truck range is forecast at more than 26 percent in 1984; light-truck sales are expected to increase 17.5 percent during the year.

Steady gasoline prices will keep the full-size and intermediate-size cars selling at their current brisk pace. These lines are expected to see increases of 19 percent this year and 16 percent next year, compared with the industry average of 12 and 14 percent, respectively.

Compacts and subcompacts will continue to be less in demand, with sales increases of 5 and 12 percent for the two years.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.

		1983					1984				
U. S. Macroeconomic Outlook	Year 1982	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Year 1983	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Year 1984
% change gross national product—1972 dollars	**−1.77**	3.7	3.13	4.36	4.7	**2.88**	4.71	5.08	5.15	4.61	**4.83**
Index of production workers wages	**2.92**	3.02	3.04	3.08	3.1	**3.06**	3.15	3.19	3.23	3.28	**3.21**
Consumer price index (all urban)—all items	**2.89**	2.94	2.97	3.00	3.04	**2.99**	3.07	3.11	3.15	3.19	**3.13**
Unemployment rate—all civilian workers	....	10.37	10.09	9.73	9.49	**9.92**	9.25	9.04	8.86	8.71	**8.97**
Index of consumer sentiment	**0.68**	0.75	0.87	0.88	0.87	**0.84**	0.86	0.85	0.84	0.83	**0.85**
Housing starts private including farm—total	**1.06**	1.70	1.56	1.61	1.63	**1.62**	1.66	1.70	1.73	1.76	**1.71**
Index of real gasoline prices (1981:4=1)	**0.93**	0.88	0.90	0.91	0.91	**0.90**	0.92	0.93	0.94	0.95	**0.93**
U. S. Financial Outlook											
Price rate on short-term business loans	**14.86**	10.88	10.50	10.50	10.75	**10.66**	11.57	11.37	11.10	10.71	**11.19**
Finance rate on consumer auto loans	**16.32**	14.81	13.75	13.47	13.54	**13.89**	13.65	13.72	13.72	13.70	**13.70**
Real new-issue rate	**5.56**	3.63	3.45	3.62	3.89	**3.65**	4.16	4.49	4.75	4.99	**4.59**
Real short-term interest rate	**6.34**	4.23	3.86	4.37	4.66	**4.28**	4.37	4.28	3.88	3.58	**4.03**
Personal savings as % disposable income	**13.53**	12.39	12.69	14.31	14.45	**13.46**	15.37	15.34	15.63	15.93	**15.57**
Ratio of corporate profits to GNP	**5.71**	5.62	5.98	6.22	6.32	**6.03**	6.51	6.62	6.73	6.95	**6.70**
Ratio of fixed investment to GNP	**11.37**	10.66	10.42	10.28	10.25	**10.40**	10.25	10.26	10.27	10.28	**10.26**
U. S. Automotive Outlook											
Total new passenger car retail sales rate—units	**7.98**	8.40	8.70	9.06	9.67	**8.96**	9.91	10.13	10.34	10.55	**10.23**
Domestic share %	**72.17**	73.69	75.57	75.77	76.39	**75.36**	76.57	77.02	77.51	77.65	**77.19**
Fuel efficient units	**3.99**	—	—	—	—	**4.21**	—	—	—	—	**4.71**
Full size and intermediate units	**3.99**	—	—	—	—	**4.75**	—	—	—	—	**5.52**
Import share %	**27.81**	26.31	24.43	24.23	23.61	**24.64**	23.43	22.98	22.49	22.35	**22.81**
Dealer deliveries—light trucks—units	**2.38**	2.47	2.62	2.77	2.87	**2.68**	3.03	3.13	3.14	3.29	**3.15**
Dealer deliveries—Class 6-8 trucks—units	**0.18**	0.17	0.19	0.20	0.21	**0.19**	0.22	0.24	0.25	0.27	**0.24**

WORLD OUTLOOK—NEW-CAR REGISTRATIONS

	1980	1981	1982	1983	1984	1985	1986	1987	1988
West Germany	2.426	2.330	2.156	2.223	2.265	2.407	2.489	2.526	2.540
France	1.873	1.835	2.056	1.912	2.004	2.039	2.025	2.049	2.062
United Kingdom	1.514	1.485	1.555	1.681	1.650	1.641	1.654	1.693	1.712
Italy	1.718	1.733	1.684	1.611	1.703	1.739	1.720	1.714	1.721
Netherlands	0.450	0.389	0.407	0.410	0.423	0.454	0.448	0.464	0.480
Belgium	0.382	0.342	0.326	0.320	0.331	0.347	0.372	0.401	0.409
Denmark	0.074	0.072	0.086	0.088	0.106	0.115	0.116	0.113	0.120
Eire	0.092	0.105	0.074	0.065	0.070	0.078	0.083	0.092	0.103
Greece	0.036	0.047	0.070	0.067	0.074	0.080	0.077	0.074	0.068
Total present EEC	**8.565**	**8.338**	**8.414**	**8.377**	**8.626**	**8.900**	**8.984**	**9.125**	**9.216**
Sweden	0.193	0.189	0.218	0.236	0.227	0.240	0.248	0.255	0.262
Norway	0.096	0.105	0.116	0.128	0.125	0.132	0.129	0.121	0.135
Finland	0.103	0.105	0.127	0.132	0.134	0.127	0.124	0.129	0.136
Switzerland	0.280	0.291	0.291	0.294	0.302	0.309	0.301	0.294	0.306
Austria	0.228	0.199	0.201	0.218	0.240	0.248	0.251	0.239	0.246
Spain	0.574	0.506	0.530	0.540	0.569	0.602	0.628	0.666	0.702
Portugal	0.058	0.079	0.093	0.092	0.096	0.103	0.098	0.107	0.113
Total Europe	**10.097**	**9.812**	**9.990**	**10.017**	**10.319**	**10.661**	**10.763**	**10.936**	**11.116**
United States	8.981	8.533	7.979	9.006	10.337	10.884	11.161	11.494	11.355
Canada	0.932	0.904	0.713	0.841	0.989	1.025	1.043	1.059	1.080
Total North American	**9.913**	**9.437**	**8.692**	**9.847**	**11.326**	**11.909**	**12.204**	**12.553**	**12.435**
Japan	2.854	2.867	3.038	3.131	3.203	3.214	3.296	3.266	3.276
Taiwan	0.106	0.137	0.139	0.154	0.182	0.244	0.303	0.338	0.382
Australia	0.451	0.463	0.480	0.446	0.494	0.519	0.538	0.548	0.561
South Africa	0.277	0.302	0.283	0.270	0.294	0.321	0.359	0.382	0.391
Mexico	0.286	0.342	0.296	0.281	0.309	0.354	0.396	0.380	0.415
Brazil	0.805	0.478	0.554	0.621	0.794	1.049	1.130	1.174	1.221
Argentina	0.224	0.152	0.114	0.118	0.136	0.172	0.203	0.246	0.299
Total World Car Registrations	**25.013**	**23.990**	**23.586**	**24.885**	**27.057**	**28.443**	**29.192**	**29.823**	**30.096**

WORLD OUTLOOK—CAR PRODUCTION

	1980	1981	1982	1983	1984	1985	1986	1987	1988
West Germany	3.521	3.578	3.761	3.627	3.725	3.928	4.011	4.068	4.127
France	2.939	2.612	2.777	2.683	2.760	2.815	2.797	2.815	2.836
United Kingdom	0.924	0.943	0.888	0.997	1.005	0.988	0.953	0.946	0.960
Italy	1.445	1.254	1.267	1.399	1.490	1.544	1.549	1.521	1.529
Netherlands	0.081	0.078	0.088	0.093	0.083	0.087	0.088	0.090	0.093
Belgium	0.220	0.200	0.228	0.245	0.225	0.213	0.213	0.213	0.213
Total EEC	**9.130**	**8.665**	**9.009**	**9.044**	**9.287**	**9.574**	**9.610**	**9.652**	**9.758**
Sweden	0.235	0.258	0.295	0.334	0.351	0.363	0.369	0.376	0.381
Spain	1.029	0.855	0.935	1.027	1.144	1.189	1.219	1.324	1.360
Total Western Europe	**10.394**	**9.778**	**10.239**	**10.405**	**10.781**	**11.126**	**11.198**	**11.353**	**11.499**
United States	6.417	6.280	4.974	6.535	7.401	7.796	7.997	8.237	8.137
Total North American	**7.264**	**7.024**	**5.781**	**7.166**	**8.134**	**8.553**	**8.768**	**9.019**	**8.933**
Japan	7.038	6.974	6.887	7.079	7.578	7.797	7.964	8.033	8.046
Taiwan	0.106	0.137	0.139	0.154	0.242	0.324	0.423	0.468	0.522
Australia	0.320	0.362	0.363	0.349	0.376	0.403	0.423	0.439	0.460
South Africa	0.276	0.301	0.285	0.271	0.292	0.321	0.360	0.381	0.391
Mexico	0.317	0.369	0.339	0.327	0.337	0.248	0.362	0.381	0.398
Brazil	0.900	0.631	0.675	0.769	0.967	1.231	1.320	1.357	1.403
Argentina	0.226	0.148	0.118	0.120	0.138	0.176	0.209	0.253	0.309

EUROPEAN TRUCK/VAN OUTLOOK

Registrations	1980	1981	1982	1983	1984	1985	1986	1987	1988
West Germany	0.222	0.197	0.162	0.174	0.190	0.204	0.213	0.205	0.209
France	0.315	0.325	0.353	0.310	0.325	0.330	0.324	0.315	0.336
United Kingdom	0.255	0.202	0.217	0.235	0.239	0.249	0.258	0.268	0.271
Italy	0.147	0.149	0.152	0.138	0.146	0.154	0.146	0.151	0.158
Spain	0.086	0.080	0.093	0.093	0.095	0.094	0.093	0.099	0.099
Sweden	0.019	0.017	0.017	0.017	0.018	0.019	0.020	0.019	0.020
Netherlands	0.046	0.041	0.037	0.038	0.039	0.040	0.039	0.039	0.039
Belgium	0.030	0.027	0.027	0.027	0.028	0.030	0.031	0.031	0.033
Production									
West Germany	0.447	0.393	0.366	0.342	0.369	0.397	0.421	0.424	0.440
France	0.437	0.405	0.368	0.334	0.358	0.365	0.372	0.369	0.390
United Kingdom	0.327	0.180	0.225	0.237	0.234	0.244	0.256	0.260	0.265
Italy	0.158	0.168	0.149	0.163	0.167	0.169	0.168	0.173	0.179
Spain	0.130	0.113	0.123	0.131	0.133	0.128	0.123	0.129	0.129
Sweden	0.055	0.050	0.050	0.047	0.050	0.055	0.060	0.059	0.060
Netherlands	0.016	0.012	0.011	0.011	0.013	0.013	0.014	0.014	0.014

Notes: Truck production figures for Netherlands and Sweden are for trucks over 3.5 tonnes GVW.
Units stated in millions.
Totals may not add due to rounding.

Makers expected to hold price line on '84 small cars

Continued from Page 1

Mini Ram Van) and B-Series wagons; $300 on light-duty pickups, D and W 100/150 Series (including sport utility); $500 on D and W 250/350 Series; $400 on Rampage, and $200 on D-50 import pickups.

In lieu of cash, fleet buyers can choose options such as AM/FM stereo, speed control, deluxe wipers, power door locks and rear defroster on most domestic cars. (The alternative options are not available on imports or trucks.)

The company is also offering a guaranteed depreciation plan for all front-wheel-drive cars, except imports, based on Automotive Market Report figures. For 12-15 months in service, for example, vehicles are protected with a 1.75 percent monthly depreciation and for 18 to 36 months for a 1.50 percent a month depreciation.

There's also a fast-start allowance payment of $200 on Omni/Horizon and Charger/Turismo fleet orders placed by Sept. 30, 1983.

Carder picked to head dealers in Arkansas

LITTLE ROCK.—Frank Carder, Carder Buick - Oldsmobile-Mazda, Searcy, has been elected president of the Arkansas Automobile Dealers Assn.

Bob Russell, Russell Chevrolet, North Little Rock, was elected first vice president and Hervey Aycock, Aycock Pontiac, Jonesboro, treasurer.

Mainella's 25th year

PHILLIPPI, W. Va. — Louis Mainella, Louis Chevrolet, was honored for his 25 years as a Chevrolet dealer.

truck industry news

Total—273,409—is second-highest in 15 months

May truck sales rise 11.3 percent

Retail sales of trucks of all types in the U. S. in May were the second-highest of the year, and the total also was the second best in 15 months. The total for March, 1983, was the only one to top last month's count.

In May, according to preliminary reports, the nation's franchised dealers and factory outlets retailed 273,409 new trucks, an increase of 11.3 percent over last year's 245,741 units, the fourth-highest total in the 15-month period.

The five-month total for 1983 was up 6.3 percent to an estimated 1,192,018 units, compared with 1,121,073 a year ago.

Brisk sales of light trucks, especially the compact vehicles and vans, continued to lead the way. In May, they were 13.4 percent higher than a year ago, and the five-month count was up 7.9 percent.

During the month, 259,413 new light trucks were retailed in the U. S., compared with 228,813 in May, 1982. Through May, the total was 1,120,027, as against 1,037,841 units in the first five months of 1982.

Sales of heavies were down for May and the January-May period, while the mediums were off during the month, but slightly higher for the first five months.

• During the month, 9,852 heavy trucks were sold, down 20.3 percent from last year's 12,355. Through May, the total was 53,585 units, a decline of 17.4 percent from the year-earlier 65,057.

Sales of mediums in May were off 9.4 percent, from 4,573 units a year ago to 4,144. For the five-month period, however, the total was 18,406 units, 31 more than the 18,375 vehicles retailed in the like period in 1982.

Compact-truck sales were up dramatically for both May and the five-month period.

During the month, dealers retailed 93,501 of the small trucks, an increase of 32.6 percent over last year's 70,519. Through May, the total was 29.3 percent higher, from 315,406 units a year ago to 408,263.

May sales of the domestic compacts totaled 54,384 units, up 35.1 percent over last year's 40,253. Through May, the count was 52.7 percent higher, from 156,200 units a year ago to 238,564.

During the month, dealers sold 39,117 imported pickups—both captive and non-captive—an increase of 29.2 percent over the year-earlier 30,266. The five-

Continued on Page 60, Col. 1

Renault to take over operations at Mack

ALLENTOWN, Pa. — Renault will take over operating control of Mack Trucks, Inc., under an agreement reached with Signal Cos., Mack's parent. Renault is increasing its Mack ownership from 20 percent to 45 percent.

At the same time, Mack has filed with the Securities & Exchange Commission for an initial public offering of 10 million common shares. Signal said it will sell 6.7 million shares, while Mack will offer 3.3 million new shares.

The stock offering, plus the $100 million which Renault will pay for the increased Mack holdings, will reduce Signal's ownership of the ailing truck manufacturer from 80 percent to 27 percent.

Under the agreement with the French vehicle producer—subject to completion of definitive agreements, governmental approvals and other conditions — the $100 million purchase price will be added to Mack's capital over a three-year period, rather than go directly to Signal.

Renault also will receive a warrant to purchase an additional 15 percent of Mack.

• Proceeds from the Mack stock offering will be used for additional working capital and capital expenditures, a Signal spokesman said.

Mack, whose sales have slumped sharply as a result of the recession, had a loss of $108 million in the first quarter of 1983. For all of 1982, it had a loss of $23.3 million on sales of $1.29 billion.

Signal announced at its annual meeting last April that it would dispose of its interest in Mack as part of a plan to restructure Signal "into a high-technology and engineering company."

Renault acquired its 20 percent interest in Mack starting in 1979, as part of a program for Mack to market Renault-built Mack Mid-Liner medium trucks in North America. The French firm paid $115 million for the Mack holdings.

Nissan offering 8.8 pct. financing on small trucks

CARSON, Calif. — Nissan U.S.A. has announced that it will offer 8.8 percent financing on its pickup trucks. The program started June 14 and continues through July 31.

Under the offer, the buyer of a new Nissan/Datsun truck who makes his purchase on credit pays only 8.8 percent annual interest through participating lending institutions.

Nissan U.S.A. pays the difference between that rate and the lender's normal rate, up to a maximum of 14.75 percent.

Nissan has had a 9.9 percent interest rate program on trucks for several months, a move which it said has produced a 33 percent increase in sales.

"We want to maintain that momentum," said C. P. (Chuck) King, Nissan's senior vice president/sales.

"The new rate reflects the downward trend in financing rates and makes us competitive with other companies."

Mazda adds sporty pickup

Mazda has added a sporty new trim level—the SE-5—to its B2000 compact-pickup truck line. Standard equipment includes bold exterior stripes, rear step bumper, sports mirrors on both doors and white, spoked wheels. The SE-5's suggested retail price is $5,995.

GNB introduces new battery line for light trucks

ST. PAUL, Minn.—A new line of batteries, called Power Breed and designed especially for light trucks and vans, has been introduced by GNB Batteries, Inc.

The new maintenance-free batteries provide up to 100 more cold-cranking amps of peak starting power than other batteries in their class, a GNB spokesman said.

"Many of the 30.5 million light trucks and vans on the road are high-use vehicles that need this kind of extra power for day-in, day-out performance," he added.

"The new units also provide up to 25 percent more reserve capacity, which is important to many light-truck and van owners who use electrical accessories like CBs, radios and tape decks when the engine is not running," he said.

The new line will fit 95 percent of the light trucks and vans on the road today, he said, as well as most domestic and foreign-made cars.

"The extra power from the new batteries is especially important for vehicles with four-and-six-cylinder engines which actually need more starting power than larger engines," he continued.

Other features of the new

Continued on Page 46, Col. 3

Designed to reduce fuel use

The objective of the Ford Concept Cargo truck is to reduce fuel consumption by 20 percent, so the body is a "sandwich" of aluminum honeycomb and balsa wood.

20 pct. fuel cut is goal of Ford truck for '90s

By Richard Feast
European Editor

LONDON. — Ford of Europe truck engineers are working on a vehicle for the 1990s. The results are incorporated in a truck called Concept Cargo, said to have a 20 percent reduction in fuel consumption.

Concept Cargo is based on Ford's regular production Cargo model, Europe's Truck of the Year in 1982. Among the experimental model's features are front and rear disc brakes, radial ply tires for improved handling and road holding, and lightweight composite springs and prop shaft.

Peter Nevitt, Ford director of truck engineering, noting the vehicle embodies the most up to date truck technology, says, "It is a fully engineered working truck — a mobile test bed for advance ideas — and should not be regarded merely as a static dream for the future."

• Concept Cargo has a 6.2-liter six-cylinder turbo diesel engine designed to produce greater power and torque at lower speeds than current engines. Outputs are matched to optimum gear and axle ratios.

Transmission and springing composites save 207 pounds in weight. Disc brakes — besides giving better all-around performance and lower servicing costs — save another 44 pounds.

Emphasis is placed on aerodynamics. There are an integral front bumper and air dam, a cab roof spoiler and a collar that fills the gap between cab and box body. Wheel arches are enclosed for smoother air flow by polypropylene brush skirts. Insides of the wheel arches are lined with a bristle-type material that minimizes spray in wet weather.

Lattice structures between front and rear wheels are used to withstand side impact loads of up to one ton.

Bodywork is constructed of aluminum honeycomb and balsa wood "sandwich" materials. Some cab glass is replaced by lighter-weight polycarbonate plastic. The regular truck's steel floor is replaced by a steel/plastic/steel sandwich that saves weight and absorbs engine noise.

Disc brakes reduce weight

Disc brakes, on all four wheels of Ford of Europe's Concept Cargo truck for the 1990s, have semi-metallic asbestos-free pads and produce a weight saving of 44 pounds. Disc brakes give better all-around performance and lower service costs.

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PRODUCTION OVERSEAS

UNITED KINGDOM
Cars

	2 mos., 1983	2 mos., 1982
BL	75,278	79,916
Austin Rover	67,960	74,209
Jaguar	4,837	3,532
Land Rover	2,481	2,175
Carbodies	298	.....
deLorean	.....	994
Ford	51,452	55,019
Lotus	91	69
Reliant	16	16
Rolls-Royce	209	347
Talbot	18,342	6,931
TVR	24	20
Vauxhall	22,233	15,416
Others	103	94
Total	168,046	158,822

Trucks, buses

Bedford	7,169	7,369
BL	15,937	14,069
Austin Rover	5,711	3,223
Land Rover	8,228	9,474
Leyland Veh.	1,998	1,372
ERF	284	231
Ford	19,713	16,726
Hestair Dennis	107	135
Karrier	794	1,341
MCW	72	59
Sandbach (Foden)	111	114
Seddon Atkinson	236	186
Others	135	69
Total	44,558	40,299
Total vehicles	212,604	199,121

SPAIN
Cars

	3 mos., 1983	3 mos., 1982
Citroen	32,879	23,618
Ford	58,035	52,553
General Motors	44,951	.....
Renault	84,173	74,742
Seat	57,515	71,215
Talbot	13,317	13,179
Total	290,870	235,307

Trucks, buses

CAF	.....	146
Citroen	6,927	9,567
Enasa	3,963	2,373
Ford	1,485	2,167
Hispavinsa	738	758
Land Rover	5,953	3,549
Mercedes-Benz	2,586	3,729
Motor Iberica	5,276	4,781
Renault	8,513	8,218
Seat	5,902	559
Talbot	203	.....
Total	40,989	35,847
Total vehicles	331,859	271,154

JAPAN
Cars

	3 mos., 1983	3 mos., 1982
Daihatsu	45,343	33,118
Fuji	59,594	50,008
Honda	210,189	219,511
Isuzu	24,837	32,365
Mitsubishi	138,413	146,122
Nissan	449,605	450,451
Suzuki	25,145	16,060
Toyo Kogyo	221,095	208,380
Toyota	592,602	545,594
Total	1,766,823	1,701,609

Trucks, buses

Daihatsu	83,375	73,020
Fuji	73,744	76,326
Hino	12,540	16,736
Honda	41,839	37,347
Isuzu	58,586	73,657
Mitsubishi	111,609	102,076
Nissan	162,125	162,844
Nissan Diesel	8,521	9,715
Suzuki	120,618	114,473
Toyo Kogyo	66,759	71,138
Toyota	232,004	241,343
Others	240	203
Total	971,960	978,878
Total vehicles	2,738,783	2,680,487

SPAIN'S VEHICLE PRODUCTION IN 1982

Manufacturer	Production	Registrations	Exports
Citroen	94,498	48,155	51,767
Ford	222,026	66,634	158,017
General Motors	21,812	3,331	14,617
Renault	296,107	165,065	134,243
Seat	240,005	130,447	124,831
Talbot	53,052	43,167	11,682
Total	927,500	486,771	495,157

SPANISH INDUSTRY IN FIGURES

(Dec. 31, 1981)

Manufacturer	Annual Sales*	Employment
Automoviles Talbot	48,000	13,472
CAF	996	285
Citroen Hispania	60,873	9,887
Enasa	42,000	9,975
Fasa-Renault	135,000	21,952
Ford Espana	110,921	9,736
GM-Espana +	4,500	2,611
John Deere Iberica	11,555	1,507
Land Rover Santana	14,592	3,686
Mercedes-Benz Espana	13,600	3,914
Grupo Motor Iberica	38,017	8,100
Seat	113,000	25,500
Sotra	438	387
Total	593,492	111,022

*Millions of pesetas. Exchange rate, May 1983, 136PTA/$.
+Statistics (latest available) date from before the start of GM production in Spain.
Source: ANFAC

REGISTRATIONS OVERSEAS

AUSTRIA
Cars

	4 mos., 1983	4 mos., 1982
Alfa Romeo	970	1,027
BL	186	249
BMW	3,459	2,819
Daihatsu	323	93
Datsun	6,283	4,137
Fiat Auto	4,578	4,683
Ford	7,852	5,670
General Motors	13,333	10,787
Honda	1,486	744
Lada	621	612
Mazda	9,774	6,987
Mercedes-Benz	2,812	2,753
Mitsubishi	1,801	1,331
Peugeot SA	5,791	5,920
Citroen	2,402	2,524
Peugeot/Talbot	3,389	3,396
Porsche	199	162
Renault	4,135	4,498
Saab	109	195
Skoda	321	115
Subaru	1,346	1,040
Suzuki	327	340
Toyota	4,299	2,310
VAG	18,544	14,619
Volvo	1,456	1,056
Others	55	59
Total	90,130	71,033

UNITED KINGDOM
Cars

	4 mos., 1983	4 mos., 1982
Alfa Romeo	2,658	3,267
BL	117,239	93,468
Austin Rover	113,667	90,001
Jaguar	2,604	2,524
Range Rover	968	943
BMW	9,744	8,891
Daihatsu	1,642	1,785
Datsun	30,723	30,348
Fiat Auto	17,127	19,361
Ford	197,208	174,216
FSO	1,350	955
General Motors	86,997	65,610
Honda	5,363	4,529
Hyundai	1,111	742
Lada	6,505	5,430
Lotus	167	153
Mazda	5,554	4,269
Mercedes-Benz	5,490	5,033
Mitsubishi	3,181	2,374
Peugeot SA	39,959	36,960
Citroen	9,892	8,990
Peugeot	6,986	7,387
Talbot	23,081	19,313
Reliant	37	51
Renault	24,913	25,312
Rolls-Royce	279	353
Saab	3,529	3,554
Skoda	3,606	2,438
Subaru	948	880
Suzuki	1,298	1,040
Toyota	9,709	8,306
VAG	38,909	31,707
Volvo	23,746	18,902
Zastava	1,245	684
Others	1,881	1,448
Total	642,118	550,796

SWEDEN
Cars

	4 mos., 1983	4 mos., 1982
Alfa Romeo	160	167
BMW	1,153	1,097
Daihatsu	230	292
Datsun	1,593	1,577
Fiat Auto	1,488	1,591
Ford	6,69[illegible]	7,271
General Motors	6,122	7,251
Honda	1,013	1,273
Lada	567	949
Mazda	3,635	3,151
Mercedes-Benz	1,250	1,635
Mitsubishi	540	471
Peugeot SA	3,048	2,098
Citroen	936	832
Peugeot/Talbot	2,112	1,266
Porsche	54	52
Renault	652	681
Saab	10,037	10,267
Skoda	124	147
Subaru	177	99
Toyota	2,745	2,773
VAG	7,221	8,721
Volvo	21,126	19,762
Others	10	17
Total	68,603	71,342

JAPAN
Cars

	3 mos., 1983	3 mos., 1982
Daihatsu	27,225	19,985
Fuji	20,156	18,863
Honda	60,106	55,887
Isuzu	12,827	14,182
Mitsubishi	50,923	63,604
Nissan	231,559	223,934
Suzuki	23,012	15,048
Toyo Kogyo	63,571	56,139
Toyota	313,778	292,907
Imports (all)	8,145	8,402
Total	811,302	768,951

Trucks, buses

Daihatsu	64,702	58,229
Fuji	50,364	45,886
Hino	10,811	11,191
Honda	39,247	29,140
Isuzu	29,827	31,229
Mitsubishi	92,128	71,214
Nissan	77,118	80,694
Nissan Diesel	5,702	5,559
Suzuki	91,526	91,135
Toyo Kogyo	35,123	35,582
Toyota	97,413	93,814
Total	583,961	553,673
Total vehicles	1,395,263	1,322,624

WEST GERMANY
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	3,120	2,960
Bertone	391	.....
BL	1,442	1,078
BMW	42,643	34,544
Daihatsu	1,533	1,502
Datsun	11,503	9,310
Fiat Auto	26,875	28,561
Ford	84,147	76,131
General Motors	127,285	116,579
Honda	8,872	7,923
Lada	2,097	1,763
Mazda	11,944	9,013
Mercedes-Benz	66,446	61,754
Mitsubishi	10,021	8,353
Peugeot SA	23,767	26,973
Citroen	11,248	11,851
Peugeot/Talbot	12,519	15,122
Pininfarina	122	.....
Porsche	3,516	2,600
Renault	23,748	24,397
Saab	1,001	729
Skoda	391	416
Subaru	1,609	1,098
Suzuki	3,156	2,417
Toyota	13,814	9,489
VAG	182,009	181,690
Audi	47,861	24,720
Volkswagen	134,148	146,970
Volvo	4,284	2,904
Others	443	523
Total	656,021	612,821

HOLLAND
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	933	1,048
BL	2,815	1,730
BMW	5,581	4,632
Daihatsu	1,315	398
Datsun	8,066	5,362
Fiat Auto	9,032	6,734
Ford	16,762	12,022
General Motors	22,728	20,901
Honda	3,755	5,565
Hyundai	1,227	356
Lada	2,794	2,168
Mazda	5,854	4,113
Mercedes-Benz	2,838	2,786
Mitsubishi	4,968	4,382
Peugeot SA	17,372	16,552
Citroen	7,704	7,653
Peugeot/Talbot	9,668	8,899
Porsche	84	71
Renault	9,502	11,150
Saab	1,425	1,086
Skoda	554	203
Subaru	1,127	265
Suzuki	3,566	1,726
Toyota	7,173	5,247
VAG	12,279	11,811
Volvo	7,480	4,116
Zastava	409	250
Total	149,699	124,762

DENMARK
Cars

	3 mos., 1983	3 mos., 1982
Alfa Romeo	83	37
BL	38	152
BMW	573	539
Daihatsu	976	323
Datsun	2,157	887
Fiat	1,137	1,352
Ford	4,557	3,642
FSO	140	102
General Motors	3,845	3,773
Honda	363	130
Lada	1,343	1,537
Mazda	3,067	2,806
Mercedes-Benz	227	238
Mitsubishi	258	305
Peugeot SA	2,224	1,801
Citroen	1,267	861
Peugeot/Talbot	957	940
Renault	181	179
Saab	712	966
Skoda	2,102	2,121
Subaru	84	63
Toyota	2,824	1,682
Trabant	44	.....
VAG	1,452	1,525
Volvo	1,103	922
Wartburg	328	32
Total	29,820	25,058

REPUBLIC OF IRELAND
Cars

	12 mos., 1982	12 mos., 1981
Alfa Romeo	389	551
Aston Martin	25	1
BL	2,908	4,487
BMW	644	779
Daihatsu	17	899
Datsun	7,456	11,534
Fiat Auto	6,668	10,191
Ford	16,478	22,694
General Motors	8,016	11,464
Lotus	13	2
Mazda	1,804	3,494
Mercedes-Benz	497	630
Morgan	10	1
Peugeot SA	2,869	5,281
Citroen	335	802
Peugeot	1,486	2,436
Talbot	1,048	2,043
Porsche	18	12
Renault	7,558	9,160
Saab	154	171
Toyota	10,698	15,170
VAG	4,794	6,967
Volvo	1,050	1,557
Others	358	45
Total	72,424	105,090

Fiat

Continued from Page 35

the old 127 hatchback, the Uno's predecessor. It is 1.3-liter and 45-HP, the same as the 45S gasoline version of the Uno.

While the diesel has the same top speed as the 45S (87-MPH), its fuel consumption is 5 to 10 percent less. In a country like Italy, where diesel fuel costs half the price of gas, its appeal is evident.

According to Fiat, last year's annual diesel car demand in Europe is exceeding one million, or around one in 10 sales. But in Italy, where Fiat recently moved to around 55 percent of market penetration, the diesel proportion is one in five. In Italy last year diesel passenger car sales were 327,000.

Paulo Scolari, Fiat Auto's chief engineer, says "This engine is very important to us, especially on the Italian market. It is not quite so important in the rest of Europe, but we see a lot of growth in that area."

Diesel versions of the Uno will amount to around 15 percent of output. At present the model has little opposition. Apart from the three-cylinder Daihatsu, a company with a limited presence in Europe, there is nothing.

There are plenty of diesels in the lower-medium category (Golf, Kadett, R9, Ritmo) but in the supermini segment the Uno diesel is on its own for the present.

Ford's new diesel is expected to power the Fiesta (as well as Escort) and a diesel version of Peugeot's new 205 is anticipated soon. Over the medium term, General Motors, Volkswagen and Renault cannot be expected to allow Fiat to carve out this niche for itself.

The diesel Uno was launched in Italy, enters France later this year and other countries in February.

factories list auction dates

Chrysler Corp.

June 21—Aptco Auto Auction, Taylor, Mich.

June 23—Florida Auto Auction of Orlando, Ocoee, Fla.

June 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

June 21 — Harrisonburg Auto Auction, Harrisonburg, Va.

June 22 — Golden Gate Auto Auction, Fremont, Calif.

June 23—Nashville Auto Auction, Nashville, Tenn.

June 28—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

June 29—Northway Exchange, Clifton Park, N. Y., and Clanton's Auto Auction, Darlington, S. C.

American Motors

June 21 — D-A Auto Auction, New Stanton, Pa.

June 22 — Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

June 23—Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Concord Auto Auction, Acton, Mass.

June 28—Aptco Auto Auction, Taylor, Mich.

June 29—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

General Motors Corp.

June 23 — Indianapolis Auto Auction, Indianapolis, Ind.

June 28—Southern Auto Auction, E. Windsor, Conn.

June 30—Nashville Auto Auction, Nashville, Tenn.

June 30 — 166 Auto Auction, Springfield, Mo.

June 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Used Car Sales
Auction Averages

June to date	$5,258
Month ago	$5,151
Year ago	$4,702

Model breakdown
Auction Averages

	JUNE TO DATE	MAY	APRIL
1983	$10,279	$10,203	$ 8,595
1982	8,092	8,011	8,142
1981	6,306	6,258	6,140
1980	5,337	5,198	5,342
1979	4,677	4,630	4,498
1978	3,473	3,444	3,511
1977	2,926	2,705	2,828
1976	2,034	2,199	2,012
Overall Average	$ 5,258	$ 5,173	$ 5,069

used-car auction directory

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Continued from Page 4

million. If Ford is up to its '79 volume of 2.5 million units, that would be a fine of $12.5 million.

Various congressional committees and interested lawmakers are exploring the extent of the problem if consumers continue buying larger cars.

While this may equate to the full-line makers in the short term as "maxi cars, maxi profits," it can spell long-term disaster in the form of hundreds of millions of dollars in fines.

Without prejudging congressional reaction — where some lawmakers are fearful that without CAFEs the auto industry may make itself more uncompetitive with the Japanese should another fuel shortage appear — there are other groups certain to oppose any change in the law.

The Center for Auto Safety, for example, has already taken NHTSA to court over its action in dropping its advance notice for CAFEs beyond 1985. The Energy Conservation Coalition is ready to spring into action to oppose any move by Ford and GM to get relief.

Besides, Chrysler — which has gone deeply into debt to achieve its energy-efficient fleet — and American Motors — which for other reasons had to affiliate with Renault — are not likely to want increased competition from their American siblings. Neither is VWoA.

Some observers feel that GM's position is worse than Ford's because of the leaner mix of small cars in GM's product plans during the next few years.

Standards of the Energy Preservation and Conservation Act are 26 MPG for '83 models, 27 MPG for '84 models and 27.5 MPG for '85 models. (Under the 1975 law, the 27.5 MPG was a goal, but NHTSA made it a standard which can be rolled back, but only under lengthy procedures.)

GM reported last December that it expected its '83 models to have a CAFE of 24.1 MPG, but this may have declined because of sales of its bigger cars.

This will be taken care of by GM's carryforward credits of 428 million from 1980 models (plus credits of $240 million from '81 models and $51 million from '82 models) even if GM's CAFE has slipped to 23.6 MPG for '83 models. But GM could very well be in serious trouble by '84 models because it's a big jump for a company to improve by almost two MPG in one model year.

If, for example, GM can reach only 25.5 MPG for its '84 models — 1.5 MPG below the EPCA standard — and produces only 4 million units, then at $75 per car fine, it would owe the government $300 million and may have only at most $290 million in credits to carry forward from the three preceding years.

Then GM would be in the position of having to stretch to get another 2 MPG to meet the '85 standard of 27.5 MPG.

• Ford's situation is somewhat better, especially if the new Tempo and Topaz continue selling well. Ford had $149 million in carryforward credits from the 1980 model year, $89 million from the '81 model year and $35 million from the '82 model year.

The estimate Ford gave to NHTSA last December for its '83 models was 24.3 MPG and that also may have deteriorated because of increased sales of big cars.

Assuming Ford's penalty for '83 models is $163 million, then Ford would have $110 million left to carry forward for a possible penalty for '84 models. Assuming Ford production at 2 million cars for 1984 and a shortfall of one MPG below the CAFE, it would have to draw down $100 million—leaving it only $10 million in the bank for '85 models.

For '85 models, if Ford were half an MPG below standard, then Ford would be short $50 million for the year or a net penalty of $40 million.

But when the law was amended to change the captive import clause and to increase the carryforward section from one year to three years, it was also changed to include a three-year carryback provision.

This means that Ford or GM could present a plan to NHTSA saying they should not pay fines in the '84 or '85 model years since they expect to be selling lots of small cars in 1986-87.

If the government accepted this scenario as reasonable — and the only way it would seem this could be assured would be to have a guaranteed oil shortage with long lines at gas stations — then relief could be granted.

This would be chancy unless the companies had only very small fuel-efficient vehicles and engines to sell since some may argue that as long as big cars are being made and gasoline is freely available, consumers will want to buy big cars, and in the past market predictions have not been noted for accuracy.

• Of course, NHTSA could act to change its standards, but that is time-consuming since NHTSA must not only observe legal procedures for standards it has set, but it could not change the ones Congress set.

Moreover, under the 1975 law, NHTSA could not adjust below 26 MPG or above 27.5 MPG without subjecting those actions to a one-house veto by Congress.

GM and Ford, with their bigger cars, might also bump into the gas-guzzler taxes — now being paid only by Rolls-Royce (with 412-CID engines), two Ferraris (with 179-CID engines) a Maserati (301-CID), the Jaguar XJS (326-CID) and the Ford Crown Victoria (with 351-CID) — but the Ford is excluded because it is only for a limousine or for police use. Besides, the Ford is listed only as a 49-state car — that is, not with California emission controls.

The gas-guzzler taxes are extremely high and either the consumer pays it or the manufacturer absorbs it. Those taxes range from $500 to $2,650 in 1985 and from $500 to $3,850 for '86 models. They were — and are — clearly meant as a deterrent.

For 1985 models, cars must get at least 21 MPG to escape the tax. Here are the gas-guzzler taxes:

1985

At least 21.0 MPG	0
20.0 - 21.0	$ 500
19.0 - 20.0	600
18.0 - 19.0	800
17.0 - 18.0	1,000
16.0 - 17.0	1,200
15.0 - 16.0	1,500
14.0 - 15.0	1,800
13.0 - 14.0	2,200
less than 13.0	2,650

1986

At least 22.5 MPG	0
21.5 - 22.5	$ 500
20.5 - 21.5	650
19.5 - 20.5	850
18.5 - 19.5	1,050
17.5 - 18.5	1,300
16.5 - 17.5	1,500
15.5 - 16.5	1,850
14.5 - 15.5	2,250
13.5 - 14.5	2,700
12.5 - 13.5	3,200
less than 12.5	3,850

Will Congress be asked to repeal this law? Rolls-Royce and the other luxury car makers would be delighted. But if the U. S. makers convince Congress their future lies with big cars, will the Japanese be far behind?

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Nissan goes to Mississippi

Gov. William Winter, of Mississippi, with the help of Tetsuo Arakawa, president of Nissan U.S.A., launches Nissan's new Memphis Regional Parts Distribution Center. The $2.5 million facility is based within the Greater Memphis Area although it actually is located in Olive Branch, Miss., just south of the Tennessee border. The warehouse, which carries a $7 million parts inventory, serves 113 Datsun dealers.

Automotive News coverage keeps phones busy at Zoe

By Jenny L. King
Staff Writer

The first call didn't go through — the 14 lines at Zoe Motors, Inc., Los Angeles, were all tied up.

A second try was successful. Daniel Levitan, executive vice president, related the multiple adventures of the company following a story with picture of the Zoe Zipper in the June 13 issue of Automotive News.

"I guess we hit a soft spot," he said, referring to subsequent newspaper coverage across North America, televised road tests and interviews and requests for franchises/sales from dealers and leasing companies across the nation.

The Zoe Zipper is a tiny, economical three-wheel motorized vehicle which is classified as a motorcycle but resembles a toy car.

"It's a cheap mode of transportation," according to Levitan, and one that appeals to anyone who needs to drive relatively short distances.

"The public is aware of the usefulness of three-wheel vehicles from traveling abroad. They're all over in Germany, France, England, Switzerland and Tokyo," Levitan said.

• He said the company's goal of 350 U. S. and Canadian dealers will be met sooner than anticipated. Zoe Motors is signing up 35 dealers on the West Coast this month. They'll include domestic and imported-car dealers, motorcycle dealers and recreation-vehicle outlets.

Dealers phoned last week from as far away as Florida and Connecticut, he said, wanting to fly to Los Angeles to talk business. There were inquiries from Hawaii, the Virgin Islands, Bermuda and Puerto Rico, plus a gentleman who owns a yacht and wants to carry Zippers for his land transportation when he's in port.

Levitan said he has "some 20-odd" Zippers currently on hand. A shipment of 200 more is expected momentarily from Japan. They are manufactured by Mitsuoka Motors, a large Honda distributor in Japan. Building Zippers, which will be available here in passenger models called 501 and 502, is the company's first major vehicle manufacturing venture, he said.

Levitan said Zoe Motors showed its Zippers at major auto shows earlier this year to thousands of visitors who raved about its looks. They then progressed from the "It's adorable" stage to asking, "How much is it?" The Zipper price of $3,000-$3,500 piqued interest further, to questions of speed, engine size, economy of operation, general usefulness, safety.

Zoe Motors hopes to sell 7,000 to 10,000 vehicles its first year here, Levitan said.

letterbox

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know-who *may* not be good for America.

It might be better for them to invest such capital right here in the U. S.

They'd produce jobs for unemployed auto workers instead of exporting jobs.

They could sell U. S.-made cars to the countries where they are now building new plants. They could help our balance of trade. They might even take some of the heat off us import dealers.

But you must have read, the other day, that the marketing effort of U. S. car makers in Japan has been ineffective.

European manufacturers selling *their* cars in Japan, the story went on, seem to be doing a fine job.

Is it possible that the U. S. auto makers just don't want to bother with export?

Over the past five years, my dealership has been asking the major U. S. manufacturers to let my dealership sell their cars overseas. Except for one make —who offered to let us sell cars in a country which had blacklisted them—not one has agreed to sell us their cars for export.

American manufacturers prefer to send their dollars overseas rather than their products. — **Thomas Nemet,** Chairman, American International Automobile Dealers Assn., Washington.

Total—273,409—is second-highest in 15 months

May truck sales rise 11.3 percent

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month total of 159,699 units was 6.6 percent higher than the previous year's 159,186 units.

For the month, the domestic compacts' share of the market was 58.2 percent, and for the January-May period, they accounted for 58.4 percent. A year ago through May, the imported compacts had 50.5 percent of the market.

Sales of vans also were significantly higher than a year ago for both the month and January-May period.

During the month, 50,200 panel and window vans were retailed, a gain of 21.2 percent over the year-earlier 41,424 units. The five-month total of 214,120 units was 27.8 percent higher than last year's 167,578.

The number of unsold new trucks in dealers' hands on June 1 was slightly higher than a year ago. The total was 551,148, an increase of 1.2 percent over the 544,815 units in stock at the same time in 1982.

The light-truck inventory at the end of May was 4.8 percent higher than a year ago, 511,954 units versus 488,473. Mediums were down 15 percent, from 13,406 units a year ago to 11,394, while the heavies were off 35.3 percent to 27,800 units, compared with 42,936 last year.

Ford was No. 1 in truck sales in May, but its five-month total trailed Chevrolet by almost 3,000 units.

During the month, Ford dealers retailed 88,169 new trucks, an increase of 11.8 percent over last year, and the five-month total was up 9.5 percent, from 342,790 units in 1982 to 375,426.

Chevrolet said its dealers sold 84,815 trucks in May, a gain of 1.3 percent over last year's 83,746. Through May, the total was 378,321, up slightly over the 377,747 units retailed in the same period in 1982.

May sales of Dodge and Plymouth light trucks were up 16.9 percent to 24,939 units, compared with 21,333 last year. The five-month total was 1.2 percent higher than a year ago, 109,535 versus 108,212.

GMC dealers retailed 24,519 new trucks during the month, an increase of 3.7 percent over the year-earlier 23,655. The total through May was up 1.6 percent, from 105,013 units in 1982 to 106,719.

May sales of Jeep four-wheel-drive vehicles totaled 6,777 units, an increase of 7.1 percent over last year's 6,330. The five-month count was up 3.8 percent to 25,765 units, compared with 24,876 a year ago.

Volkswagen dealers retailed 759 compact pickup trucks during the month, down 14 percent from the year-earlier 883 units. The total through May was off 55.5 percent, from 6,292 units in 1982 to 2,802.

• Sales of the non-captive imported compact pickups were significantly higher than a year ago for both May and the first five months.

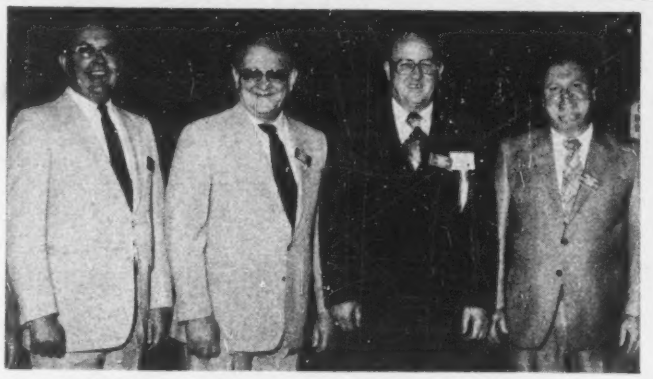
Toyota dealers sold 15,465 units during the month, an increase of 27.3 percent over the year-earlier 12,152. The five-month count was up 13.6 percent to 62,198 units, compared with 54,766 last year.

May sales of Datsun pickups totaled 11,611 units, a gain of 65.5 percent from last year's 7,014, and the January-May count climbed to 48,016 units, up 28.1 percent over last year's 37,479.

Mazda reported that its dealers retailed 6,997 units during the month, an increase of 124.1 percent over the previous year's 3,122. Through May, the total was 28,067, up 85.7 percent from the year-earlier 15,118 units.

Isuzu dealers sold 1,789 small pickups in May, a gain of 6 percent over last year's 1,687 units. The five-month total was 26.1 percent higher than a year ago, 8,919 versus 7,074.

Mitsubishi said its dealers retailed 713 trucks during May, bringing the five-month count to 3,267 units.



South Dakota officers

Elected to head the South Dakota Automobile Dealers Assn. for 1983-84 are, from left: Mark Mollers, Rapid Motors, Inc., Rapid City, president; Dan Cotton, Dan Cotton Chevrolet, Beresford, vice president; Mylo Rypkema, Dodge Town, Inc., Rapid City, treasurer, and Roger Davidson, Davidson Chevrolet, Inc., Mobridge, secretary.

Potamkin joins club for top Toyota dealers

TORRANCE, Calif. — Victor Potamkin, of Potamkin Toyota, Inc., New York, has been named to Toyota's 1983 President's 1000 Club, which honors dealers who sold at least 1,000 new units during 1982.

Although the 193 dealers in the club represent less than 20 percent of Toyota's U. S. dealer corps, they accounted for nearly 50 percent of all Toyotas sold in 1982.

Big Three May, year-to-date sales

	May		Year to date	
	1983	1982	1983	1982
Ford				
Vans	15,773	12,199	65,613	51,062
Club Wagon	2,822	3,793	12,592	12,524
Ranger	16,970	13,205	73,511	34,358
Courier	.....	1,518	5,657	13,473
Bronco	4,135	4,323	18,193	18,404
Bronco II	5,881	.....	12,482	.....
Pickups	39,141	38,866	171,906	193,284
Mediums and Heavies	3,447	4,979	15,472	19,685
Chevrolet				
Vans	13,516	11,656	60,302	43,504
Sportvan	1,875	2,788	8,053	7,109
S-10	17,079	19,358	75,432	87,180
S-10 Blazer	7,716	.....	36,817	.....
LUV	237	2,243	2,766	12,957
El Camino	1,842	2,223	8,166	9,664
Blazer	2,971	2,638	12,114	14,367
Suburban	3,999	2,899	15,330	14,144
Pickups	34,217	39,125	153,688	182,557
Mediums	1,363	1,416	5,653	6,265
Chrysler				
Vans	7,002	5,284	29,802	25,951
Voyager	514	480	2,118	2,375
Ram Wagon	3,621	2,886	15,233	12,980
Arrow	150	506	733	2,883
Ram 50	2,155	2,024	10,076	15,436
Trail Duster	.....	.....	.....	244
Ramcharger	1,715	1,148	8,782	4,772
Scamp	338	.....	1,353	.....
Rampage	1,089	1,699	4,724	7,525
Pickups	8,319	7,306	36,714	36,046
GMC				
Vans	5,077	2,938	20,407	12,073
S-15	4,138	4,365	16,913	17,538
S-15 Jimmy	1,658	.....	6,625	.....
Jimmy	651	643	2,919	3,370
Caballero	191	261	833	1,284
Suburban	1,082	1,148	4,762	4,467
Pickups	8,908	10,977	42,005	48,725
P Models	482	330	1,395	1,472
Mediums	1,668	2,351	7,748	11,439
Heavies	664	642	3,112	4,645

New models to fill new markets

Japanese eye global 4WD market

Continued from Page 6

mountainous, and is covered with snow for at least three months a year, these tiny vans and trucks have become very popular. Last year, about 130,000 were sold in Japan, as well as 24,000 of the small Suzuki Jimny off-road vehicle. Biggest seller is the Subaru Sambar, with 44,000 units a year.

The 4WDs account for about 60 percent of sales of midget trucks and vans in Northern Japan now, although so far only a few hundred of these midgets have been exported. In the future, it is likely that more will be exported, especially to Asian countries.

For the larger 4WDs, the Japanese are looking to Africa, Australia and the Middle East for extra sales, with growth on the RV side coming in Europe and the U. S.

Up to now, the Land Cruiser has been the dominant 4WD utility vehicle produced in Japan, its main markets being Saudi Arabia (21,000), Australia (13,000) and Indonesia, where 11,000 are assembled locally from KD kits.

Its main rival at the heavy end of the market is the Nissan Patrol, which is sold principally in Saudi Arabia (12,000), Australia (7,000) and Germany.

Although many more Land Cruisers than Patrols are built, the Patrol is just ahead in Europe at 9,000 units a year. Nissan's Kanekiyo cites this as evidence that the Patrol is preferred in advanced countries.

"We are making a great effort to compete with the Land Cruiser," he said, "and one of our advantages is the 3.3-liter six-cylinder diesel, which is very smooth."

• In fact, Nissan is now poised to do even better in Europe. It took control of Motor Iberica, the Spanish truck manufacturer, in two stages, up to May, 1982, and early this year, Motor Iberica started to build Nissan Patrols.

This year it plans to build 4,000-5,000 units in hardtop, van and wagon form, and eventually, it will build 15,000 units a year for export throughout Europe. This move gives Nissan a 35 percent increase in capacity for Patrols — and it intends to increase sales accordingly.

Kanekiyo foresees most growth in the light-duty market, with vehicles of the size of the Suzuki Jimny, or Mitsubishi Pajero (Montero) and Isuzu Trooper gaining in popularity. "Most buyers are private users," he said, "so they are economy-minded, and don't need the off-road performance of the Patrol."

He also forecasts a big increase in the number of 4WD passenger cars produced, but points out that there are difficulties with front-wheel drive autos. He commented: "If we add rear drive, then the rear seat space becomes smaller, and we need a big transmission tunnel."

• Undoubtedly, the vehicle that has made the running in the medium-size or light-duty 4WD market has been the Mitsubishi Pajero, which Mitsubishi targeted at the RV market, in Japan and elsewhere.

Of course, Mitsubishi produces the Jeep under license from AMC, but cannot export it generally. It sells to private individuals in Japan, and some to the Japanese army. But Mitsubishi makes no secret of the fact that it wants to sell the Pajero to the Japanese military forces.

So far, the main market for the Pajero has been Japan. Exports started last year to Colombia and Iceland. However, this year, exports have started to the U. S., Australia and Europe, and Wake admits that it was developed to exploit potential export markets that were denied to the Mitsubishi Jeep by the agreement with AMC.

In Japan, the Pajero has become the biggest-selling 4WD owing to its modern style and wide engine range — the 2.3-liter diesel turbo is very popular — with 60 percent being sold for use as passenger cars.

To widen appeal, Mitsubishi has added a turbocharged gasoline engine to the options, and is about to introduce a long-wheelbase version, mainly for sale in the Middle East. The wheelbase is increased by 18 inches to 110 inches, with overall length going from 155 to 178 inches.

To widen its attack on the 4WD market, Mitsubishi introduced the Delica van in 4WD form last fall. This cab-over is built on basically the same chassis frame as the Pajero, so all the mechanical units are common to both — as they are to the Forte pickup truck.

Wake is very optimistic about sales of the Delica 4WD.

"It has no competition now," he said. "In May we started shipments to Europe, and we shall start selling in the U. S. soon. We expect to produce well over 1,000 a month."

But Wake does not expect to have the field to himself long; Toyota and Nissan are both developing 4WD cab-overs. Then, Mitsubishi and Nissan are developing 4WD versions of their multi-purpose cars — the Chariot and Prairie respectively, so the proliferation of 4WDs in Japan is well under way.

Strangely, though, the Japanese auto companies express no interest in "full-time" 4WD, pioneered by Land Rover on the Range Rover and Audi on the Quattro.

Said Kanekiyo: "Customers want better part-time 4WD, which is easier to use. Fuel economy is better with part-time 4WD, especially with free-wheeling hubs."

Mitsubishi and Toyota agree that the conventional 4WD is better than new technology, presumably because unlike Audi and Land Rover, they are tackling the bottom end of the market. But that is where the market and growth are.

Leading Japanese four-wheel-drive vehicles in 1982

	Production	Domestic	Exports
1. Toyota Land Cruiser	129,000	8,000	126,000
2. Subaru sedan/wagon	106,000	22,000	82,000
3. Suzuki Jimny	92,000	25,000	64,000
4. Toyota Hi-Lux	88,000	4,300	84,000
5. Subaru Sambar midget	44,000	44,000	250
6. Suzuki Carry midget	41,000	41,000	.....
7. Nissan Patrol	39,000	1,600	38,000
8. Datsun truck	37,000	3,500	33,000
9. Toyota Tercel 4WD*	32,000	6,500	21,000
10. Daihatsu Taft	24,000	200	23,000
11. Mitsubishi Minicab	24,000	24,000	.....
12. Isuzu Trooper	22,500	6,000	16,000
Others	80,000	32,000	47,000
Total	760,000	218,000	534,500

* Passenger car introduced in the fall of 1982.
Domestic sales and export figures do not always equal production total owing to time lag in sales.

Pace is five weeks ahead of 1982

Year's auto output tops 3 million

By Mary Beth Mayer
Staff Writer

The domestic auto makers reached a milestone last Thursday (June 16) as the three-millionth automobile of 1983 was assembled, about five weeks earlier than in 1982. Last year, the three-million mark was reached July 23.

So far this year, the manufacturers have assembled 3,035,351 cars, a 23.79 percent gain from 2,452,088 units finished in the comparable 1982 period.

Breakdown for the year-to-date production by company is: General Motors, 58.82 percent; Ford Motor Co., 23.13 percent; Chrysler Corp., 13.29 percent; American Motors, 2.82 percent; Volkswagen of America, 1.41 percent, and Honda, 0.53 percent.

Last week's estimated production was 146,277 units, a 1.79 drop from the previous week's 148,945. Output, however, was up 7.06 percent from last year's 136,630.

Ford's Dearborn plant was down last week (June 13) for inventory adjustment. The facility was idled June 6. Volkswagen of America's Westmoreland plant was closed due to overstocked inventory.

Ford's Chicago, St. Louis and Wixom plants worked daily overtime last week.

GM's Arlington, Baltimore, Fairfax, Flint (G line), Janesville, Lordstown and Pontiac points worked Saturday.

Chrysler's Belvidere, Jefferson and Newark plants worked two daily nine-hour shifts last week.

Dealers balk at settlement in Mid-Atlantic Toyota case

BALTIMORE. — The proposed settlement of a price fixing suit against Mid-Atlantic Toyota Distributors, Glen Burnie, Md., and about 100 Toyota dealers has hit a snag because the required two-thirds of the dealers did not agree to the settlement by the June 3 deadline.

The settlement, which was approved on a preliminary basis by a U. S. District Court judge May 27, would have Mid-Atlantic Toyota and the dealers contribute a total of $4,825,000 to reimburse 36,000 Toyota owners in six states who allegedly were forced to purchase some $500 worth of rustproofing and other car protection services.

Under the terms of the settlement, each buyer would receive either $135 in cash or a certificate worth $250 in goods and services from participating Toyota dealers.

By June 3, however, only 34 of the 100 dealers had agreed to the settlement, according to Michael Brockmeyer, of the Maryland attorney general's office.

• The state has decided to settle with the dealers who did sign, Brockmeyer said, and prosecute those who didn't.

"The non-settling dealers already are defendants in the case, so we won't have to file separately for this action," he said.

Reimbursements to Toyota owners were to have begun in March, 1984, but Brockmeyer said those reimbursements would be delayed while prosecution continues.

"It depends on whether the case is settled out of court or goes to trial," he said. "It could be a lengthy trial."

The entire agreement is not in jeopardy, Brockmeyer added, since Mid-Atlantic Toyota has already paid $1.7 million into a fund that eventually will be used to compensate the Toyota owners.

"That money is already in the bank and drawing interest," he said.

The 100 dealers named as co-defendants in the case are located in Maryland, Virginia, Delaware, Pennsylvania, West Virginia and the District of Columbia.

Spokesmen for Mid-Atlantic Toyota declined comment.

Two U.C. firms to pay $85,000 to rollback buyers

BOSTON. — Two used-car firms, one in Norwood and the other in Lynn, have agreed, without admitting to allegations contained in Suffolk County Superior Court charges, to pay $85,000 to people who bought cars on which odometers had been illegally changed.

Dear Street Auto Sales, Norwood, and Bennett Street Auto Sales, Lynn, agreed to judgments requiring them to pay $50,000 and $35,000, respectively, with car owners affected to split the money as it is paid in regular installments by the two firms.

Dean Street Auto Sales had been charged with altering the odometers of 49 vehicles, while Bennett Street Auto Sales had been charged with altering odometers of 42 vehicles.

Steven E. Kramer, state assistant attorney general, estimated that Dean Street customers would each get about $900, with those who bought vehicles from Bennett Street to get about $750.

Millionth truck produced 11 days before last year's

The domestic truck makers assembled the year's one-millionth truck last Monday (June 13), eleven days earlier than last year.

Year-to-date, there have been 1,051,114 trucks assembled, up 9.49 percent from last year's 960,000.

Last week's domestic truck output was estimated at 52,911, down slightly from the 53,085 built during the previous week. Output, however, was up 7.41 percent from last year's 49,261.

Ford Motor's Kansas City, Lorain, Louisville, Norfolk and Twin Cities points worked daily overtime last week (June 13). The Kansas City, Norfolk, Michigan and Twin Cities facilities also worked Saturday.

Chrysler Corp.'s Belvidere plant worked two daily nine-hour shifts and the Warren point worked one daily nine-hour shift last week.

General Motors' Janesville, Lordstown and Pontiac Truck & Bus plants worked six days.

Return at Ford boosts production of Canadian cars

Canadian auto production last week rose 5.65 percent from the previous week's total due to the return of Ford Motor's St. Thomas car facility, which offset downtime at Chrysler Corp.'s Windsor car plant.

The auto makers scheduled 24,164 units last week, up from 22,871 built during the previous week. Output also rose 6.91 percent from last year's 22,602.

So far this year, 493,913 cars have been completed, up 11.02 percent from 444,905 built in the comparable period last year.

Truck output, at 12,528, was only 11 units higher than the previous week's total. That figure is down 3.92 percent from last year's 13,039.

Year-to-date, 253,552 trucks have been built, down 3.96 percent from 264,009 in the year-ago period.

Ford's St. Thomas plant returned last week (June 13) after being idle two weeks for inventory control.

Chrysler's Windsor car point is being retooled for assembly of the 1984 front-drive T-115 van/wagons scheduled to begin in October.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

U. S. CAR PRODUCTION

	Week Ended June 18, 1983	Week Ended June 19, 1982	Week Ended June 11, 1983	June to Date	Jan. 1 to June 19, 1982	Jan. 1 to June 18, 1983
AMERICAN MOTORS	5,000	1,400*	4,435	11,810	26,099	85,540
AMC Total	.....	1,400*	.....	.....	26,099	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	5,000	.....	4,435	11,810	.....	81,469
Alliance	5,000	.....	4,435	11,810	.....	81,469
CHRYSLER CORP.	18,700	15,635	18,069	47,735	284,426	403,417
Plymouth Total	5,800	5,959	5,601	14,919	117,588	143,224
Horizon	2,200	2,168	2,463	6,087	35,486	49,716
Reliant	3,500	3,791	2,973	7,441	82,102	90,947
Caravelle ('83)	100	.....	165	391	.....	2,561
Chrysler Total	5,000	3,320	4,831	12,670	55,222	99,115
LeBaron	2,300	3,320	2,191	5,941	55,222	47,184
Chrysler E-Class	2,700	.....	2,640	6,729	.....	51,881
Dodge Total	7,900	6,356	7,637	20,146	111,616	161,078
Omni	2,600	2,507	2,833	7,179	33,579	55,659
Aries	3,600	2,990	3,228	8,630	61,597	69,009
Dodge 400	700	859	727	1,941	16,440	16,942
Dodge 600	1,000	.....	849	2,396	.....	19,468
FORD MOTOR	30,448	31,975	33,095	81,961	561,639	702,011
Ford Division	17,626	19,994	19,619	48,770	359,372	452,082
Escort	5,403	7,002	5,656	13,698	149,170	128,301
Fairmont	.....	3,981	.....	.....	61,714	23,728
Mustang	.....	3,464	.....	1,678	65,377	56,946
LTD/Granada	3,328	4,228	3,918	9,090	58,578	84,566
Thunderbird	4,015	1,121	4,980	12,012	20,589	99,544
Crown Victoria/Ford.	1,885	.....	2,179	5,164	.....	43,559
EXP	.....	198	.....	.....	3,944	1,184
Tempo	2,995	.....	2,886	7,128	.....	14,254
L-M Division	12,822	11,981	13,476	33,191	202,267	249,929
Mercury Total	10,060	9,903	10,737	26,368	154,177	197,359
Lynx	1,835	2,396	1,541	4,258	44,500	32,324
Capri	.....	1,449	.....	296	15,660	11,127
Zephyr	.....	1,645	.....	.....	20,662	8,601
Marquis/Cougar	1,595	2,027	1,852	4,512	27,355	36,274
Cougar/XR7	4,014	489	4,478	10,432	6,713	54,183
Gr. Marquis/Marquis.	1,746	1,840	2,072	4,838	37,918	50,081
LN7	.....	57	.....	.....	869	290
Topaz	870	.....	794	2,032	.....	4,479
Lincoln Total	2,762	2,078	2,739	6,823	48,090	52,570
Continental ('82)	379	414	261	672	10,147	7,939
Lincoln	1,632	1,017	1,561	3,943	21,544	27,007
Mark VI	851	647	917	2,208	16,399	17,624
GENERAL MOTORS	90,879	84,454	89,820	223,747	1,531,869	1,785,559
Buick Division	21,929	18,067	21,978	54,467	359,103	414,907
Skylark	3,345	3,370	3,464	8,550	64,640	49,592
Skyhawk J	1,390	.....	1,368	3,412	42,759	33,748
Century	4,004	3,733	4,285	10,189	61,236	73,233
Regal	5,285	5,350	5,200	13,109	93,297	118,845
Buick	6,685	4,550	6,425	16,213	78,894	118,823
Riviera	1,220	1,064	1,236	2,994	18,277	20,666
Cadillac Division	6,199	5,573	5,827	14,829	118,103	156,330
Cimarron	315	128	311	741	1,631	10,043
Seville	530	339	586	1,411	11,679	16,782
Eldorado	1,340	1,395	1,352	3,367	30,446	36,760
Cadillac	4,014	3,711	3,578	9,310	74,347	92,745
Chevrolet Division	32,931	27,003	30,564	77,706	477,930	565,673
Chevette	4,105	5,744	4,225	10,437	105,439	86,240
Cavalier	8,565	1,633	7,582	19,307	40,734	122,444
Celebrity	4,866	1,839	4,775	11,830	31,965	50,805
Camaro	5,130	5,076	5,012	11,922	106,579	92,011
Citation	1,775	5,066	1,802	4,296	83,133	53,913
Malibu	4,001	3,513	3,344	9,305	53,870	73,852
Monte Carlo	1,972	2,371	1,634	4,648	30,716	43,337
Chevrolet	1,917	1,154	1,565	4,438	11,429	27,951
Corvette	600	607	625	1,523	14,065	10,125
Oldsmobile Division	20,748	18,467	23,011	54,586	361,228	467,270
Omega	1,715	1,643	1,599	4,029	40,349	30,362
Firenza	1,045	.....	1,069	2,635	29,331	22,685
Cutlass	5,400	6,336	6,410	14,832	89,038	134,911
Cutlass/Ciera	4,450	3,075	5,177	11,829	58,675	91,527
Oldsmobile	7,278	6,573	7,886	19,136	126,796	168,965
Toronado	860	840	870	2,125	17,039	18,820
Pontiac Division	9,072	15,344	8,440	22,159	215,505	181,379
Acadian†	.....	216	324	527	6,504	8,534
2000	2,708	1,731	2,287	6,386	17,430	47,819
1000	955	1,586	694	2,249	15,275	19,331
Firebird	2,570	3,200	2,620	6,117	62,894	44,358
Phoenix	395	1,840	429	1,163	22,749	13,374
G. Prix/B'ville ('83)	2,444	4,344	2,086	5,717	75,461	47,963
6000	.....	2,427	.....	.....	15,192	.....
HONDA	1,250	.....	1,230	3,021	.....	16,070
VOLKSWAGEN	.....	3,066	2,296	3,685	46,192*	42,754
CHECKER	.....	100*	.....	.....	1,863*	.....
Total Cars, U. S.	146,277	136,630	148,945	371,959	2,452,088	3,035,351

TRUCK PRODUCTION IN U. S.†

	Week Ended June 18, 1983	Week Ended June 19, 1982	Week Ended June 11, 1983	June to Date	Jan. 1 to June 19, 1982	Jan. 1 to June 18, 1983
CHEVROLET	18,618	17,342	17,135	45,034	328,190	362,017
DODGE	2,600	3,485	3,079	7,233	63,117	63,021
FORD	22,861	20,120	23,072	55,777	345,923	419,008
GMC	5,237	5,638	5,513	13,342	121,768	120,576
INTERNATIONAL	1,245	1,194	1,236	3,084	25,250	23,466
VOLKSWAGEN	.....	432	.....	.....	7,961*	2,079
JEEP	1,300	.....	2,000	4,836	38,711*	37,007
AM GENERAL	50*	50*	50*	124	1,080*	1,140*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,480	28,000*	22,800
Total Trucks, U. S.	52,911	49,261	53,085	131,910	960,000	1,051,114

CANADIAN TRUCK PRODUCTION

	Week Ended June 18, 1983	Week Ended June 19, 1982	Week Ended June 11, 1983	June to Date	Jan. 1 to June 19, 1982	Jan. 1 to June 18, 1983
CHRYSLER CORP.	2,652	2,535	2,681	6,387	50,294	63,766
FORD MOTOR	3,628	3,763	3,584	9,374	70,429	66,786
GENERAL MOTORS	6,248	6,481	6,252	16,224	137,331	119,784
INTERNATIONAL	.....	260	.....	.....	5,955	3,216
Total Trucks, Canada	12,528	13,039	12,517	31,985	264,009	253,552
N. American Trucks	65,939	62,300	65,602	163,895	1,224,009	1,304,666

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 18, 1983	Week Ended June 19, 1982	Week Ended June 11, 1983	June to Date	Jan. 1 to June 19, 1982	Jan. 1 to June 18, 1983
AMERICAN MOTORS	820	610	820	2,131	13,128	15,205
CHRYSLER CORP.	.....	4,183	3,625	5,718	81,538	103,857
FORD MOTOR	9,667	9,268	4,750	17,044	159,464	102,384
GENERAL MOTORS	13,452	8,316	13,451	34,568	185,588	267,427
VOLVO	225	225	225	585	5,187	5,040
Total Cars, Canada	24,164	22,602	22,871	60,046	444,905	493,913
N. American Cars	170,441	159,232	171,816	432,005	2,896,993	3,529,264
N. American Trucks	65,439	62,300	65,602	163,895	1,224,009	1,304,666
North American Cars and Trucks	235,880	221,532	237,418	595,900	4,121,002	4,833,930

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

6/28/83
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Automotive News

June 27, 1983

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Isuzolet?

Jim Dunne

Chevy readies FWD subcompact for '85

Chevrolet dealers will begin selling this Isuzu-made front-drive two-door hatchback, plus a companion four-door sedan, beginning in the '85 model year. The "R" body, as it has been called, will have a wheelbase of 92-93 inches with standard power a 1.8-liter four-cylinder engine. No names yet. Note the Chevrolet "bow tie." Pontiac dealers will also get a version of the car.

High court strikes down rescission of air-bag rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Reagan Administration's rescission of the passive restraint standard has been unanimously overturned by the U. S. Supreme Court.

Both automatic belts and air bags are affected.

The court said NHTSA failed to present an adequate basis and explanation and must either consider the matter further or adhere to or amend Standard 208 along lines which its analysis supports.

The majority opinion said one reason NHTSA's rescission was arbitrary and capricious was that the agency gave no consideration to changing the standard to require air bags. Further, NHTSA's conclusion that detachable automatic belts invited non-compliance was not enough by itself to justify more than amending the standard to disallow such detachable belts.

The court also criticized NHTSA for underestimating the safety benefits of automatic belts.

• The justices agreed in part and disagreed in part with the opinion overturning the rescission written by the federal appellate court for the District of Columbia.

The court, in a footnote, suggests that NHTSA can suspend the standard, pending further consideration, and that is the likely effect, since NHTSA could not put the standard in effect for 1984 models because of required leadtime for the companies.

In October, 1981, then Safety Chief Ray Peck rescinded the modified Standard 208 on grounds that most auto makers would use automatic belts easily detached and hence no better than manual belts.

Whatever the use of automatic belts, said the Supreme Court, this does not "disallow compliance by means of one technology which will not provide effective passenger restraint."

This does not "cast doubt" on the need for the standard nor on the "efficiency of air-bag technology," the court said.

Even though NHTSA acknowledged the "life-saving potential" of air bags, the court notes, it did not proceed to the "logical response" — requiring use of air bags.

• Further, the court notes, the fact that makers chose automatic belts over air bags "hardly constitutes cause to revoke the standard itself."

In fact, the law was passed because Congress thought the "industry not sufficiently responsive to safety concerns."

Besides, the act intends standards should be "technology forcing."

While the court stresses it does not require any specific procedures for NHTSA nor even that NHTSA consider all "policy alternatives," it then says that the air bag is more than a "policy alternative" — it is a "technological alternative within the ambit of the existing standard."

Analysis of auto pay finds many 'facts' false

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Quiz time. Answer true or false:

1. Japanese auto executives are paid far less than their counterparts in the U. S.

2. Executives of the U. S. auto makers are paid more than executives at the firms that sell them goods and services.

3. The chairman of General Motors made more than the chairmen of Ford Motor Co. and Chrysler Corp.

The answers: False; false; false with a disclaimer.

The first examination by Automotive News of the salaries and incomes of executives in the U. S. and Japan broke one common-knowledge "fact" after another.

And it showed the 101 top-paid executives in the U. S. auto industry made $46.9 million in salaries and bonuses in 1982 — close to half-million dollars apiece in a year when corporate sales were low and losses so frequent that most companies weren't awarding bonuses.

That total also doesn't include the money many executives were able to make when stock market prices finally beat their stock-option prices, thanks to a high-flying Wall Street.

There were 127 U. S. auto executives from publicly traded companies last year with reported salaries and bonuses of $300,000 or more.

The real number is undoubtedly higher, because the government requires that each company list only its five highest-paid executives in its proxy statement.

• Supplier companies' executives took the top 18 spots.

At No. 19 was Roger B. Smith, chairman of General Motors, the world's largest auto maker; the country's second-largest industrial corporation, according to the Fortune 500; a company that sold more than $60 billion worth of goods and services and made close to a billion in profit.

Executive income list, Page 49

Ford Chairman Philip Caldwell ranked 39th.

Lee A. Iacocca, whose Chrysler Corp. bought supplies from 14,000 different firms last year, had 78 executives—most of them suppliers—ahead of him on the list.

American Motors Chairman W. Paul Tippett was nearly at the bottom with his rank of 82.

Of course, there's more to an executive's income than salary and bonus. There are stock options.

With the cooperation of investors bullish on autos and stocks in general, executives at Chrysler and Ford traded in some of their long-held options for stock, and made some nice gains in 1982 or possibly early 1983.

GM and AMC executives

Continued on Page 49, Col. 1

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Decision on GM-Toyota delayed till September

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A decision on the legality of the proposed General Motors-Toyota joint venture in California by the FTC is probably off until September, at the earliest.

This is because of the delay—primarily by Toyota—in getting additional material to FTC staff.

A letter sent by FTC Chairman James C. Miller II to Rep. Peter W. Rodino III, chairman of the House Judiciary Committee, explains that GM response may be expected in June but Toyota's—which has some severe translation problems, especially because of the sensitivity of business data—may not be in the hands of FTC investigators until the middle or end of July.

Miller also says the FTC may "if necessary" hold investigational hearings.

Known opponents to the joint venture include both Chrysler and Ford Motor Co. and probably other competitors like American Honda and Nissan U.S.A., whose investment in the U. S. have already exceeded Toyota's planned expenditure. Opposition from other car makers as well as from machine tool makers and parts producers would also be a reasonable surmise.

FTC hearings, if they occur—would be closed to the public as is the entire investigation.

• The House Judiciary Committee and/or its Antitrust Subcommittee has expressed some interest in looking at the antitrust implications of the proposed joint venture. Although both GM and Toyota appear confident the FTC will rule in their favor, it is not generally viewed as certain.

FTC could take no action — theoretically allowing the companies to proceed—but other interested parties, like auto company competitors, could file private law suits.

FTC could also issue an administrative complaint or ask a federal court to issue an injunction blocking the agreement.

If FTC objects to the joint venture, the agency will make such an announcement; if FTC decides to do nothing, then the companies will make their announcement of intentions to proceed.

Honda opens way to plastic car with Ballade CR-X

TOKYO. — Honda has leapt into the plastics era with its new Ballade Sports CR-X coupe.

It is using plastic panels for the front fenders, panels covering half of the doors and the nose panel, which includes headlamp recesses and small covers.

Honda engineers stress that these are cheap injection moldings unlike the expensive panels used by General Motors. The panels are produced from a mixture of ABS and polycarbonate "Plus Alpha."

Honda sees this development as opening the way to the plastic car and says that almost half of the development was involved in finding suitable primers and paints that were flexible and which could be repaired in an ordinary garage.

breaking news

'84 Camaro Berlinetta gets whizbang interior

Chevrolet will expand its use of the Corvette-type whizbang instrumentation to include the Camaro Berlinetta. The '84 Berlinetta will have a standard digital speedometer/odometer and bar-graph tachometer and pushbutton pods will replace most stalk-operated controls. Redesigned steering wheel, a roof console and General Motors' ETR stereo will be new standard Berlinetta features.

Chevrolet tweaks '84 Cavalier

DETROIT.—Chevrolet will revise its J-body Cavalier for 1984 with a restyled front end using quad rectangular headlamps, a new grille and color-coordinated bumper fascia. The base Cavalier coupe has been dropped. Cavaliers will also have revised front suspension.

See BREAKING NEWS, Page 8, Col. 1

Attorney says $7.5 million already secured for bankrupt DMC

DeLorean supports reorganization

By Edward Lapham
Senior Editor

DETROIT.—John Z. DeLorean apparently still wants to live the dream.

The former auto maker is one of the backers of a plan to reorganize his bankrupt DeLorean Motor Co., it was disclosed in U. S. Bankruptcy Court here last week.

Anthony Castanares, a Los Angeles attorney with the prestigious bankruptcy law firm of Stutman, Triester & Glatt, told the court he represents DeLorean and Henri Foussard and asked for additional time to revise a reorganization plan while his clients seek additional investors.

Castanares said his clients already have secured $7.5 million in financing. "I'm not at all surprised to discover Mr. DeLorean is involved," creditors committee chairman Malcolm Schade said following the hearing.

In February, California attorney James R. Gorman approached the court, claiming to represent a group of investors who wanted an exclusive period to propose a reorganization plan to the court and the creditors committee.

At that time, Gorman told the creditors committee neither DeLorean nor his associate Roy S. Nesseth were involved in the deal, Schade said in court.

The court granted an extension of the exclusive filing period after Gorman's investor group in early March posted a $100,000 good-faith deposit subject to forfeiture.

The creditors committee was in court last week seeking forfeiture of that good-faith deposit, claiming the reorganization plan, filed April 25, was a "sham and a fraud" and an attempt by former management of the company to terminate corporate wrongdoing investigations by the creditors committee and court-appointed examiner Price Waterhouse.

A possible reorganization plan link to DeLorean was discovered in April. At a Los Angeles hearing on federal drug trafficking charges against DeLorean, a bank official testified a DeLorean-owned company supplied the $100,000 used for the good-faith deposit to Gorman.

• Judge George Woods adjourned the hearing on the motion for forfeiture and further discussion of the reorganization plan until Wednesday (June 29) following nearly five hours of hearings last week.

Although the court deferred action, Judge Woods said the plan, officially offered by Madison SA, a Swiss-based Panamanian corporation, seemed to be "the only game in town" and the only hope of reorganizing DMC, which has been in Chapter 11 since Oct. 19, 1982.

Castanares said it could take six or eight months to reorganize the company and asked the court for 30-day incremental extensions in the exclusive filing period, which was due to have expired June 25 but was temporarily extended by the court until after the June 29 hearings.

Castanares said as much as an additional $20 million in funding might be necessary to relaunch the company and that "two potential major investors" already have withdrawn because of adverse publicity connected with the case.

He also disclosed that Donald Lander, a former Chrysler Canada president and DMC vice president, was acting as a consultant to the investor group and that two other former DMC employes, including financial officer T. Joseph Daly, also would be consultants.

In a related action, the court denied a petition by DeLorean seeking to withhold certain bankruptcy-related testimony by former DMC officials from the public record.

Bricklin's back in the driver's seat

Malcolm Bricklin, seated in the Spider on the right, and some of the International Automobile Importers, Inc., staff members welcome the first Bertone X 1/9 and Pininfarina Spider to arrive at their new corporate headquarters in Montvale, N. J.

DeLorean wins delay in drug trial to Oct. 4

LOS ANGELES. — John Z. DeLorean has won a two-month delay of his trial on drug-trafficking charges. The court set back the Aug. 9 trial date to Oct. 4 at the request of DeLorean's attorneys.

In the motion to delay the trial, DeLorean's attorneys suggested that the British Government was behind the sting operation that netted DeLorean and two others, Stephen Lee Arrington and William M. Hetrick.

Hetrick has changed his plea to guilty on the drug charges and awaits sentencing, set for Oct. 31.

Court documents which were made public last week indicate that DeLorean met with Lee Iacocca to discuss possible sale of Chrysler Corp. to a partnership directed by DeLorean.

They also showed that DeLorean sought a $300 million loan for purchase of American Motors' Jeep and AM General operations and also that he planned to spend almost $100 million on development of the Stirling engine for automotive use.

The documents, collected last month by attorneys for unsecured creditors of the defunct DeLorean Motor Corp., also revealed a DeLorean proposal to join forces with Ford Motor Co., to lease ships and transport oil and to build cars in Mexico.

A Chrysler spokesman said his firm will not comment on the DeLorean papers. An AMC spokesman said that Jeep was not and is not for sale and that AM General (now up for sale) was not on the block in 1977 when DeLorean sought the loan.

A DeLorean memo dated Jan. 17, 1980, said Iacocca had "been spoken to by 123 groups purporting to represent Arab petrodollar investors, including the Saudi ambassador."

Documents indicated that DeLorean wanted to take immediate control of the Chrysler board of directors "to prevent dissipation of assets" and that he planned for Chrysler's dealer network to sell the DeLorean sports car.

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58th year — No. 4974

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May be manufacturing electric cars by 1985

UK magnate eyes DeLorean plant

By Richard Feast
European Editor

LONDON. — The former DeLorean plant in Northern Ireland may be manufacturing electric cars by 1985 if a plan by one of Britain's most successful businessmen goes ahead.

Sir Clive Sinclair, head of Sinclair Research, an electronics group, has taken an option on many of the assets at the Dunmurry plant from the DeLorean receivers.

At the same time, Sinclair's name has been linked to various attempts at solving the long-running financial uncertainty which surrounds Group Lotus.

So, too, in recent weeks have Toyota of Japan — with whom Lotus will build a sports car starting next year — and David Wickins, chairman of British Car Auctions and the man who has led a recent expansion drive into the U. S.

Sinclair, 42, is a self-made millionaire and a self-confessed car buff. He recently established a separate company, Sinclair Vehicle Project, with nearly $15 million of his own money.

The attraction of the DeLorean plant centers on its facilities to produce vacuum assisted resin injection (VARI) moldings.

Sinclair's battery-powered vehicle would certainly use this method of technology for the body work—or, more likely, a modified version of it in which the paint is impregnated at molding stage.

The system was developed by Group Lotus and was used in DeLorean production following the development work on the car completed by Lotus. The latest system, known as VARIP, will be ready for use during 1984.

Sinclair toured the recent Geneva Auto Show in company with Lotus Chairman Fred Bushell and other Lotus directors. At the time, Lotus Managing Director Mike Kimberley made light of the association.

"We're just helping Clive with his electric car project," Kimberley explained.

It now seems increasingly likely that Sinclair's interest in Lotus extends beyond purchase of production techniques.

Group Lotus still requires a major cash injection to ensure that its Toyota-engined M-90 sports car gets into production for launch in the fall of next year.

It also has the more immediate problem of settling its $1.5 million debt with American Express.

Amex has extended the loan facility pending an independent report into the financing and management of the company by merchant bankers Guinness Mahon.

That report was due to be discussed by the Group Lotus board at the end of last week.

While its recommendations remained secret, the reasons for its commission in the first place concerned Lotus financial troubles and the shock waves caused by the unexpected death late last year of founder and chairman Colin Chapman.

The whole affair has set tongues wagging in London, where Group Lotus is a publicly quoted company. Share prices began to flutuate as various rumors about the outcome of Guinness Mahon's report appeared.

• One linked Toyota, the company which will supply drivelines for the M-90 sports car. Another concerned Wickins, who has recently been buying into the U. S. auction market. Sinclair is a third candidate for a stake in Lotus.

It seems unlikely that any will take full control of Group Lotus, which is 51 percent owned by nominees of various Chapman trusts, family members and by Bushell. Instead, a financial package by one or more — or others — seems the most likely outcome.

Sinclair is reputed to have made more than $150 million out of his company's advanced electronic products.

These include pocket calculators and the world's first mini computer, known as ZX. Among its current projects are a miniature flat-screen TV and a new personal computer which is expected to undercut the prices of its rival products.

Sinclair has been so successful that almost any innovation which he undertakes has to be taken seriously.

While he has no first-hand knowledge of the auto industry, he has hired Barrie Wills, former DeLorean purchasing director, to head the battery-car project.

The electric vehicle will use conventional lead-acid power packs, but if past Sinclair products are anything to go by, there will be considerable flair and imagination in the remainder of the specification.

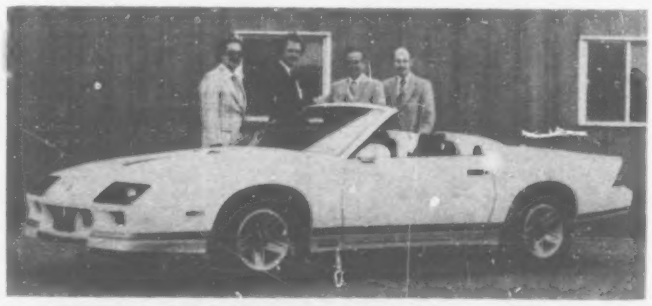
Sinclair is very serious about the battery car. If the purchase of the DeLorean factory goes ahead, it will mean a considerable boost for Northern Ireland.

The DeLorean factory closed last October, after protracted and hopeless attempts were made to refinance the project on both sides of the Atlantic. It caused a major worsening in unemployment in an area that is one of the worst hit in Europe.

Chicago Auto Show moved to earlier date

CHICAGO. — The Chicago Auto Show will be held Feb. 11-19 in McCormick Place.

The show traditionally has been held later in the month. It is sponsored by the Chicago Automobile Trade Assn.



Auto Form's 300th '83 convertible

Gates Chevy World, South Bend, has taken delivery of the 300th 1983-model Auto Form convertible. Gates is one of a nationwide network of dealers selling Auto Form's custom convertibles. Pictured at the delivery are, from left: Gary Soos, Auto Form general manager; Dick Strefling, Auto Form president; Van Gates, Gates Chevy World president, and Paul Vink, Gates Chevy World sales manager.

House unit reports UAW-backed law on domestic content

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The measure to require auto makers to reach certain levels of domestic content by 1985 and later models has been reported by a comfortable margin of 25 to 17 by the House Energy and Commerce Committee.

This bill backed by the UAW and certain industrial unions of the AFL-CIO, is designed to curb foreign outsourcing of parts and components by the U.S.-based companies and to encourage foreign makers to build manufacturing plants in the U. S. and buy American parts and use American labor.

Despite formidable opposition of all import auto companies and all domestic ones (except Chrysler), the bill may again pass the House as it did last year.

The bill was referred to the House Ways and Means Subcommittee on Trade for consideration, but whatever that group decides to do, the bill as reported by the Dingell Committee can eventually be referred to the House Rules Committee for a go-ahead for floor consideration.

A companion Senate bill, whose chief sponsor is Senator Donald Riegle, of Michigan, Riegle has not yet seen any action this Congress. The chairman of the comparable Senate committee — Senator Robert Packwood, Oregon Republican, is opposed to the bill.

As reported, the House bill contains the UAW content ratio formulae, but it received major amendments by Rep. James Florio, New Jersey Democrat; Rep. Dennis Eckart, Ohio Democrat, and Rep. Richard Ottinger, New York Democrat, who has been the major sponsor.

It was heavily aided by Rep. John Dingell, Michigan Democrat, whose committee presented the first major step. Republican attemtps to change the bill were defeated.

Florio's contribution was to include an automotive products strategy study to be made by the Secretary of Transportation in consultation with the U. S. Automobile Industry Advisory Council.

The strategy would be to increase domestic production and sales, but exclusive of macroeconomic measures to stimulate general economic growth and deregulation.

The Secretary, on a regular basis, would analyze the auto products market — production and sales and projections of both plus estimates of domestic content along with the factors affecting those areas.

• Before the first anniversary of enactment, the Secretary would report to the President and House and Senate Commerce committees on the initial strategy, and each year thereafter he would update the report with changes and any actions taken and any results therefrom.

But before this report, the Secretary would consult with the advisory council, which could append its own views to any government report.

Under the original Florio amendment, the council would have had 10 members, five from labor, four from auto management and one from auto parts management.

After a futile attempt by Rep. William Dannemeyer, California Republican, to broaden the council to include five consumer or public members (including some with special expertise), Ottinger stepped in to broaden the council to include three consumer representatives — bringing the total membership to 13 but not allowing the "imbalance" he found in the Dannemeyer proposal.

To choose these consumer representatives, the House would make three nominations for two appointments, and the Senate would make two nominations for one appointment.

Dannemeyer noted that the council might be illegal under the Federal Advisory Council

Continued on Page 54, Col. 1

New Mustang convertible off to good start

The 1983 Ford Mustang GT convertible's standard powertrain is a 5.0-liter, four-barrel V-8 with five-speed manual transmission. So far this calendar year, 25 percent of the Mustangs sold have been GTs and 20 percent have been convertibles, according to Ford. The Mustang GT convertible went into production in May.

Car sales hit the roof: Up 74 pct. in mid-June

By Jenny L. King
Staff Writer

Maybe—just maybe—it's here. The U. S. auto industry took a giant step on the road to recovery with a 74.41-percent sales increase in the June 11-20 period. This followed a 20.04-percent increase the first 10 days and was the 13th plus period so far this calendar year. Maybe the long recession is turning into a time of growth.

All major domestic auto makers reported sales gains for the mid-month period, and the sum of their efforts totaled 205,444, up 74.41 percent from 117,795 a year earlier. It was the best total for June 11-20 since 1979 when 258,468 new cars were retailed. Record for the period was 311,044 set back in 1973.

The daily selling rate averaged 25,681, up 74.41 percent from 14,724 a year earlier, and up 9.96 percent from 23,354 the first 10 days of June. There were eight selling days both years mid-month, and nine selling days the first period this June.

Based on the sales of 205,444, annualized sales reached 7,343,000 projected for 1983.

For the mid-June period, General Motors sales climbed 77.57 percent, to 121,629 from 68,498 in 1982. Ford Motor Co. was up 60.82 percent, to 49,502 from 30,781. Chrysler jumped 77.08 percent, to 26,091 from 14,734.

American Motors released es-

Continued on Page 55, Col. 1

DOMESTIC SALES

	June 11-20, 1983	June 11-20, 1982
Renault		
Alliance	3,100†	.....
AMC	1,350†	1,600†
AMERICAN MOTORS	4,450†	1,600†
Chrysler	7,665	4,030
Imperial	30	49
Plymouth	7,931	5,291
Dodge	10,465	5,365
CHRYSLER CORP.	26,091	14,734
Ford	35,821	22,335
Mercury	11,504	6,918
Lincoln	2,177	1,528
FORD MOTOR	49,502	30,781
Buick	15,420	7,493
Cadillac	6,764	5,001
Chevrolet	50,357	22,567
Oldsmobile	34,307	24,046
Pontiac	14,781	9,391
GENERAL MOTORS	121,629	68,498
VOLKSKAGEN	2,245	2,182
HONDA	1,527	.....
U. S. INDUSTRY TOTAL	205,444	117,795

† Estimate.

Chrysler and VW deny rumor of plant deal

DETROIT. — Chrysler Corp. and Volkswagen of America denied late last week that the two firms have reached an agreement or contemplated reaching an agreement for the Chrysler acquisition of another VWoA manufacturing plant in Westmoreland, Pa.

Such an agreement had been rumored for weeks and had made it into print in the daily press here.

A VWoA spokesman "irrevocably denied" any substance to the rumor.

In a formal statement, Chrysler confirmed that there have been continuing discussions with Volkswagen officials regarding the already announced intention of Chrysler to purchase a VWoA assembly plant in Sterling Heights, Mich. It is expected that the purchase of that plant from Volkswagen will be completed next month.

Chrysler said that there have been discussions between Chrysler and Volkswagen personnel, including Chrysler Chairman Lee A. Iacocca and Volkswagen Chairman Carl Hahn. Chrysler said these involved worldwide business opportunities; assessments of North American, European and other world markets, and the impact of trade restraints in North America, Europe and the Far East.

Chrysler reiterated that no agreements have been reached between the two companies except the agreement to purchase the Sterling Heights assembly plant.

• Under the terms of the Chrysler Loan Guarantee Act, Chrysler is required to engage in conversations with other automobile manufacturers regarding possible joint ventures and other business relationships. These conversations have taken place over the entire three-year span of the Loan Guarantee Act and are expected to continue, Chrysler said.

According to the denied rumor, Chrysler would have taken over Westmoreland to build its new R-car replacement for the aging Omni and Horizon, and would have assembled Rabbits for VW in the plant, as well.

A Chrysler-VW deal on Westmoreland would complete a circle that began in 1976 when VW bought the plant from an ailing Chrysler Corp.

Chrysler had built the plant in the late 1960s, but never outfitted it. It stood empty ("the biggest dirt floor in the world") from 1970 until the fall of 1976, when VW took it over. It assembled its first VW Rabbit on April 10, 1978.

When VW acquired Westmoreland, Chrysler was in the first stages of a desperate and worsening financial situation. A booming Volkswagen came riding to the rescue.

Now, less than seven years later, the shoe is on the other foot. Volkswagen's fortunes have sagged in this market and Chrysler is roaring along the comeback trail.

Pacific adds pizzazz

The Pacific Firebird body kit enhances the styling of Pontiac's two-plus-two model. The kit consists of front air dam, replacement front fenders, rocker panels and quarter panels which fit over the existing panels. Maker Pacific T-Top, Huntington Beach, Calif., sells the package to dealers for $997. An optional whale tail is also available.

Keller quits as auto analyst to become money manager

NEW YORK.—Maryann Keller, ranked the country's top automotive investment analyst, is leaving Paine Webber Mitchell Hutchins, Inc., to become a money manager for Vilas-Fischer Associates.

Keller has been voted top auto analyst for four consecutive years by subscribers of Institutional Investor. On July 13, she will give the Automotive News World Congress her forecasts for auto stocks.

"I had been doing sell-side auto analysis for 11 years and was reaching the point where things were becoming somewhat repetitive," Keller said of her move.

She said she is looking forward to actually participating in the investment process, rather than merely recommending purchases as an analyst. She will study automotive stocks and possibly those of other industries as well, she said.

Keller came to Paine Webber in 1980 as first vice president, analyzing auto manufacturers' and parts makers' finances. Before that, she was an auto analyst, vice president and the first woman to be elected stockholder of the investment banking firm of Kidder, Peabody & Co.

She received her masters degree in business administration from the Bernard M. Baruch School, City University of New York, and held financial and marketing positions at the Celanese Corp. and BASF Corp.

She has been replaced at Paine Webber by Ann Knight, an auto analyst from Smith Barney. Smith Barney didn't have an auto analyst when Knight joined the investment firm two years ago. She set up the company's files during a year of research in Detroit.

Total is 728,409, highest of 1983

New-car registrations rise 8 pct. for month

By Jenny L. King
Staff Writer

New-car registrations in April were the highest of any month this calendar year, according to figures compiled by R. L. Polk & Co. The industry total was up just one-half percent over March, 1983, but climbed 8.35 percent above the year-ago April sum.

Registrations of new domestic cars were up 2.87 percent from March, going to 520,198 from 505,677. Compared with April, 1982, domestics were up 7.04 percent, to 520,198 from 485,992.

Imports numbered 208,211 in April of this year, up 11.78 percent from 186,261 for the same month of 1982, but off 4.92 percent from the 219,234 reported in March of this year.

Total registrations in April added to 782,409, up 0.48 percent from 724,911 in March, and up 8.35 percent from 672,253 in April, 1982.

R. L. Polk & Co. counts all U. S.-built Hondas, Volkswagens and Renault Alliances as imports. Also included in that category are Mitsubishi-built Plymouth Colt and Sapporo and Dodge Colt and Challenger which are marketed by Plymouth/Dodge dealers.

In April, Chrysler Corp. and the combined imports increased their shares of the total market; American Motors, Ford Motor Co., General Motors and miscellaneous domestics lost varying amounts of ground.

• Chrysler was up 0.72 percentage points, to 10.47 percent from 9.75 percent last year. The imports gained 0.87 percentage points, climbing to 28.58 percent from 27.71 percent. Their best April was in 1981, when they accounted for 30.33 percent of the U. S. market.

Ford dropped 1.12 percentage points in April, stopping at 16.08 percent, down from 17.20 percent a year ago. GM was off 0.01 percentage points, dipping to 44.15 percent from 44.16 percent; AMC was down to 0.71 percent from 1.15 percent, and miscellaneous domestics shrank to 0.01 percent from 0.03 percent.

Of the market excluding imports, GM claimed 61.82 percent, Ford had 22.51 percent, Chrysler had 14.66 percent, AMC had 1.00 percent and miscellaneous makes had 0.01 percent.

A year earlier, GM earned 61.09 percent, Ford had 23.79 percent, Chrysler had 13.48 percent, AMC had 1.60 percent and miscellaneous had 0.04 percent.

In the four-month market, the same segments as in April — Chrysler Corp. and the imports — improved their lot compared with 1982 shares. Chrysler was up 0.84 percent, to 9.65 percent from 8.81 percent. Imports claimed 30.54 percent, up 1.45 percentage points from 29.04 percent.

• GM was down 1.41 percentage points, to 42.48 percent from 43.89 percent. Ford dropped 0.36 percentage points, to 16.51 percent from 16.87, AMC was down 0.50 percentage points to 0.81 percent from 1.31 percent and miscellaneous domestics were off 0.02 percentage points to 0.01 percent of the market.

Imports accounted for the largest single piece of the April market, at 28.58 percent. The other market class shares included: Intermediates, at 25.96 percent, compacts at 16.18 percent, standards at 13.86 percent, subcompacts at 9.97 percent and luxury models at 5.45 percent.

A year earlier, imports claimed 27.71 percent, followed by intermediates at 21.74 percent, compacts at 19.09 percent, subcompacts at 16.22 percent, standards at 9.99 percent and luxury cars at 5.25 percent.

NEW-CAR MARKET SHARES IN U. S.

	APRIL					FOUR MONTHS				
	Regis., April, 1983	Percent Share of Market	Regis., April, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 4 months, 1983	Percent Share of Market	Regis., 4 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	108,214	14.86	109,009	16.21	− 1.35	369,184	14.11	385,557	16.39	− 2.28
Oldsmobile	81,620	11.20	67,143	9.99	+ 1.21	280,512	10.72	228,147	9.70	+ 1.02
Ford	78,665	10.80	80,280	11.94	− 1.14	293,582	11.22	274,833	11.68	− 0.46
Buick	67,530	9.27	59,886	8.91	+ 0.36	235,631	9.00	205,633	8.74	+ 0.26
Pontiac	40,117	5.51	41,276	6.14	− 0.63	140,815	5.38	143,603	6.10	− 0.72
Mercury	30,253	4.15	28,394	4.23	− 0.08	108,551	4.15	98,519	4.19	− 0.04
Dodge	27,339	3.75	24,947	3.71	+ 0.04	92,921	3.55	80,212	3.41	+ 0.14
Plymouth	24,911	3.42	24,512	3.65	− 0.23	84,020	3.21	81,228	3.45	− 0.24
Cadillac	24,087	3.31	19,584	2.91	+ 0.40	85,691	3.27	69,767	2.96	+ 0.31
Chrysler	24,017	3.30	16,059	2.39	+ 0.91	75,569	2.89	45,862	1.95	+ 0.94
Lincoln	8,192	1.13	6,935	1.03	+ 0.10	29,904	1.14	23,479	1.00	+ 0.14
AMC	5,201	0.71	7,767	1.15	− 0.44	21,323	0.81	30,775	1.31	− 0.50
GENERAL MOTORS	321,568	44.15	296,898	44.16	− 0.01	1,111,833	42.48	1,032,707	43.89	− 1.41
FORD MOTOR CO.	117,110	16.08	115,609	17.20	− 1.12	432,037	16.51	396,831	16.87	− 0.36
CHRYSLER CORP.	76,267	10.47	65,518	9.75	+ 0.72	252,510	9.65	207,302	8.81	+ 0.84
AMC	5,201	0.71	7,767	1.15	− 0.44	21,323	0.81	30,775	1.31	− 0.50
IMPORTS	208,211	28.58	186,261	27.71	+ 0.87	799,272	30.54	684,534	29.09	+ 1.45
MISCELLANEOUS	52	0.01	200	0.03	− 0.02	302	0.01	733	0.03	− 0.02
TOTAL	728,409		672,253			2,617,277		2,352,882		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
APRIL '83 vs. APRIL '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	681	2,715	2,196	7,194
Concord	1,368	5,161	1,977	7,318
Concord SW	589	2,491	649	3,209
Eagle 4WD	318	1,298	472	2,140
Eagle 4WD SW	1,671	7,140	1,474	6,332
Eagle SX4 4WD	574	2,518	999	4,582
TOTAL AMC	5,201	21,323	7,767	30,775
Chrysler LeBaron FWD	6,585	21,658	8,360	24,362
LeBaron W FWD	989	3,125	760	1,034
E Class/NY FWD	6,414	19,466		
Cordoba	1,629	5,124	1,413	4,848
NY Fifth Ave.	8,173	25,423	5,227	14,607
Imperial	227	773	299	1,011
Total	24,017	75,569	16,059	45,862
Plymouth Horizon FWD	4,248	13,928	7,281	27,569
Turismo FWD	2,948	9,552	423	1,401
Reliant FWD	11,232	39,297	10,418	33,979
Reliant SW FWD	5,045	15,386	4,728	13,386
Gran Fury	1,438	5,857	1,662	4,893
Total	24,911	84,020	24,512	81,228
Dodge Omni FWD	3,751	12,639	6,289	23,392
Charger FWD	3,606	10,947	1,028	3,792
Aries FWD	7,515	27,845	7,878	25,127
Aries SW FWD	3,588	11,907	4,036	10,913
Dodge 400 FWD	3,124	10,668	2,590	7,498
Diplomat	2,402	7,876	2,429	6,992
Diplomat SW			8	50
Mirada	573	1,862	689	2,448
Dodge 600 FWD	2,780	9,177		
Total	27,339	92,921	24,947	80,212
TOTAL CHRYSLER CORP.	76,267	252,510	65,518	207,302
Ford Escort FWD	21,295	76,795	22,529	78,499
Escort SW FWD	7,502	27,402	7,243	25,612
EXP FWD	2,090	7,204	4,133	14,411
Fairmont	5,236	34,193	11,645	39,290
Fairmont SW			231	1,770
Tempo FWD		2		
Granada			6,674	24,474
Granada SW			3,432	11,086
LTD	8,332	36,279		
LTD SW	3,615	14,231		
LTD '82			4,514	13,365
LTD Crn. Victoria	8,800	33,331	3,376	11,866
LTD Crn. Victoria SW	2,054	8,080	1,656	5,608
Mustang	9,984	36,692	11,265	35,966
Thunderbird	9,757	19,373	3,582	12,866
Total	78,665	293,582	80,280	274,833
Lincoln Town Car	4,511	15,364	2,910	8,292
Mark VI	2,383	8,722	2,181	6,797
Continental	1,298	5,818	1,844	8,390
Total	8,192	29,904	6,395	23,479
Mercury Lynx FWD	5,249	18,531	6,898	24,158
Lynx SW FWD	1,527	5,684	1,888	6,791
LN7 FWD	565	2,269	1,454	5,271
Capri	1,709	7,841	2,835	9,663
Zephyr	1,577	10,286	3,648	12,228
Zephyr SW			100	704
Cougar			3,047	11,084
Cougar SW			1,387	4,416
Marquis	3,645	14,655		
Marquis SW	1,307	4,523		
Marquis '82			687	2,351
Marquis Brougham '82			1,595	5,183
Grand Marquis	8,066	29,934	2,809	9,256
Marquis '82 SW/G Marquis SW	1,118	4,289	772	2,617
XR7	5,490	10,539	1,274	4,797
Total	30,253	108,551	28,394	98,519
Lincoln Mercury Div. Total	38,445	138,455	35,329	121,998
TOTAL FORD MOTOR CO.	117,110	432,037	115,609	396,831

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	8,769	31,059	13,464	54,375
Skyhawk FWD	5,822	18,694	3,253	6,401
Skyhawk SW FWD	1,061	3,198		
Century FWD	10,195	36,359	7,314	22,645
Regal	18,398	65,972	18,032	61,591
Regal SW	1,358	4,560	1,270	3,858
LeSabre	3,403	11,541	2,419	7,935
LeSabre Limited	7,032	24,160	4,819	16,104
Electra	6,035	20,398	4,556	16,030
Buick SW	1,698	5,608	1,281	4,164
Riviera FWD	3,759	14,082	3,478	12,530
Total	67,530	235,631	59,886	205,633
Cadillac deVille	10,851	37,463	8,473	29,040
Cimarron FWD	1,753	6,247	1,221	5,053
Fleetwood & Chas.	3,651	13,714	3,190	11,852
Eldorado FWD	5,387	19,444	4,562	16,100
Seville FWD	2,452	8,823	2,138	7,722
Total	24,087	85,691	19,584	67,767
Chevrolet Chevette	15,836	55,312	21,235	79,568
Camaro	14,809	49,993	16,150	39,769
Cavalier FWD	13,859	41,771	9,042	31,589
Cavalier SW FWD	4,984	14,472	2,558	8,704
Citation FWD	8,863	39,984	16,043	75,704
Malibu	4,587	16,914	6,639	24,613
Malibu SW	4,652	16,425	3,386	10,931
Celebrity FWD	11,614	40,342	7,104	20,508
Monte Carlo	7,865	29,006	8,715	30,633
Impala	3,536	13,035	4,736	16,109
Caprice	10,853	36,085	7,886	28,371
Chevrolet SW	4,812	15,771	3,370	12,143
Corvette	1,944	5,074	2,145	6,915
Total	108,214	369,184	109,009	385,557
Oldsmobile Omega FWD	4,911	16,058	6,413	27,271
Firenza FWD	2,844	9,257	2,366	4,821
Firenza SW FWD	1,150	3,237		
Cutlass Ciera FWD	12,621	44,335	8,855	27,340
Cutlass Sup/Calais	25,658	89,072	22,733	80,623
Cutlass SW	2,015	6,814	1,856	6,341
Delta 88	806	2,749	795	3,020
Delta Royale	16,716	57,286	12,589	38,667
98	9,358	32,947	6,991	24,948
Oldsmobile SW	2,342	7,745	1,677	5,630
Toronado FWD	3,199	11,012	2,868	9,486
Total	81,620	280,512	67,143	228,147
Pontiac 1000	2,749	10,539	4,421	19,496
Firebird	7,666	28,215	9,857	24,177
2000 FWD	6,304	19,435	4,110	15,331
2000 SW FWD	997	3,254	670	2,396
Phoenix FWD	2,296	9,585	4,075	19,986
Bonneville	5,124	18,503	5,080	18,058
Bonneville SW	1,283	4,179	1,219	4,245
6000 FWD	6,369	22,097	3,979	11,233
Grand Prix	7,241	24,920	7,443	25,391
Catalina			48	358
Bonneville '81	2	2	176	1,389
Bonneville Brougham '81	72	72	139	1,166
Pontiac SW	14	14	59	377
Total	40,117	140,815	41,276	143,603
TOTAL GM CORP.	321,568	1,111,833	296,898	1,032,707
(Checker)	31	214	176	643
Miscellaneous Domestic	52	302	200	733
Domestic Station Wagon Total	55,371	189,535	45,710	152,317
Domestic Grand Total	520,198	1,818,005	485,992	1,668,348
Import Total	208,211	799,272	186,261	684,534
Grand Total All Registrations	728,409	2,617,277	672,253	2,352,882

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
Registrations not available for Oklahoma.

Nissan plant in U.S. is off to early start

By Jack Walsh
Truck Editor

SMYRNA, Tenn. — Compact pickup trucks began rolling at a rate of six units a day at the new Nissan manufacturing and assembly facilities here after a production startup June 16 two months ahead of schedule.

By late November, output is expected to reach 7,500 vehicles a month on one shift, with a peak of 10,000 units monthly due by the middle of next year, according to Marvin T. Runyon, president, Nissan Motor Mfg. Corp. U.S.A.

Currently, the plant is producing 1983½ model two-wheel-drive trucks only. Production of four-wheel-drive vehicles is expected to begin in October.

Vehicles built in Smyrna will be distributed initially in the South and Southeast, with units imported from Japan supplying other markets in the U. S. When Smyrna reaches peak production, Nissan trucks no longer will be imported.

Runyon, in a uniform identical to those worn in the plant by production employes, was at the wheel of the first truck off the line June 16. Job 1 was a white long-bed pickup with a blue interior and deluxe trim, gasoline engine and automatic transmission.

• The next four vehicles off the line featured five-speed manual transmissions. No. 2 was a diesel, No. 3 was a King Cab with a short bed and the fourth and fifth units were long beds.

Runyon said Job 1 will be placed on permanent loan to the Tennessee State Museum in nearby Nashville after the plant's grand-opening and week-long dedication activities in October. The truck will be part of the museum's "Made in Tennessee" collection.

The startup in Smyrna coincided with the 50th anniversary of the U. S. subsidiary's parent firm, Nissan Motor Co. Ltd., Tokyo, the world's fourth-largest auto/truck manufacturer.

Ground for the plant, on a 782-acre site, was broken in February, 1981, and the construction and startup costs represent an investment of more than $660 million, Runyon noted.

"The investment will grow to

Continued on Page 30, Col. 1

Job One rolls at Smyrna

Proud and pleased, employes of Nissan Motor Mfg. Corp., U.S.A., escort first Nissan pickup truck built at Smyrna, Tenn., out of the plant. Output started two months ahead of schedule, with a beginning rate of six trucks a day. This is expected to grow to 10,000 a month by the middle of next year.

AMC sees 21 pct. gain in 4x4 market by '85

By Joseph Bohn
Marketing Editor

The total four-wheel-drive vehicle market will grow from an estimated 616,300 sales in 1983 to 743,500 in 1985, an increase of almost 21 percent, according to American Motors projections.

And compact sports-utility vehicles, like the downsized Jeep Wagoneer and Chevrolet Blazer S-10, along with compact 4WD pickup trucks are projected to be the fastest-growing segments of the market.

Compact sports-utility vehicles are expected to go from 95,000 sales, or 15.4 percent of the market, to 171,900 sales, or 23.1 percent market share by 1985.

At the same time, compact 4WD pickups will go from an estimated 140,000 sales, or 22.7 percent of market, to 191,900 sales, or 25.8 percent of the market in 1985.

By 1985, small sports-utility vehicles, like Jeep CJ, will have only 3.8 percent of sales, and the large sports-utility vehicles like full-size Broncos and Grand Wagoneers, 5.9 percent. Full-sized 4WD pickup trucks are expected to get 23.5 percent.

• In looking at demographics, AMC projects that its 1984 model Grand Wagoneer (the current full-size Wagoneer) will have a median buyer age of 47 with a median income of more than $55,000.

Median age and income of the downsized Wagoneer is expected to drop to 42 years and $50,000, respectively.

The projected average median income for all compact utility buyers next year is expected to be $35,000, with a median age of about 33.

Full-size '83 Ramcharger buyers, AMC noted, tend to be several years younger with an income of several thousand dollars less than do Cherokee buyers.

Turtle Top adds van headroom

Turtle Top, Inc., Goshen, Ind., is adding eight inches of headroom to its van-conversion interiors with a new fiberglass top option. It features two tinted, radius-cornered windows in front and is color-coordinated to match the vehicle's exterior. It also has indirect lighting along all sides.

Japanese firm, Rockwell join in axle venture

TROY, Mich. — Rockwell International and Press Koygo Co., Ltd., headquartered in Kawasaki City, Japan, have announced the formation of a joint venture to produce Rockwell-designed planetary axles for the Far East off-highway construction equipment market.

The new company, known as Press Kogyo-Rockwell Co., Ltd., will function from facilities located in Fujisawa City, near Yokohama. Initially, the company will assemble and market American-made Rockwell planetary axles. Customer deliveries of planetary axles are slated to start in September.

Under the agreement, Rockwell and Press Kogyo will have a 49 and 51 percent interest, respectively, in the new company.

Arthur P. Ronan, president, Rockwell's Heavy Vehicle Components Operations, said the joint venture is consistent with the company's strategic objective of applying Rockwell's advanced technical resources in designing and engineering planetary axles for the Far East.

"For Rockwell," Ronan said, "the joint venture provides us with a foothold in this important geographic market. For Press Kogyo, it means moving into this market with the most technically advanced product available."

Press Kogyo is an automotive components supplier with five manufacturing facilities.

truck industry news

But only light trucks advance

Month's registrations best since December

Registrations of new trucks of all types were the highest in April since last December, and they topped the year-earlier count by more than 11 percent.

With light trucks leading the way, 243,798 units were registered during the month, 11.5 percent higher than last year's 218,651, according to R. L. Polk & Co. In December, there were 246,093 registrations.

Through April, new-truck tallies totaled 836,109, an increase of 11.1 percent over the 752,839 units registered in the corresponding period in 1982.

Light trucks were the only market segment to show an improvement in the first four months over a year ago. But there were gains this year in only two of the three weight classifications that make up the light-truck segment.

In the January-April period, light-truck registrations climbed to 786,754 units, an increase of 12.9 percent over the year-ago 696,949.

Group 1 tallies through April were 12.7 percent higher than last year, rising from 388,429 units in 1982 to 437,953. The Group 2 total of 346,648 units was up 14.6 percent, compared with 302,519 a year ago.

• After a relatively strong year in 1982, Group 3 trucks continued to weaken. Through April, the count was only 2,153 units, down 64.1 percent from last year's 6,001. And 1,075 of this year's four-month total were registered in April.

Big trucks still haven't shown any signs of a rebound in sales in spite of the economic recov-

GVW Table on Page 50

ery which many experts contend is well under way.

Registrations of medium trucks through April were off 3.3 percent, dropping from 12,-

Continued on Page 27, Col. 5

Big-truck tallies down for April, first four months

April registrations of new heavy trucks in the U. S. dropped 17.1 percent below the year-earlier mark, according to R. L. Polk & Co. statistics, and the four-month count was down 14.1 percent.

During the month, 10,816 Groups 7 and 8 trucks were registered, a decline of almost 2,250 units from last year's 13,040 tallies. Through April, the total was 37,337, more than 6,100 units fewer than the year-earlier 43,456.

There were declines for April in Group 7 registrations and in the four-month count for both groups making up the heavy-truck market segment. Group 8 was up sharply for the month.

Group 7 registrations for the month totaled 3,792 units, a de-

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U. S. TRUCK REGISTRATIONS

FOUR MONTHS, 1983 VS. 1982★

	4 mos., 1983	Percent Share of '83 market	4 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	266,289	31.85	215,522	28.63	+ 3.22
Chevrolet	252,000	30.14	250,246	33.24	− 3.10
Dodge	76,498	9.15	70,871	9.41	− 0.26
GMC	71,181	8.51	67,621	8.98	− 0.47
Jeep	20,648	2.47	17,371	2.31	+ 0.16
International	13,759	1.65	13,870	1.84	− 0.19
Mack	4,608	0.55	5,211	0.69	− 0.14
Plymouth*	3,007	0.36	3,891	0.52	− 0.16
Freightliner	2,878	0.34	2,363	0.31	+ 0.03
Peterbilt	2,104	0.25	1,904	0.25	.....
Kenworth	2,038	0.24	2,356	0.31	− 0.07
Mercedes-Benz	792	0.10	1,026	0.14	− 0.04
White	756	0.09	658	0.09	.....
Volvo	402	0.05	140	0.02	+ 0.03
Autocar	236	0.03	219	0.03	.....
Western Star	95	0.01	262	0.04	− 0.03
Miscellaneous**	118,818	14.21	99,308	13.19	+ 1.02
TOTALS	836,109	100.00	752,839	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

FOUR MONTHS, 1983 VS. 1982★

	4 mos., 1983	Percent Share of '83 market	4 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	9,178	24.58	9,203	21.18	+ 3.40
Ford	8,134	21.79	9,451	21.75	+ 0.04
GMC	4,856	13.01	9,135	21.02	− 8.01
Mack	4,018	10.76	4,463	10.27	+ 0.49
Freightliner	2,878	7.71	2,363	5.44	+ 2.27
Peterbilt	2,104	5.63	1,904	4.38	+ 1.25
Chevrolet	2,080	5.57	2,442	5.62	− 0.05
Kenworth	2,038	5.46	2,356	5.42	+ 0.04
White	756	2.02	658	1.51	+ 0.51
Volvo	402	1.08	140	0.32	+ 0.76
Mercedes-Benz	238	0.64	293	0.68	− 0.04
Autocar	236	0.63	219	0.50	+ 0.13
Western Star	95	0.25	262	0.60	− 0.35
Miscellaneous	324	0.87	567	1.31	− 0.44
TOTALS	37,337	100.00	43,456	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma, 1983 and 1982.

She charges 'cooperative research' is illegal

Claybrook files suit against NHTSA

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Joan Claybrook, former chief of NHTSA and now head of Ralph Nader's Public Citizen, has sued her former agency on grounds that NHTSA's "cooperative research" program is illegal.

Joining Public Citizen in the challenge are the Center for Auto Safety and the Environmental Policy Center. Claybrook headed NHTSA during the Carter Administration.

The suit, filed in Federal District Court in the District of Columbia, said the "secret" research activities are banned by the Federal Advisory Committee Act.

That law requires any such meetings to be open to the public, to have transcripts, to have reasonable advance notice of meetings listed in the Federal Register and, according to Claybrook, "more importantly, to have balanced representation in the membership of the committee advising the government."

She charged that the meetings NHTSA held with the auto industry foiled all those criteria.

"The integrity of the government regulatory agency is severely compromised when it engages in regular, secret meetings with the automotive industry to discuss and decide what research to pursue for regulatory decisions," Claybrook said.

She added that NHTSA has plenty of authority to gather data. "It need not violate the law, abuse its authority, and compromise its reputation to get cooperation from automotive companies," she said.

In May, 1981, Claybrook charged, NHTSA terminated several advisory committees that were in compliance with the law. Those committees, one on accident sampling and another on biomechanics, had been created by NHTSA to give data, advice and suggestions on NHTSA research activities.

In October, 1981, Claybrook said, NHTSA "secretly" initiated meetings with MVMA and its member companies, including General Motors, Ford Motor Co., Chrysler Corp., American Motors and Volkswagen of America, to talk about research done by the government and industry about safety standards and supporting data.

"During the past 11 months," Claybrook said, "various 'task groups' have conducted 25 meetings, but the public has not received advance notice of these meetings and has not been permitted to attend them."

She said that most of the meetings dealt with possible upgrading of Standard 214—side impact protection.

In July, 1982, Raymond A. Peck, who was then NHTSA administrator, terminated the proposed upgrading until the agency resolved issues about the upgrading.

Claybrook said in her lawsuit, "By this time, the 'cooperative research' program was already deeply enmeshed in discussions of test procedures for the proposed upgrading of the standard. The automotive companies want a static standard developed. Prior to July, 1982, the NHTSA had been developing a dynamic test standard."

The side impact study group, Claybrook added, has no representatives of consumer groups, insurance companies, academic research institutions, unions, or any other interested segment of society.

The suit asked the court to enjoin NHTSA from using the MVMA and the task groups as advisory committees unless NHTSA ensures that they comply with the Federal Advisory Committee Act.

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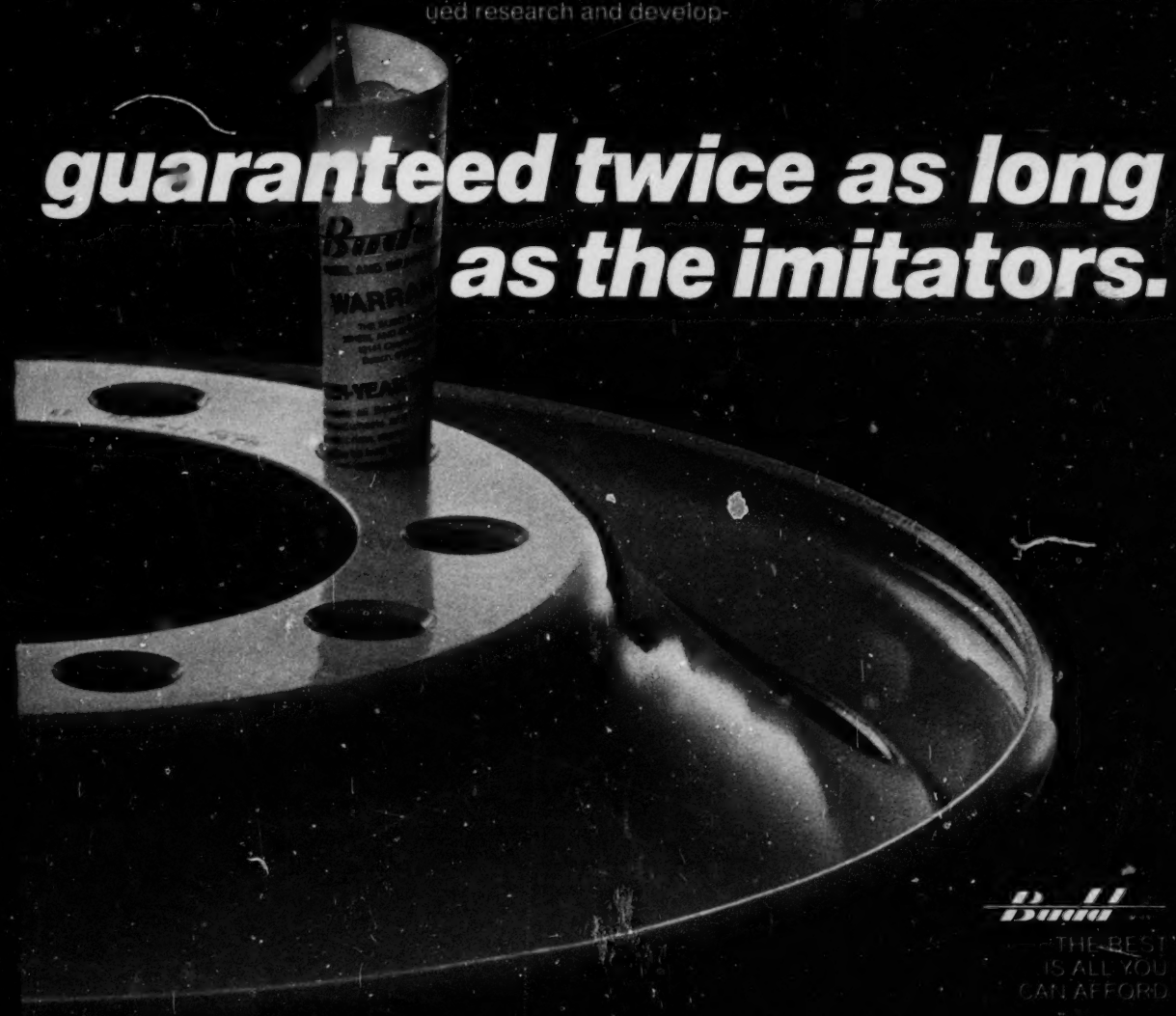

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Truck market in April reaches four-month high

Continued from Page 20

434 units last year to 12,018. There were 37,337 heavy-truck tallies, a decline of 14.1 percent from the year-earlier 43,456.

Group 4, the smallest of the eight, was the only big-truck classification to show a gain over last year. Through April, 91 of these vehicles had been registered, compared with only four units in 1982.

The Group 5 count was off 53.1 percent to 182 tallies, compared with 388 a year ago. In Group 6, there were 11,745 tallies through April, a decrease of 2.5 percent from last year's 12,042 units.

• Group 7 was down 25.8 percent in the January-April period, from 19,969 units a year ago to 14,817. There were 22,520 Group 8 registrations this year, a decline of 4.1 percent from the previous year's 23,487 units.

Ford increased its lead over Chevrolet in April by more than 3,000 units, and its four-month total of 266,289 tallies accounted for 31.85 percent of the industry total.

It was an improvement of 3.22 percentage points over last year, when No. 2 Ford's four-month count of 215,522 tallies took 28.63 percent of the total.

Pennsylvania dealers elect Hicks president

HARRISBURG, Pa.—Kermit G. Hicks, Hicks Chevrolet, Inc., Greencastle, was elected president of the board of directors of the Pennsylvania Automotive Assn. during its 63rd annual convention.

Other officers elected were: W. John Daub, Brown-Daub, Inc., Easton, vice president; James L. Royer, Royer Buick, Harrisburg, treasurer, and Ralph H. Evans, Ralph's Service Center, Mansfield, secretary.

factories list auction dates

Ford Motor Co.

June 28—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

June 29—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

June 30 — 166 Auto Auction, Springfield, Mo.

American Motors

June 28—Aptco Auto Auction, Taylor, Mich.

June 29—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

June 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

General Motors Corp.

June 28—Southern Auto Auction, E. Windsor, Conn.

June 30—Nashville Auto Auction, Nashville, Tenn.

50-year award

Pontiac dealer John Koshak Jr., right, of Ely, Minn., receives a 50-year dealer award from Pontiac Minneapolis zone manager Max W. Dajnowicz.

Used Car Sales
Auction Averages

June to date	$5,223
Month ago	$5,173
Year ago	$4,708

Model breakdown
Auction Averages

	JUNE TO DATE	MAY	APRIL
1983	$10,004	$10,203	$8,595
1982	8,064	8,011	8,142
1981	6,240	6,258	6,140
1980	5,241	5,198	5,342
1979	4,559	4,630	4,498
1978	3,407	3,444	3,511
1977	2,617	2,705	2,828
1976	1,925	2,199	2,012
Overall Average	$ 5,223	$ 5,173	$5,069

Alabama dealers move to new headquarters

MONTGOMERY, Ala. — The Automobile Dealers Assn. of Alabama has moved from the Bell Building to new offices in the Union Bank Building, 60 Commerce St. The new mailing address is P.O. Box 1948, Montgomery, Ala. 36197-0801.

used-car auction directory

Display Rates: $84.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time $20.00; 13-times, $18.50; 26-times, $16.50; 52-times, $13.50. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 12 days in advance. Next closing: June 29.

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18 supplier executives top GM chairman

Auto-pay analysis upsets many 'facts'

Continued from Page 1

chose not to exercise their options last year.

With option plan revenue and some minor additions to income in the form of savings plans and unused vacations, the rankings of the top officials of the Big 4 changed dramatically.

The chairman of mighty GM made about a third of what Iacocca, head of the No. 3 auto maker, did.

Ford's two top men probably topped GM's Smith, too—"probably" because the income figures include $712,492 worth of stock-option income for Caldwell and $565,333 for President Donald E. Petersen, portions of which may have actually been realized in 1978 or 1979.

Stock prices were high then, too, encouraging executives to exercise their stock options. Because of a Securities and Exchange Commission rule, Ford stock-option figures in its most recent proxy statement covered a five-year period.

If that weren't enough for GM's Smith, one look at the list of Japanese auto executives' salaries will show him he ranks below the presidents and chairmen of Toyota and Nissan — companies with sales of $16 billion and $15 billion, respectively. They are between Ford and Chrysler in size, with about a fourth the sales of GM.

Then again, maybe Smith has the last laugh: The Japanese equivalent of the SEC requires the country's executives to include even what would be private incomes in the U. S.—anything from dividends from unrelated companies to the sale of their own homes—in public disclosure statements.

U. S. auto executives must make public only the income related to their auto jobs. Only Roger B. and Mrs. Smith know his portfolio.

Clearly, some Japanese auto makers pay their executives far less than would be acceptable in the U. S. But the presidents of similarly sized Honda and AMC (both with sales in the $3 billion range) paid their presidents similar sums in 1982.

Unlike the U. S., Japanese chairmen don't always make more than the company president.

In the case of Toyota, President Shoichiro Toyoda is the grandson of the company founder, and his stock holdings of 18 million shares are probably the reason his income exceeds that of Chairman Eiji Toyoda, who holds 4 million shares.

Contributing to this report were Miles Moore, in Washington; John Hartley, in Japan, and Kathleen Hamilton, in Detroit. The article was written by Hamilton.

REPORTED INCOME OF BIG 4 EXECUTIVES

Rank	Executive	Position & Company	Income[1]
1	Lee A. Iacocca	Chairman, Chrysler Corp.	$1,575,176
2	Philip Caldwell	Chairman, Ford Motor Co.	1,158,820[2]
3	Donald E. Petersen	President, Ford Motor Co.	565,333[2]
4	Roger B. Smith	Chairman, General Motors	565,134
5	F. James McDonald	President, General Motors	498,184
6	W. Paul Tippett	Chairman, American Motors	376,536
7	Gerald Greenwald	Vice Chairman, Chrysler Corp.	358,952
8	Jose Dedeurwaerder	President, American Motors	251,325

Notes: 1—Figures include automotive-related income during 1982 as reported in proxy statements. Salaries, directors fees, benefits and income from stock options included, but any bonus paymenis held over from previous years are not included. Ford and Chrysler executives exercised stock options, and part of that income may have been realized early in 1983. GM figures include savings plan remuneration. 2—Includes $712,492 in value of stock options exercised by Caldwell and $565,333 by Petersen; some portion may have been realized in 1978 or 1979.

INCOMES OF JAPANESE AUTO EXECUTIVES

Rank	Executive	Position & Company	Income
1	Shoichiro Toyoda	President, Toyota Motor Corp.	$1,300,000
2	Eiji Toyoda	Chairman, Toyota Motor Corp.	1,100,000
3	Katsuji Kawamata	Chairman, Nissan Motor Co.	820,000
4	Takashi Ishihara	President, Nissan Motor Co.	510,000
5	Toshio Okamoto	President, Isuzu Motors	250,000
6	Kiyoshi Kawashima	President, Honda Motor Co.	240,000
7	Osamu Suzuki	President, Suzuki Motor Co.	220,000
8	Jitsujiro Suzuki	Chairman, Suzuki Motor Co.	190,000
9	Masaji Iwasawa	Chairman, Toyo Kogyo Co.	172,000
10	Sakae Ohara	Chairman, Daihatsu Motor Co.	170,000
11	Hideo Sugiura	Chairman, Honda Motor Co.	166,000
12	Yoshiki Yamazami	President, Toyo Kogyo Co.	165,000
13	Tomonaru Eguchi	President, Daihatsu Motor Co.	138,000

Note: Figures are for total income in 1982, including salaries, dividends and investments not necessarily related to the auto industry. Yen converted at 235 per dollar.

Governor signs lemon law in New Jersey

TRENTON, N. J. — The New Jersey lemon law went into effect last week after Gov. Thomas Kean signed legislation passed by the legislature several months ago.

The law, similar to those being passed in other state legislatures, provides that consumers would be able to have the purchase price refunded, after use allowances, or a defective vehicle replaced after following specified procedures.

Under this law, consumers can move for either refund or replacement if there have been four unsuccessful attempts to repair the same defect, or the car has been out of use for 30 business days.

The New Jersey law defines a defect as one which impairs the use, value or safety of the vehicle.

It also specifies a consumer must report the defects within the warranty period or one year from the date of delivery.

The law took effect on June 20 and covers all cars purchased on or before that date.

Within the context of this law, the consumer must go through the arbitration procedures established by the manufacturer. If not satisfied, the consumer can then take action in court.

Robert May, staff counsel for the New Jersey Automobile Dealers Assn., said the association did not oppose the legislation and the law puts the responsibility on the maker.

In the past, he said, the manufacturer could claim that the defect was due to improper repairs by the dealers, but under the present law, once the dealer calls the manufacturer's representative in on the repair, it becomes the manufacturer's responsibility.

He said that under this law, the consumer, if not satisfied, still has to go through court proceedings.

TOP-SALARIED EXECUTIVES U. S. AUTO INDUSTRY

Rank	Executive	Position & Company	Combined Salary & Bonus
1	Harry J. Gray	Chairman & President, United Technologies	$1,100,000
2	Robert Anderson	Chairman, Rockwell International (FY ended 9/30/82)	977,083
3	William M. Agee[1]	Chairman, Bendix Corp. (FY ended 9/30/82)	852,420
4	Edward L. Hennessy Jr.	Chairman, Allied Corp.	830,000
5	E. G. Jefferson	Chairman, duPont	763,080
6	R. E. Bailey	Vice Chairman, duPont	737,767
7	A. L. McDonald Jr.[2]	President, Bendix Corp.	735,061
8	John G. Breen	Chairman & President, Sherwin-Williams	676,723
9	Donald R. Beall	President, Rockwell International	668,333
10	James F. Bere	Chairman, Borg-Warner Corp.	637,000
11	A. F. Giacco	Chairman & President, Hercules Inc.	620,837
12	R. F. Mettler	Chairman, TRW Inc.	620,000
13	G. B. Mitchell	Chairman, Dana Corp.	612,008
14	Robert J. Carlson	Executive VP—Power, United Technologies	610,000
15	Henry M. Fawcett	Chairman, Mohawk Rubber Co.	607,125
16	Lee L. Morgan	Chairman, Caterpillar Tractor	598,454
17	R. E. Heckert	Vice Chairman, duPont	590,327
18	Henry B. Schacht	Chairman, Cummins Engine Co.	588,625
19	Roger B. Smith	Chairman, General Motors	565,134
20	Archie R. McCardell[3]	Chairman, International Harvester	563,609
21	Robert T. Campion	Chairman & President, Lear Siegler	556,667
22	David M. Roderick	Chairman, U. S. Steel	556,542
23	Peter L. Scott	Executive VP—Electronics, United Technologies	530,000
24	Paul F. Oreffice	President, Dow Chemical Co.	525,000
25	John C. Crean	Chairman, Fleetwood Enterprises	522,707
26	Stillman B. Brown	Executive VP—Finance & Administration United Technologies	500,000
27	James A. Henderson	President, Cummins Engine Co.	498,769
28	F. James McDonald	President, General Motors	498,184
29	Charles J. Pilliod Jr.	Chairman, Goodyear Tire & Rubber	496,109
30	Charles M. Pigott	President, Paccar Inc.	493,053
31	W. C. Purple	Executive VP, Bendix Corp.	470,760
32	William W. Weide	President, Fleetwood Enterprises	463,295
33	Howard H. Kehrl	Vice Chairman, General Motors	462,134
34	M. Gerald O'Neil	Chairman, General Tire & Rubber	461,543
35	William R. Roesch	President, U. S. Steel	460,417
36	John J. Nevin	Chairman, Firestone Tire & Rubber	460,000
37	E. M. deWindt	Chairman, Eaton Corp.	455,949
38	Martin D. Walker	Executive VP, Rockwell International	447,500
39	Philip Caldwell	Chairman, Ford Motor Co.	446,328
40	William T. Ernst	President, Mohawk Rubber Co.	444,608
41	D. K. Barnes	Executive VP, duPont	442,552
42	Stephen A. Girard	President (March-Nov., 1982) and Chairman, Kaiser Steel	442,372
43	S. C. Pace	President, TRW Inc.	440,000
44	Forrest N. Shumway	Chairman, Signal Co.	435,000
45	Robert E. Gilmore	President, Caterpillar Tractor	432,605
46	Donald H. Trautlein	Chairman, Bethlehem Steel	427,676
47	R. C. Forney	Executive VP, duPont	426,555
48	H. Holiday Jr.	Chairman, Armco Inc.	425,000
48	Harry H. Wetzel	President, Garrett Automotive Products	425,000
50	John C. Bierwirth	Chairman, Grumman Corp.	424,327
51	Chester Devenow	Chairman, Sheller-Globe Corp. (FY ended 9/30/82)	421,610
52	R. J. Richardson	Executive VP, duPont	419,564
52	W. G. Simeral	Executive VP, duPont	419,564
54	William Davidson	President, Guardian Industries	415,000
55	Reuben R. Jensen	Executive VP, General Motors	410,634
56	Warren J. Hayford[4]	President, International Harvester	399,991
57	Harvey H. Lamm	President, Subaru of America (FY ended 10/31/82)	398,097
58	S. R. Clarke	Senior VP, Hercules Inc.	397,913
59	Jerry E. Dempsey	President, Borg-Warner Corp.	397,000
60	Alan Belzer	Group VP—Fiber & Plastics, Allied Corp.	395,000
60	William W. Boeschenstein	Chairman & President, Owens-Corning Fiberglass	395,000
62	George A. Strichman	Chairman, Colt Industries	393,830
63	Robert E. Rowan	Chairman, Fruehauf Corp.	392,809
64	Frederick J. Mancheski	Chairman, Echlin Corp.	390,000
65	T. F. O'Neil	Director, General Tire & Rubber	389,040
66	Joseph P. Flannery	Chairman & President, Uniroyal Inc.	387,500
67	S. W. Gustafson	President, Dana Corp.	385,100
68	K. Robert Hahn	Executive VP, Lear Siegler	$381,667
69	David P. Reynolds	Chairman, Reynolds Metals	380,164
70	Joseph G. Gavin Jr.	President, Grumman Corp.	376,085
71	Michael D. Dingman[5]	Chairman & President, Wheelabrator-Frye	375,000
71	David L. Rooke	Executive VP, Dow Chemical Co.	375,000
73	James A. Walsh	Chairman, Armstrong Rubber Co.	373,615
74	Robert L. Zeligson	Chairman, CCI Corp.	373,600
75	Robert A. Stranahan Jr.	Chairman & President, Champion Spark Plug	372,980
76	W. B. Askins	Chairman, White Motor Corp.	367,600
77	T. A. Holmes	Chairman, Ingersoll-Rand	366,600
78	Donald E. Peterson	President, Ford Motor Co.	366,427
79	Lee A. Iacocca	Chairman, Chrysler Corp.	365,676
80	Robert W. Lundeen	Chairman, Dow Chemical Co.	365,000
81	Robert A. dePalma	Senior VP, Rockwell International	362,833
82	W. Paul Tippett	Chairman, American Motors	362,468
83	Glenn F. Kummer	Executive VP—Operations, Fleetwood Enterprises	359,472
84	David I. Margolis	President, Colt Industries	358,230
85	Harold A. Poling	Executive VP, Ford Motor Co.	356,592
86	James R. Rinehart	Chairman & President, Clark Equipment	351,544
87	Wilton Looney	Chairman, Genuine Parts Corp.	351,143
88	J. M. Reynolds	Automotive Group VP, Bendix Corp.	350,953
89	Robert E. LaRoche	Vice President, Borg-Warner Corp.	359,912
90	L. Stanton Williams	Chairman, PPG Industries	350,000
91	S. Salem	Group VP, General Tire & Rubber	343,999
92	John T. Hackett	Executive VP, Cummins Engine Co.	343,451
93	John E. Blomquist	President, Reynolds Metals	340,000
94	John J. Roscia	Senior VP, Rockwell International	339,967
95	W. Bruce Thomas	Vice Chairman, U. S. Steel	339,083
96	Boyd R. Plowman	Senior VP—Finance, Fleetwood Enterprises	335,766
97	Elden L. Smith	VP—RV Group, Fleetwood Enterprises	334,453
98	Thomas F. Gaffney	Executive VP, Guardian Industries	333,457
99	Howard M. Love	Chairman & President, National Steel	330,309
100	William D. Atteberry	Chairman, Eagle-Picher industries	330,000
100	D. C. Boone	President, Armco Inc.	330,000
102	Sherman E. Rose	Chairman, Subaru of America	329,494
103	J. Russell Duncan	Chairman & Treasurer, Steego Corp. (FY ended 4/30/82)	328,800
104	Daniel W. Derbes	President, Signal Co.	327,500
105	E. B. Jones	President, Republic Steel (until 6/30/82; chairman thereafter)	325,875
106	J. Earl Burrell	President, PPG Industries	325,000
106	G. E. Solomon	Executive VP, TRW Inc.	325,000
108	Joseph M. Klein	President, CCI Corp.	324,000
109	D. C. Garfield	President, Ingersoll-Rand	321,600
110	Walter F. Williams	President, Bethlehem Steel	318,382
111	D. T. McKone	Chairman, Libbey-Owens-Ford	315,200
112	Frank R. O'Keefe Jr.	President, Armstrong Rubber Co.	314,962
113	W. J. De Lancey	Chairman, Republic Steel (until 6/30/82; consultant and director thereafter)	311,004
114	John D. Ong	Chairman & President, B.F. Goodrich	310,250
115	William S. Leonhardt	Vice Chairman, Reynolds Metals	310,000
115	A. W. Reynolds	Executive VP, TRW Inc.	310,000
117	F. Alan Smith	Executive VP, General Motors	307,634
118	William N. Gross	Executive VP, Paccar Inc.	307,565
119	Robert M. Keil	Executive & Financial VP, Dow Chemical Co.	305,833
120	Frederick G. Jaicks	Chairman, Inland Steel	305,006
121	John C. Peppler	Senior VP, Lear Siegler	305,000
121	James J. Gavin Jr.	Senior VP, Borg-Warner Corp.	305,000
123	Harold W. Buirkle	Senior VP—Finance, Allied Corp.	303,000
124	Thomas A. Commes	Senior VP—Finance, Sherwin-Williams	301,280
125	Earl Dolive	Vice Chairman, Genuine Parts Corp.	300,000
125	C. H. Folley	Senior VP, Ingersoll-Rand	300,000
125	Walter B. Kissinger	Chairman & President, Allen Group	300,000

Notes: List compiled from proxy statements of publicly traded firms and contains not more than five of each firm's top-paid auto executives. Stock, long-term and contingent remuneration not included. Salaries and bonuses awarded were for calendar 1982 unless otherwise noted.

1—Left the Allied Corp.—acquired Bendix in May, 1983.
2—Left the Allied Corp.—acquired Bendix in March, 1983.
3—Left International Harvester in May, 1982.
4—Left International Harvester in March, 1982; subsequently named General Tire president.
5—Signal Companies acquired Wheelabrator-Frye in February, 1983; Dingman named president of Signal. Figure includes salary only.

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Court victory hailed as landmark

Safety Center obtains smog-conspiracy data

WASHINGTON.—A court victory by the Center for Auto Safety in obtaining documents shared by the government and the domestic auto industry in negotiating an end to the 1969 "smog conspiracy" consent decree is being hailed as a "landmark" because it has wide application to future antitrust settlements.

But the Justice Department has 30 days in which to consider appealing the decision of U. S. District Judge Thomas F. Hogan to the Federal Circuit Court for the District of Columbia and in the meantime, it may seek a protective order. But at present, the documents in question—some 400 pages—are not available.

The suit brought by the Center for Auto Safety involved the Freedom of Information Act and access to documents used in the Reagan Administration's decision to relax the consent decree.

The decree ended a lengthy investigation and a civil suit charging General Motors, Ford Motor Co., Chrysler Corp. and American Motors and their association — then known as the Automobile Manufacturer Assn. and now as MVMA—with conspiracy to delay the installation of air pollution control devices on new cars sold in California.

Under the Carter Administration, the Justice Department had favored extension of the 10-year consent decree and it is speculated that some documents discuss the change in the government's position.

• Judge Hogan's decision held that documents that the government has shared with the auto companies and/or their association must be made public and so must those prepared by the companies and MVMA and transmitted to the Justice Department.

Although some of the documents may have started as internal ones and hence exempt from public disclosure under the FOIA, they lost that status when they were shared with "outsiders" like the defendant auto companies.

Said Judge Hogan: "By sharing the Department of Justice's 'mental impressions' and once 'tentative opinions' with their adversaries in litigation, documents which may have at one time fallen within the deliberative process privilege lose their predecisional character and become final views of the agency. Thus, they cannot qualify for permanent protection."

The court further held the documents in question dealt not with enforcement but with modification of the decree.

While the court was sympathetic to the government's argument that releasing these documents might interfere with other consent decree negotiations, Judge Hogan nonetheless pointed out:

"Congress recognized that there may be situations where the efficiency of decision-making could be impaired, but it determined that the value of opening up and exposing agency action to public scrutiny would enhance the ultimate outcome and outweigh any harms."

Five decades

Edward A. Sahli Sr., left, owner of Sahli Motors, Inc., Beaver Falls, Pa., receives Chevrolet's 50-year dealer award plaque from David W. Watzlawick, assistant zone manager in Pittsburgh.

DELUXE QUALITY:
Triple chrome plated, double basket design, OEM type center cap with 64 to 72 individual spokes.

30 day open account with dealer's purchase order. Shipped F.O.B. Tempe, AZ.

Available in 13", 14" & 15". Minimum order: 5 SETS, in any size combination.

TO ORDER, CALL:
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TEMPE, AZ 85281

Big-truck tallies down for April, first four months

Continued from Page 20

cline of 46.3 percent from last year's 7,059. The Group 8 count, however, was up 17.4 percent, from 5,981 units a year ago to 7,024.

Four-month Group 7 tallies totaled 14,817 units, down 25.8 percent from the year-earlier 19,969. There were 22,520 Group 8 registrations through April, off 4.1 percent from last year's 23,487 units.

International, the leader this year in heavy-truck registrations, increased its share of total industry tallies by 3.40 percentage points through April.

Four-month International tallies accounted for 24.58 percent of the total with 9,178 registrations. A year ago at the same time, International was No. 2 and had 21.18 percent of the total with 9,203 tallies.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FOUR MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**57**	**57**
	April, '82	.....	.....	.....	.....	.....	.....	.....	53	53
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**236**	**236**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	219	219
CHEVROLET	**April, '83**	**40,515**	**31,579**	**1,055**	.....	**14**	**329**	**417**	**50**	**73,959**
	April, '82	36,929	27,846	1,846	.....	38	352	615	61	67,687
	Year to Date '83	**137,161**	**109,290**	**2,103**	.....	**79**	**1,287**	**1,905**	**175**	**252,000**
	Year to Date '82	137,623	103,037	5,599	.....	144	1,401	2,231	211	250,246
(Memo Units) #	**April, '83**	**28,122**	**12,850**	.....	.....	.....	.....	.....	.....	**40,972**
	April, '82	23,653	9,545	.....	.....	.....	.....	.....	.....	33,198
	Year to Date '83	**94,550**	**43,772**	.....	.....	.....	.....	.....	.....	**138,322**
	Year to Date '82	83,129	32,122	.....	.....	.....	.....	.....	.....	115,251
DODGE	**April, '83**	**14,068**	**9,628**	.....	.....	.....	.....	.....	.....	**23,696**
	April, '82	13,039	7,552	.....	.....	.....	.....	.....	.....	20,591
	Year to Date '83	**46,923**	**29,575**	.....	.....	.....	.....	.....	.....	**76,498**
	Year to Date '82	47,029	23,825	17	.....	.....	.....	.....	.....	70,871
(Memo Units) #	**April, '83**	**8,436**	**6,812**	.....	.....	.....	.....	.....	.....	**15,248**
	April, '82	8,421	5,182	.....	.....	.....	.....	.....	.....	13,603
	Year to Date '83	**28,713**	**20,578**	.....	.....	.....	.....	.....	.....	**49,291**
	Year to Date '82	30,536	16,110	.....	.....	.....	.....	.....	.....	46,646
FORD	**April, '83**	**28,490**	**45,911**	.....	.....	.....	**704**	**1,439**	**692**	**77,236**
	April, '82	23,563	41,341	.....	.....	.....	984	1,861	726	68,475
	Year to Date '83	**93,822**	**161,346**	.....	.....	.....	**2,987**	**5,761**	**2,373**	**266,289**
	Year to Date '82	68,188	134,551	.....	.....	.....	3,332	6,756	2,695	215,522
(Memo Units) #	**April, '83**	**22,057**	**17,479**	.....	.....	.....	.....	.....	.....	**39,536**
	April, '82	12,423	14,838	.....	.....	.....	.....	.....	.....	27,261
	Year to Date '83	**70,102**	**62,539**	.....	.....	.....	.....	.....	.....	**132,641**
	Year to Date '82	30,771	46,518	.....	.....	.....	.....	.....	.....	77,289
FREIGHTLINER	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**1,025**	**1,025**
	April, '82	.....	.....	.....	.....	.....	.....	.....	565	565
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**2,878**	**2,878**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,363	2,363
GMC	**April, '83**	**8,998**	**10,426**	**20**	.....	**14**	**355**	**765**	**680**	**21,258**
	April, '82	7,872	8,662	23	.....	120	309	3,324	675	20,985
	Year to Date '83	**30,111**	**34,320**	**50**	.....	**98**	**1,746**	**2,999**	**1,857**	**71,181**
	Year to Date '82	27,043	29,656	385	.....	241	1,161	6,429	2,706	67,621
(Memo Units) #	**April, '83**	**5,633**	**4,398**	.....	.....	.....	.....	.....	.....	**10,031**
	April, '82	4,291	2,602	.....	.....	.....	.....	.....	.....	6,893
	Year to Date '83	**17,996**	**12,801**	.....	.....	.....	.....	.....	.....	**30,797**
	Year to Date '82	13,427	8,233	.....	.....	.....	.....	.....	.....	21,660
INTERNATIONAL	**April, '83**	.....	.....	.....	.....	.....	**1,162**	**931**	**1,665**	**3,758**
	April, '82	.....	.....	.....	.....	.....	1,327	1,069	1,401	3,797
	Year to Date '83	.....	.....	.....	.....	.....	**4,581**	**3,330**	**5,848**	**13,759**
	Year to Date '82	.....	.....	.....	.....	.....	4,667	3,901	5,302	13,870
JEEP	**April, '83**	**3,526**	**1,928**	.....	.....	.....	.....	.....	.....	**5,454**
	April, '82	2,525	2,066	.....	.....	.....	.....	.....	.....	4,591
	Year to Date '83	**12,077**	**8,571**	.....	.....	.....	.....	.....	.....	**20,648**
	Year to Date '82	9,245	8,126	.....	.....	.....	.....	.....	.....	17,371
(Memo Units) #	**April, '83**	**3,526**	**1,644**	.....	.....	.....	.....	.....	.....	**5,170**
	April, '82	2,525	1,465	.....	.....	.....	.....	.....	.....	3,990
	Year to Date '83	**12,077**	**6,991**	.....	.....	.....	.....	.....	.....	**19,068**
	Year to Date '82	9,245	6,004	.....	.....	.....	.....	.....	.....	15,249
KENWORTH	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**690**	**690**
	April, '82	.....	.....	.....	.....	.....	.....	.....	590	590
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**2,038**	**2,038**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,356	2,356
MACK	**April, '83**	.....	.....	.....	.....	.....	**152**	**77**	**1,131**	**1,360**
	April, '82	.....	.....	.....	.....	.....	192	52	1,099	1,343
	Year to Date '83	.....	.....	.....	.....	.....	**590**	**274**	**3,744**	**4,608**
	Year to Date '82	.....	.....	.....	.....	.....	748	207	4,256	5,211
MERCEDES-BENZ	**April, '83**	.....	.....	.....	.....	.....	**157**	**87**	.....	**244**
	April, '82	.....	.....	.....	.....	.....	202	87	.....	289
	Year to Date '83	.....	.....	.....	.....	.....	**554**	**238**	.....	**792**
	Year to Date '82	.....	.....	.....	.....	.....	733	293	.....	1,026
PETERBILT	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**652**	**652**
	April, '82	.....	.....	.....	.....	.....	.....	.....	494	494
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**2,104**	**2,104**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,904	1,904
PLYMOUTH	**April, '83**	**472**	**399**	.....	.....	.....	.....	.....	.....	**871**
	April, '82	598	384	.....	.....	.....	.....	.....	.....	982
	Year to Date '83	**1,711**	**1,296**	.....	.....	.....	.....	.....	.....	**3,007**
	Year to Date '82	2,503	1,388	.....	.....	.....	.....	.....	.....	3,891
VOLVO	**April, '83**	.....	.....	.....	.....	.....	.....	**55**	**35**	**90**
	April, '82	.....	.....	.....	.....	.....	.....	44	6	50
	Year to Date '83	.....	.....	.....	.....	.....	.....	**238**	**164**	**402**
	Year to Date '82	.....	.....	.....	.....	.....	.....	108	32	140
WESTERN STAR	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**15**	**15**
	April, '82	.....	.....	.....	.....	.....	.....	.....	51	51
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**95**	**95**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	262	262
WHITE	**April, '83**	.....	.....	.....	.....	.....	.....	.....	**268**	**268**
	April, '82	.....	.....	.....	.....	.....	.....	.....	145	145
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**756**	**756**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	658	658
MISCELLANEOUS*	**April, '83**	**32,496**	**564**	.....	**19**	**1**	.....	**21**	**64**	**33,165**
	April, '82	27,280	560	.....	1	.....	.....	7	115	27,963
	Year to Date '83	**116,148**	**2,250**	.....	**91**	**5**	.....	**72**	**252**	**118,818**
	Year to Date '82	96,798	1,936	.....	4	3	.....	44	523	99,308
TOTALS	**April, '83**	**128,565**	**100,435**	**1,075**	**19**	**29**	**2,859**	**3,792**	**7,024**	**243,798**
	April, '82	111,806	88,411	1,869	.....	159	3,366	7,059	5,981	218,651
	Year to Date '83	**437,953**	**346,648**	**2,153**	**91**	**182**	**11,745**	**14,817**	**22,520**	**836,109**
	Year to Date '82	388,429	302,519	6,001	4	388	12,042	19,969	23,487	752,839

★— In Oklahoma registrations, 1983 and 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.
—Compiled from R. L. Polk & Co. data

VW returns, 11 plants work overtime

Week's car output rises to 153,259

By Mary Beth Mayer
Staff Writer

The return of one domestic car facility and overtime at 11 others boosted last week's U.S. car production 4.41 percent above the previous week's total.

Output last week was slated at 153,259 cars, up from the prior week's 146,785, and up 14.94 percent from the 133,344 built in the year-ago week.

Breakdown for the week by company was: General Motors, 59.88 percent; Ford Motor Co., 23.06 percent; Chrysler Corp., 11.78 percent; American Motors, 2.94 percent; Volkswagen of America, 1.53 percent, and Honda, 0.81 percent.

Year-to-date, the makers have assembled 3,184,123 automobiles, a 23.09 percent gain from last year's 2,586,766.

Chrysler's St. Louis plant closed June 17 to prepare for the launch of the 1984 front-wheel-drive, two-door models, including the Chrysler Laser and Dodge Daytona. The facility is slated to return July 18.

Volkswagen's Westmoreland point returned after a week of downtime for inventory control.

Working Saturday (June 25) were GM's Doraville, Fairfax, Flint (G line), Lansing and Leeds plants. Fairfax and Leeds worked one shift, while the other three points worked two shifts.

Ford added daily and Saturday overtime at its Chicago, Lorain and St. Louis plants. Chrysler's Jefferson and Newark points logged daily and Saturday overtime, while its Belvidere facility worked daily overtime.

Car sales through the roof: Up 74 pct. in mid-June

Continued from Page 2

timated sales of 4,450, up 178.13 percent from the AUTOMOTIVE NEWS year-ago estimate of 1,600. Volkswagen of America was up 2.89 percent, to 2,245 from 2,182, and U.S.-built Honda Accord sales totaled 1,527 in their first calendar year on the market.

GM earned 59.20 percent of the market, up from 58.15 percent a year ago. Ford dropped to 24.10 percent from 26.13 percent. Chrysler cornered 12.70 percent compared with 12.51 percent a year earlier. AMC had 2.17 percent, up from 1.36 percent. VWoA picked up 1.09 percent, down from 1.85 percent, and Honda had 0.74 percent of this year's mid-June market.

Knockout sales performances by domestic makes included a 123.14-percent increase for Chevrolet, a 105.79-percent rise for Buick, a 95.06-percent gain for Dodge and a 90.20-percent boost for Chrysler. Also up were: Ford, up 60.38 percent; Mercury, up 66.29 percent; Plymouth, up 49.90 percent, and Lincoln, up 42.47 percent.

Cadillac sales were up 35.25 percent, Oldsmobile was up 42.67 percent, Pontiac was up 57.40 percent and VW was up 2.89 percent. Imperial sales dropped 38.78 percent and AMC (not including Alliance) was down 15.63 percent.

Year-to-date sales through June 20 totaled 3,082,509, up 11.09 percent from 2,774,837 last year.

Alabama dealer group elects Burke president

BIRMINGHAM, Ala. — Jim Burke, Jim Burke Buick, is the new president of the Birmingham Auto Dealers Assn.

Tony Serra, Serra Chevrolet-Datsun, was elected vice president, and Tom Williams, Tom Williams Buick, was named secretary-treasurer.

Schultz is 25

Eberle Schultz, left, owner of Redwood Motors, Eureka, Calif., receives a 25-year Volkswagen dealer plaque from T. Fred Wallace, VW's San Francisco regional manager.

Truck production climbs to 53,526, highest of year

With 11 plants working overtime, last week's domestic truck output was the highest of 1983.

The makers targeted 53,526 units, up 1.55 percent from 52,710 built the previous week. The former 1983 peak was 53,085 for the week ended June 11.

Last week's total was 4.11 percent above the 51,412 trucks assembled in the year-ago period.

Operating one shift Saturday (June 25) were General Motors' Detroit and Pontiac Plant 2 points. Working two shifts Saturday were GM's Flint, St. Louis and Pontiac Plants 5 and 6 plants.

Ford Motor Co.'s Kansas City, Norfolk, Michigan and Twin Cities facilities worked daily and Saturday overtime last week.

Chrysler Corp.'s Warren point worked daily overtime.

Canada builds 22,119 cars, off 6 pct. for week

Last week's Canadian auto production, scheduled at 22,119, fell 6.40 percent from the previous week's total of 23,631. Output also fell slightly from the 22,274 units built in the year-ago period.

So far this year, 515,499 cars have been completed, up 10.97 percent from 467,819 built in the comparable period last year.

Truck output, at 12,480, was down 2.09 percent from the previous week's 12,747. Last week's total was up 12 units from last year's 12,468.

Year-to-date, 266,251 trucks have been built, down 3.75 percent from 276,638 in the year-ago period.

AMC's Brampton plant closed for a summer break June 21 and is slated to reopen July 18.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

GM's strategy: To be the last big-car builder

DETROIT. — Being the last large-car manufacturer in the world has been a part of General Motors' strategy "for years and years," according to F. Alan Smith, executive vice president for finance.

Smith said that although his company turns out small cars at the government's insistence, many consumers still want larger cars.

Smith told the Detroit Auto Writers Group that "it used to be that people said General Motors had all this clout and they can force down the people's throats any kind of car they want to make."

He continued, "Well, I don't hear anybody saying that any more. It's certainly not true, because if it were true, we wouldn't have had all the problems the last couple of years."

U.S. CAR PRODUCTION

	Week Ended June 25, 1983	Week Ended June 26, 1982	Week Ended June 18, 1983	June to Date	Jan. 1 to June 26, 1982	Jan. 1 to June 25, 1983
AMERICAN MOTORS	4,500	1,400*	4,953	16,263	27,499	89,993
AMC Total	.....	1,400*	.....	.....	27,499	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	.....	4,953	16,263	.....	85,922
Alliance	4,500	.....	4,953	16,263	.....	85,922
CHRYSLER CORP.	18,050	16,065	19,443	66,528	300,361	422,210
Plymouth Total	6,250	5,738	6,197	21,566	123,347	149,871
Horizon	2,400	2,403	2,297	8,584	38,054	52,213
Reliant	3,700	3,335	3,689	11,330	85,293	94,836
Caravelle ('83)	150	.....	211	652	.....	2,822
Chrysler Total	3,800	3,597	4,886	16,356	59,042	102,801
LeBaron	900	3,597	2,090	6,631	59,042	47,874
Chrysler E-Class	2,900	.....	2,796	9,725	.....	54,877
Dodge Total	8,000	6,730	8,360	28,606	117,972	169,538
Omni	3,800	2,241	2,849	11,228	35,686	59,708
Aries	2,500	3,563	3,632	11,062	64,987	71,441
Dodge 400	300	926	823	2,364	17,299	17,365
Dodge 600	1,400	.....	1,156	3,952	.....	21,024
FORD MOTOR	35,337	30,979	30,245	117,095	592,721	737,145
Ford Division	21,964	19,413	17,688	70,796	379,067	474,108
Escort	5,377	6,543	5,281	18,953	156,178	133,556
Fairmont	.....	3,786	.....	.....	65,313	23,728
Mustang	3,597	3,690	.....	5,275	69,025	60,543
LTD/Granada	3,958	4,067	3,428	13,148	62,663	88,624
Thunderbird	3,684	1,131	4,037	15,718	21,735	103,250
Crown Victoria/Ford	2,183	.....	1,908	7,370	.....	45,765
EXP	.....	196	.....	.....	4,153	1,184
Tempo	3,165	.....	3,034	10,332	.....	17,458
L-M Division	13,373	11,566	12,557	46,299	213,654	263,037
Mercury Total	10,488	9,534	9,810	36,606	163,528	207,597
Lynx	2,023	2,877	1,668	6,114	46,918	34,180
Capri	495	1,223	.....	791	16,986	11,622
Zephyr	.....	1,064	.....	.....	21,921	8,601
Marquis/Cougar	1,858	1,978	1,495	6,270	29,830	38,032
Cougar/XR7	3,257	502	4,007	13,682	7,199	57,433
Gr. Marquis/Marquis	2,020	1,840	1,767	6,879	39,758	52,122
LN7	.....	50	.....	.....	916	290
Topaz	835	.....	873	2,870	.....	5,317
Lincoln Total	2,885	2,032	2,747	9,693	50,126	55,440
Continental ('82)	283	406	272	948	10,552	8,215
Lincoln	1,716	996	1,624	5,651	22,542	28,715
Mark VI	886	630	851	3,094	17,032	18,510
GENERAL MOTORS	91,772	81,742	90,899	315,539	1,614,794	1,872,356
Buick Division	22,286	16,920	22,217	77,041	375,833	437,481
Skylark	3,345	3,484	3,477	12,027	68,007	53,059
Skyhawk J	1,639	.....	1,442	5,103	42,759	35,439
Century	4,440	3,188	4,094	14,719	64,467	77,763
Regal	5,206	4,680	5,236	18,266	97,930	124,002
Buick	6,436	4,508	6,754	22,718	83,330	125,328
Riviera	1,220	1,060	1,214	4,208	19,340	21,880
Cadillac Division	6,252	5,716	6,148	21,030	123,678	162,531
Cimarron	320	186	322	1,068	1,850	10,370
Seville	580	332	581	2,042	12,018	17,413
Eldorado	1,340	1,393	1,341	4,708	31,842	38,101
Cadillac	4,012	3,805	3,904	13,212	77,968	96,647
Chevrolet Division	31,496	27,992	33,151	109,422	505,708	592,394
Chevette	4,105	5,810	4,188	14,625	111,293	90,428
Cavalier	8,003	1,792	8,507	27,252	42,762	130,389
Celebrity	5,094	1,871	4,995	17,053	33,809	56,028
Camaro	5,130	5,501	5,279	17,201	111,660	97,290
Citation	1,770	5,056	1,819	6,110	88,249	55,727
Malibu	3,325	3,464	3,492	12,121	57,393	76,668
Monte Carlo	1,729	2,441	2,381	6,786	33,057	45,475
Chevrolet	1,740	1,450	1,873	6,134	12,813	29,647
Corvette	600	607	617	2,140	14,672	10,742
Oldsmobile Division	23,460	16,805	20,362	77,660	379,476	490,344
Omega	1,715	1,672	1,604	5,633	41,992	31,966
Firenza	1,235	.....	1,031	3,856	29,331	23,906
Cutlass	6,420	4,872	5,300	21,152	95,374	141,231
Cutlass/Ciera	5,106	2,610	4,499	16,984	61,285	96,582
Oldsmobile	8,124	6,820	7,070	27,052	133,615	176,881
Toronado	860	831	858	2,983	17,879	19,678
Pontiac Division	8,278	14,309	9,021	30,386	230,099	189,606
Acadian†	.....	190	244	771	6,610	8,778
2000	2,285	1,754	2,673	8,636	19,161	50,069
1000	955	1,541	912	3,161	16,856	20,243
Firebird	2,570	3,258	2,383	8,500	66,094	46,741
Phoenix	400	1,801	385	1,553	24,589	13,764
G. Prix/B'ville ('83)	2,068	3,718	2,424	7,765	79,170	50,011
6000	.....	2,047	.....	.....	17,619	.....
HONDA	1,250	.....	1,245	4,266	.....	17,315
VOLKSWAGEN	2,350	3,058	.....	6,035	49,428	45,104
CHECKER	.....	100*	.....	.....	1,963*	.....
Total Cars, U.S.	153,259	133,344	146,785	525,726	2,586,766	3,184,123

TRUCK PRODUCTION IN U.S.†

	Week Ended June 25, 1983	Week Ended June 26, 1982	Week Ended June 18, 1983	June to Date	Jan. 1 to June 26, 1982	Jan. 1 to June 25, 1983
CHEVROLET	18,763	17,987	18,316	63,495	345,077	380,478
DODGE	3,200	3,086	2,571	10,404	66,202	66,192
FORD	22,494	20,332	23,965	78,375	366,273	441,606
GMC	4,324	5,632	5,202	18,631	127,968	125,865
INTERNATIONAL	1,245	1,165	1,246	4,330	26,404	24,712
VOLKSWAGEN	.....	160	.....	.....	8,393	2,079
JEEP	1,450	2,000*	1,360	6,346	40,711*	38,517
AM GENERAL	50*	50*	50*	174	1,130*	1,190*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,480	29,000*	23,800*
Total Trucks, U.S.	53,526	51,412	52,710	185,235	1,011,158	1,104,439

CANADIAN TRUCK PRODUCTION

	Week Ended June 25, 1983	Week Ended June 26, 1982	Week Ended June 18, 1983	June to Date	Jan. 1 to June 26, 1982	Jan. 1 to June 25, 1983
CHRYSLER CORP.	2,652	2,542	2,681	9,068	53,212	66,447
FORD MOTOR	3,580	4,067	3,669	12,995	74,130	70,407
GENERAL MOTORS	6,248	5,596	6,397	22,621	143,084	126,181
INTERNATIONAL	.....	263	.....	.....	6,212	3,216
Total Trucks, Canada	12,480	12,468	12,747	44,684	276,638	266,251
N. American Trucks	66,006	63,880	65,457	229,919	1,287,796	1,370,690

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended June 25, 1983	Week Ended June 26, 1982	Week Ended June 18, 1983	June to Date	Jan. 1 to June 26, 1982	Jan. 1 to June 25, 1983
AMERICAN MOTORS	328	610	820	2,459	13,738	15,533
CHRYSLER CORP.	.....	4,222	.....	5,718	86,409	103,857
FORD MOTOR	9,711	8,949	9,734	26,822	168,716	112,162
GENERAL MOTORS	11,855	8,313	12,852	45,823	193,544	278,682
VOLVO	225	180	225	810	5,412	5,265
Total Cars, Canada	22,119	22,274	23,631	81,632	467,819	515,499
N. American Cars	175,378	155,618	170,416	607,358	3,054,585	3,699,622
N. American Trucks	66,006	63,880	65,457	229,919	1,287,796	1,370,690
North American Cars and Trucks	241,384	219,498	235,873	837,277	4,342,381	5,070,312

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

7/6/83
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Automotive News

July 4, 1983

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58th year—$40 per year, $1.00 per copy

Japanese quota to expire; local-content bid stronger

By John Hartley, Helen Kahn and Kathleen Hamilton

The Japanese and Canadian governments last week finally hammered out voluntary auto quotas for this year, but days later a Japanese government official promised auto executives in Japan that export quotas for both Canada and the U. S. won't be extended when they expire next March.

It is unclear whether this was posturing by Sosuke Uno, on the job only two weeks as head of the Ministry of International Trade and Industry (MITI), or an official government announcement.

In either case, Uno's statement in Tokyo clearly helped the UAW-backed local-content bills in the U. S. Congress at a time when support has been low.

A spokeswomen at the Japanese embassy in Washington characterized Uno's statement as a reaffirmation of the government's earlier stance on the issue.

But observers in Japan say that even if Uno is opposed to more restraint, it is likely that Japan will restrain its auto exports in some fashion if the U. S. applies pressure.

In Detroit, officials at General Motors, American Motors and the UAW indicated they believe the Japanese position may be more flexible than Uno's statement indicates.

• Uno's remarks came during an informal breakfast meeting with auto executives. Takashi Ishihara, head of Nissan and of the Japanese Automobile Manufacturers Assn., urged Uno to stand firm on the issue.

Uno also emphasized the need for Japan to increase its imports to offset its trade imbalance.

The U. S. State Department, the Japanese embassy in Washington and the Office of the U. S. Trade Representative all said there has been no official communique that would indicate the stance is official.

A spokesman for the Trade Representative's Office said it is too early to start talking to the Japanese about future quotas. The Reagan Administration has asked for a clarification.

The reaction from Michigan's legislators was predictably strong.

But Missouri Republican Senator John Danforth, who previously introduced quota legislation, said he does not believe Uno's remarks are the final word. There is still a good chance of a fourth year of quotas, based on talks he and other senators had last January with Prime Minister Nakasone, Danforth said.

• Rep. John Dingell, Michigan Democrat, and Rep. Richard Ottinger, New York Democrat, predicted the news will boost the chances of passing local-content legislation.

Senator Donald Riegle, Michigan Democrat, speaking in Detroit to the Michigan AFL-CIO convention, called Uno's position an "outrage" and said Japan has begun a trade war he likened to Pearl Harbor.

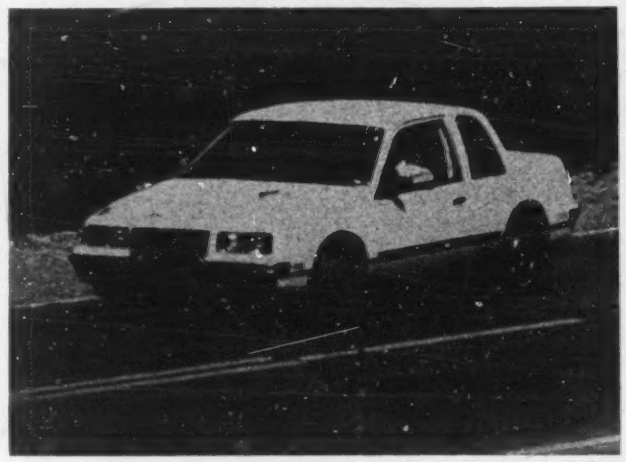
Riegle called for immediate action to limit "sharply and permanently" the number of Japanese cars and trucks imported into the U. S.

Riegle is the chief sponsor of the local-content bill in the Senate. Its companion was recently reported out of the House Energy and Commerce Committee.

Until Uno's statement, it had

Continued on Page 42, Col. 1

N as in 'new'



Jim Dunne

GM hones new FWD line

General Motors will unveil its new N-body—also known as GM-20—line of front-wheel-drive cars for the '85 model year. GM-20 vehicles will not be much larger than current J-body models and will likely be powered by a 2.5-liter inline four-cylinder engine. A two-door will be the only model offered the first year by Buick, Oldsmobile and Pontiac (the Buick model is shown). Cadillac will join the program in '86, basing its Cimarron model on the four-door sedan body that will be added that year.

breaking news

Toyota to offer extended cab

LOS ANGELES.—Toyota Motor Sales, U.S.A., will offer an extended-cab version of its new truck when the revamped line is introduced this fall. The new truck will be offered in two wheelbases—108 and 122 inches and will retain the present 2.4-liter four-cylinder engine.

Renault Encore starts at $5,755; '84 Alliance up

SOUTHFIELD, Mich.—American Motors last week announced tentative '84 prices which show increases of $245 to $344 (3.8 to 4.9 percent) on Renault Alliance. AMC also placed tentative prices on its new Renault Encore hatchbacks which are $100 less than most corresponding '84 Alliances, $204 less on the base model.

Encore starts at $5,755 for the base three-door. The Encore S three-door is $6,365 and the S four-door is $6,615. In the Encore LS series, the three-door is $7,088 and the five-door is $7,338. The Encore S three-door is $7,547.

Alliance starts at $5,959 (up $264) for the base two-door.

See BREAKING NEWS, Page 8, Col. 1

Judge grants extension in DeLorean 'circus'

By Edward Lapham
Senior Editor

The DeLorean drama made news again last week when the U. S. Bankruptcy Court in Detroit gave John DeLorean until Oct. 3 to form a viable reorganization plan for his defunct DeLorean Motor Co.

Judge George Woods also granted a petition by the unsecured creditors committee of DMC to freeze the proceeds of a pending sale or another DeLorean-owned company, pending further examination.

The week's events, termed a "circus" by one attorney, included among other things a hearing on a DMC petition to remove one creditor from the committee, a courtroom discussion of whether a DMC bankruptcy lawyer had called DeLorean associate Roy Nesseth a "gangster" or merely said he was "difficult" to get along with, and disclosure by a local television station that the FBI is now investigating DeLorean for "bankruptcy fraud."

In granting DeLorean and Henri Foussard another 90 days to put together a viable reorganization plan, the court ordered a $100,000 good-faith deposit posted in March by an attorney representing the investor group held in escrow. The creditors committee had wanted the money forfeited to the estate, arguing the group had not acted in good faith nor presented a bona-fide reorganization plan.

Judge Woods said he would extend the exclusive rights of DeLorean to file a plan beyond Oct. 3 only if there was progress, good faith and the likelihood the plan being developed would eventually be confirmed. After that he said, "it's open season" for any other potential investor who might want to reorganize the company — or liquidation.

• In the hearing to freeze the proceeds of a pending sale of the Logan Mfg. Co. division of DeLorean Mfg., court-appointed examiner Yale Levin testified that "there is a reasonable possibility" that John DeLorean may have used part of the $17.65 million missing from the sports car company to acquire Logan from Thiokol Corp. in 1979. (See AUTOMOTIVE NEWS, March 28, 1983.)

Levin said his examination was not yet complete and he had not yet reached a firm conclusion.

Attorneys for the creditors committee produced documents which said DeLorean obtained a $9.0 million loan from Dutch commercial bank, Pierson, Heldring & Pierson, with "very favorable terms" which suggested it was collateralized by a compensating balance of funds removed from the car project.

Levin said the loan terms, a 4.5 percent, 10-year, one-payment note from the Pierson bank is the type of "super balloon loan frequently secured with cash, certificates of deposit" or other similar cash-like instruments.

DeLorean last week was close to selling Logan to LHIW, Inc., a Logan (Utah) company, for $12.5 million, including a $2.5 million payoff of an outstanding loan to Continental Illinois National Bank, $4.5 million in cash and $5.5 million in notes. The

Continued on Page 38, Col. 4

Motors Holding 54 years old and going strong

A look at GM's most exclusive club

By John K. Teahen Jr.
Managing Editor

The entry fee is higher than it once was and the apprenticeship is longer than it used to be, but General Motors' most exclusive club is still going strong.

The club is 54 years old, and it has had only 3,200 members during its entire life. Never more than 400 or 450 at any one time, usually a lot fewer than that.

And it has had only three leaders since it was formed in 1929.

The "club" is Motors Holding Division, a unit of the Sales and Marketing Staff that finances newly appointed GM dealers. The "members" are the dealers it finances.

Motors Holding is GM's smallest division with only 130 employes. In addition to central office functions in Detroit, they staff 19 branch offices in the U. S. and three in Canada and three regional offices.

The division also has responsibility for Motors Holding operations in the United Kingdom and West Germany. There are four employes in Europe. And it has overview responsibility for similar activities in Australia and South Africa.

Major-domo of the Motors Holding realm is William Harvey III, a genial 58-year-old executive who has been with the division since 1948 and has been its general manager since 1959.

William Harvey III

His 24-year tenure as the boss is probably the longest in GM history for the head of one division.

Harvey has had only two predecessors at Motors Holding. Albert L. Deane ran things from

Continued on Page 40, Col. 1

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Chevy power for Ford replica

The Total Replica Roadster, built by Total Performance, Inc., Wallingford, Conn., is a replica of the 1930 Ford, complete with two-passenger rumble seat. The fiberglass-bodied car is powered by a Chevrolet V-8 engine. Price is $18,000.

Clenet 'angel' wins assets of firm in court

By Kathleen Hamilton
Financial Editor

A U. S. Bankruptcy Court ruling has given all the assets of California neoclassic-car maker Clenet Coachworks to the firm's financial partner who is now looking for a buyer.

Meanwhile, designer Alain Clenet is working with Cars and Concepts, Brighton, Mich., on several projects. He also is setting up production of wood instrument panels for the aftermarket and making plans to design another car with his name on it —this time a modern performance vehicle.

Bankruptcy Court Judge Calvin K. Ashland came down squarely in favor of S. Prestley Blake, the founder of the chain of Friendly Ice Cream Co. restaurants, who bankrolled Clenet. The ruling authorizes Blake to sell the company's assets to try to recoup some of the $2.6 million the court found due him.

Clenet Coachworks will be worth less than $1 million if sold as a going concern, according to the judge's findings. Blake said he hopes to sell it intact, not in pieces.

In addition, Blake owns the Goleta (Calif.) plant where the $85,000 luxury cars were built. When the plant opened several years ago, Clenet valued it at about $4 million.

• Blake said General Motors executives had considered it for a West Coast design studio, but have dismissed it as too expensive for their budget at this time. Several prospects a week have been touring the facility, he said.

After more than a year of dissension between Blake and Clenet, Clenet was evicted in August, 1982, for failing to pay rent, taxes and utilities. Three of the company's creditors, friendly to Alain Clenet, sued in an attempt to recover their losses by forcing the company into liquidation.

The most recent court ruling, however, upheld Blake's priorities over those of the unsecured suppliers.

Clenet said the judge's ruling favored Blake in part because some of the facts of the case weren't tried (a jury trial was waived) and because of an unprepared lawyer for the estate. Clenet himself was not represented by an attorney.

Two former Clenet employes, George Corsi and Michelle Curtis-Corsi, are marketing replacement parts for the Series I, II and III Clenets through Pacific Innovations (P.O. Box 2053, Goleta, Calif. 93118).

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58th year — No. 4975

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Directives issued on air bags, fuel economy, research

House approves funds for NHTSA

By Helen Kahn
Washington Bureau Staff

WASHINGTON. — Air-bag technology, reliability of driver-only and full-sized air bags plus air-bag repair and larger test fleets are among the specific spending programs earmarked by the House of Representatives as it provided funding for NHTSA for fiscal 1984.

The committee report accompanying the money bill also advocated expansion of the New Car Assessment Program by which cars can be compared for their capability of protecting occupants and in giving consumers information on bumper performance.

The House bill, which also increases spending for drunk-driving programs and for "buckle up" programs, now goes to the Senate Appropriations Committee for its consideration and changes. Eventually, the Senate will act and a conference committee will iron out differences.

House passage of the appropriations for fiscal 1984 for the Department of Transportation occurred before the recent U. S. Supreme Court decision remanding the rescission of the passive-restraint rule to NHTSA for further consideration — whether to find better reasons for cropping the standard or to modify it and readjust effective date or dates.

Most of the money which NHTSA gets goes to states for their highway safety programs. The explanation is that alcohol — involved in some 55 percent of all fatal crashes — is a leading cause of deaths and so are unused safety belts and child restraint systems whose use could prevent at least half the deaths and injuries in car and light-truck crashes.

But while traffic deaths have been falling, the House Appropriations Committee is "uncertain" about the role played by NHTSA programs and policies. And — in an apparent reference to claims of lower fatality figures because of less driving, especially by unemployed teenagers, and formerly high gasoline prices — the committee wants to know whether the trend will continue under improved economic conditions and stable fuel prices.

• The biggest part of NHTSA's $78 million budget — not including the big grants to states — is for research and analysis.

The House voted for a little more than $39.5 million on grounds it will develop new approaches for safety and fuel economy of vehicles via state highway programs and through standards, public information, voluntary programs with manufacturers, harmonization with national and international standards and regulatory reform.

But the committee was not satisfied with progress made either in fuel economy or safety. For example, it is concerned that General Motors, Ford Motor Co., Jaguar and Saab may not meet the 26.0 MPG standard for '83 models, but failed to mention that Volvo may be in the same boat.

In fact, said the committee, NHTSA has "systematically dismantled its capability to deal with fuel-economy issues," even though the committee believes fuel economy will remain a "significant" issue.

To improve that capability, the House bill gives $500,000 more than NHTSA requested and directed the Cambridge (Mass.) Transportation Systems Center to use it.

In addition, the committee added $800,000 for crashworthiness research, of which $550,000 is to be used for biomechanics research.

But the committee approved another $250,000 to be used "to further the investigation of vehicle technological improvements to air-bag systems which have the potential of reducing installation and repair costs."

The full Reagan budget request of $1 million to complete the $2.5 million project to install driver-only air bags in 5,000 1985 models bought by the General Services Administration was also voted.

Money is already going to Arizona for its police car fleet, but the committee said a "substantially larger test fleet" is needed.

NHTSA was urged to intensify efforts to persuade larger fleet buyers to purchase air-bagged vehicles to set up a "sta-

Continued on Page 41, Col. 1

U. S. judge tells Toyota to provide price data

LOS ANGELES. — A U. S. District judge has ordered Toyota Motor Sales, U.S.A. (TMS/USA) to turn over to the IRS cost information on cars sold by its parent, Toyota Motor Corp., to dealers in Japan.

Judge Cynthia Holcomb Hall ordered the Toyota's U. S. subsidiary to provide the data, which the IRS says it needs to establish the transfer price or price paid by TMS/USA for the Toyotas sold in this country between 1975 and 1978. The IRS is questioning TMS/USA's tax liability for that period.

Attorneys for Toyota Motor Corp. argued in an earlier court appearance that the model-by-model breakdown requested by the IRS is unavailable because cost data on cars sold in the Japanese home market is kept in a different form than that of cars sold in the U. S.

Judge Hall, however, ordered Toyota to comply with the request that asks the company "to provide unit selling prices, including the price of spare tires and tools, to Japanese dealers for each passenger-car model sold during each of the fiscal years 1976, 1977 and 1978."

Judge Hall denied a government request that TMS/USA provide cost data in 13 other categories, saying that information has already been provided by the company or no longer exists.

She also rejected a request for copies of all communication between TMS/USA and its parent as too broad.

ERF inks pact to build Hino trucks in UK

By Richard Feast
European Editor

SANDBACH, England.—ERF, the UK's only independent heavy-truck maker, has reached an agreement with Hino, of Japan, to begin production of medium-weight Hino trucks next year.

The agreement was reached last week by Peter Foden, chairman of ERF, and Masashi Arakawa, president of Hino. Hino is part of the Toyota Group.

The agreement involves no financial stake by Hino in ERF, and reports of a $45 million investment by the Japanese company have been denied by ERF.

ERF will be responsible for manufacturing and marketing a range of four-wheeled rigids in the 12-to-15-ton category. The vehicles will be produced in the company's Sandbach works in the northwest of England, using six-cylinder Perkins diesel engines.

They will be sold as ERFs. When production begins in 1984, ERF said, the local content will amount to 60 percent, and will rise to 80 percent as the program develops.

The deal also involves the exchange of technical information, including ERF's unique hot-pressed plastic cab components.

Critically for the UK maker, it gives it a contender in a weight category which it has so far avoided. ERF has concentrated on the heavy end of the market, selling the majority of its output in the UK but with a limited number of exports to the Middle East.

Last year, ERF manufactured just over 1,700 units, compared with almost 61,500 by Hino.

Hino has international ambitions. It is planning to begin a U. S. operation in 1984 (AUTOMOTIVE NEWS, May 16). In Europe, it has concentrated its assembly facilities in countries which have no domestic industry, such as Ireland, Portugal and Greece.

Assembling turbos

Rolling off the line at Garrett AiResearch's assembly plant in Torrance, Calif., the Model TO3 turbochargers are assembled by Luis E. Labori prior to installation in Ford's new 2.3-liter EFI (Electronic Fuel Injection) turbocharged engine.

10,000 Corvettes being recalled for brake-bolt fix

WARREN, Mich. — Chevrolet has recalled all 1984 Corvettes built before June 16 so that bolts holding front-wheel brake assemblies in place can be changed.

Chevrolet said a quantity of incorrectly coated bolts had been used to fasten brake calipers to steering knuckles. If these bolts work loose, they could cause the caliper to interfere with the operation of the wheel and prevent the wheel from rotating.

Since the incorrect bolts were used at random and are virtually indistinguishable from the correct bolts, both bolts on both front-brake assemblies of some 10,000 new Corvettes will be changed.

There have been no reported accidents due to the incorrect bolts.

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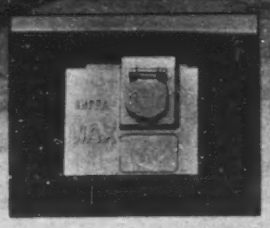

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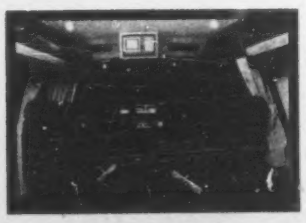

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	APRIL					FIVE MONTHS				
	Regis., April, 1983	Percent Share of Market	Regis., April, 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 5 mos., 1983	Percent Share of Market	Regis., 5 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Nissan	43,870	21.07	36,221	19.45	+ 1.62	169,198	21.17	158,519	23.16	— 1.99
Toyota	42,702	20.51	44,399	23.84	— 3.33	165,183	20.67	128,102	18.71	+ 1.96
Honda	29,188	14.02	29,476	15.83	— 1.81	117,019	14.64	117,683	17.19	— 2.55
Mazda	15,490	7.44	12,916	6.93	+ 0.51	55.885	6.99	46.158	6.74	+ 0.25
Subaru	11,873	5.70	11,397	6.12	— 0.42	45,847	5.74	44,730	6.58	— 0.84
Alliance	11,422	5.49	.....	.....	.....	44,703	5.59	.....	.....	.....
VW	11,018	5.29	13,194	7.08	— 1.79	44,221	5.53	48,315	7.06	— 1.53
Volvo	7,863	3.78	6,573	3.53	+ 0.25	27,368	3.53	22,358	3.27	+ 0.16
Mercedes	5,837	2.80	5,722	3.07	— 0.27	22,011	2.75	20,504	3.00	— 0.25
BMW	3,835	1.84	4,123	2.21	— 0.37	17,614	2.20	14,897	2.18	+ 0.02
Audi	.....	.....	3,733	2.00	.....	.....	.....	14,344	2.09	.....
Others	25,112	12.06	18,507	9.94	+ 2.12	90,223	11.29	68,924	10.07	+ 1.22
TOTAL	208,211		186,261			799,272		684,534		
Share of U. S. Total		28.58		27.71	+ 0.87		30.54		29.09	+ 1.45

Registrations for Oklahoma not available.

April share of registrations is 28.58 pct.

Import penetration rises for month

By Jenny L. King
Staff Writer

New imported-car registrations accounted for a greater share of the total market this April than they did a year ago, but they fell short of the record 30.33 percent posted in 1981. Year-to-date penetration was up from 1982, to 30.54 percent from 29.09 percent.

According to figures compiled by R. L. Polk & Co., April registrations for imports numbered 208,211, up 11.78 percent from 186,261 a year earlier. They represented 28.58 percent of the market compared with 27.71 percent in 1982. Record penetration for the month was 30.33 percent notched in 1981.

In the first four months of 1983, 799,272 new imported cars were recorded, up 16.76 percent from 684,534 in 1982. They represented 30.54 percent of the market compared with 29.09 percent in 1982.

U. S.-built Volkswagen Rabbits, Honda Accords and Renault Alliances are counted as imports by Polk and they constitute a new category for country of origin: United States.

Again in April, as it had in March, Nissan edged out Toyota to become the top-registered import and was up 1.62 percentage points, to 21.07 percent from 19.45 percent last year. Second-place Toyota dropped 3.33 percentage points, to 20.51 percent from 23.84 percent.

Honda remained third, but dipped 1.81 percentage points, to 14.02 percent from 15.83 percent. Mazda took fourth place from Volkswagen and was up 0.51 percent. Subaru was fifth, followed by Alliance and then VW. Eighth-place Volvo was up 0.25 percentage points, Mercedes was ninth and BMW tenth.

Those top 10 imports had 87.94 percent of the import total, leaving the remaining 12.06 percent to "others." A year earlier, others claimed 9.94 percent and the top 10 had 90.06 percent.

During the first four months, Toyota slipped 1.99 percentage points from last year, Nissan was up 1.96 points and Honda fell 2.55 points. Mazda gained 0.25 percentage points, Subaru was off 0.84 points, VW was down 1.53 points and Volvo climbed 0.16 percentage points.

Mercedes was off 0.25 percentage points from 1982, BMW was up 0.02 percentage points and others were up 1.22 percentage points, to 11.29 percent from 10.07 percent.

The Japanese share of the import market slipped to 73.02 percent from 76.85 percent in April. German-built cars claimed 9.36 percent this year, versus 10.07 percent in 1982. U. S.-built imports accounted for 9.44 percent compared with 4.88 percent, and cars from Sweden had 4.92 percent, up from 4.32 percent.

• Imports from the various countries were as follows:

	April, 1983	April, 1982
Japan	152,026	143,141
West Germany	20,057	18,764
United States	19,645	9,093
Sweden	10,252	8,054
France	3,871	4,445
Great Britain	1,325	801
Italy	996	1,725
Ireland	39	238

Registrations by country of origin January through April, 1983 vs. 1981, were:

	4 mos., 1983	4 mos., 1982
Japan	589,894	530,447
West Germany	79,585	69,689
United States	73,340	32,293
Sweden	35,211	27,515
France	13,515	15,057
Great Britain	4,324	2,556
Italy	3,223	5,797
Ireland	180	1,180

New imported truck registrations rose 3.31 percent in April, to 36,677 from 35,503. The by-maker breakout was:

	April, 1983	April, 1982
Toyota	12,930	12,030
Nissan	9,893	8,269
Mazda	5,932	3,152
Dodge Ram 50	2,019	2,477
Others	5,903	9,575
Total	36,677	35,503

Year-to-date, imported trucks were up 1.77 percent, to 139,048 from 136,628. Totals were:

	4 mos., 1983	4 mos., 1982
Toyota	46,138	42,728
Nissan	35,204	30,313
Mazda	19,607	.....
Dodge Ram 50	8,254	12,035
Ford Courier	.....	12,183
Others	29,845	39,369
Total	139,048	136,628

NADA notes rise in dealers using Sales Trak plan

WASHINGTON. — The 1983 NADA Sales Trak dealer participation rate is running 30 percent higher than the 1982 rate, according to Steve Wancik, NADA Sales Trak manager.

Holding four workshop meetings in four cities per month, the Sales Trak program recently completed two workshop meeting series. Approximately 50 dealers not currently participating in the Sales Trak program attended each workshop.

"The May and June workshops were successful because dealers are beginning to see the light at the end of the tunnel. They are now prepared to involve themselves in ways to improve and exploit the upturning market," Wancik said.

Originated in 1975, the Sales Trak program is a management tool for control.

The four-step program consists of a Prospecting System, Floor Traffic Control, Prospect Follow-Up and Owner Follow-Up.

Ohio dealer group honors Kyger family

OXFORD, O. — During the Ohio Automobile Dealers Assn.'s 50th annual convention, George F. Kyger and Frank Kyger, of George F. Kyger & Sons (Chrysler-Plymouth-Dodge), were given the Half-Century Club Award.

This award is given to dealerships which have held a new-car or truck franchise continuously in the same family for 50 years.

Century Subaru opens

VERNON, Conn.—Century Subaru, Inc., has opened here. Michael Ferranti is president.

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On stopping-distance data

NHTSA willing to ease brake rule

WASHINGTON. –In response to a request from General Motors, NHTSA has tentatively decided that brake stopping distance need not be provided to car buyers at the time of delivery, but it should be made available to dealers and NHTSA so prospective buyers who wish to have the information may obtain it.

Using information provided by GM, NHTSA estimated that if the proposal is adopted, the auto industry would save more than $1 million a year. Closing date for comments is mid-August.

The consumer information for cars and motorcycles is obtained by the manufacturers when they test for compliance with Standard 105.

GM said the data is not really used by consumers; it does not provide a meaningful comparison among vehicles; it may be misleading, and disseminating it is an unnecessary economic burden on the maker.

GM provided a survey of 162 of its dealers. Of these, 140 said no consumer had ever asked for the information and the other 22 had received an average of five requests each. Moreover, said GM, because of the severity of the standard, most vehicles are going to read out as near the maximum allowable distance — so the information is not really useful to car buyers.

But because GM did petition, NHTSA made its own investigation and discovered that both Ford Motor Co. and Chrysler Corp. reported that all their domestic cars stopped at exactly the distance set by the standard, but GM reported that a typical domestic GM model needs 5 percent less distance in which to stop.

Said NHTSA, "Information like this could be useful to consumers."

In addition, NHTSA found wide variations in reported stopping distances — from 136.7 feet to 194 feet, a range of 30 percent. There was also "some significant variations in reported stopping distances" among comparable models.

So, even though there was the tight grouping around the maximum reported by GM, there were also noticeable differences for 1982 models.

NHTSA said it wants to know if there is a better way to ensure brake effectiveness for subsequent buyers. The current practice of using the owner's manual or using a separate pamphlet works only if that is passed along.

A better way might be to include it on a sticker permanently attached — inside the glove compartment or on the door post — and the agency would like to have comments on that suggestion and any others.

Providing dealers and NHTSA with the data—using an extrapolation of GM costs — means only 3 cents a car in an 8 million car year, NHTSA said.

New York dealers to build new quarters

NEW YORK. — The Greater New York Automobile Dealers Assn. has purchased property in College Point in Queens for a new headquarters building.

The building will be the Whitestone Expressway service road at 20th Ave., just off the Whitestone Bridge. Construction is scheduled to begin this fall and to be completed about a year later.

Rochester dealers elect officers

Officers of the Rochester (N. Y.) Auto Dealers Assn., are, from left: Edison Paxton, president; Michael Piehler, vice president; Arnold Brooker, treasurer; William Gordon, immediate past president, and Patrick Cortese, secretary.

factories list auction dates

American Motors

July 6—Southern Auto Auction, Warehouse Point, Conn.; Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

July 7—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 8—Concord Auto Auction, Acton, Mass.

July 12—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 13—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

July 14—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 19—D-A Auto Auction, New Stanton, Pa.

July 20—Southern Auto Auction, Warehouse Point, Conn.; Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

July 21—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 22—Concord Auto Auction, Acton, Mass.

July 26—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 27—Central States Auto Auction, Mason City, Ia.; Columbus Fair Auto Auction, Obetz, O., and Southern Auto Auction, Warehouse Point, Conn.

July 28—Evansville Auto Auction. Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

July 12—Aptco Auto Auction, Taylor, Mich.

July 14—Clanton's Auto Auction, Darlington, S. C.

Ford Motor Co.

July 12—Arena Auto Auction, Chicago, Ill.

July 13—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 14 — Skyline Auto Exchange, Fairfield, N. J.

July 19 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 20—Columbus Fair Auto Auction, Obetz, O., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 27—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla., and Southern California Auto Auction, Fontana, Calif.

July 28 — 166 Auto Auction, Springfield, Mo.

General Motors

July 7—Aptco Auto Auction, Taylor, Mich.

July 12 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 14—Butler Auto Auction, Gibsonia, Pa.

July 18 — Florida Auto Auction of Orlando, Orlando, Fla.

July 20 — Golden Gate Auto Auction, Fremont, Calif.

July 21—Dallas Auto Auction, Dallas, Tex., and Indianapolis Auto Auction, Indianapolis, Ind.

July 27—Metro Auto Auction, Kansas City, Mo.

Model breakdown

Auction Averages

	JUNE	MAY	APRIL
1983	$10,012	$10,203	$8,595
1982	8,070	8,011	8,142
1981	6,142	6,258	6,140
1980	4,906	5,198	5,342
1979	4,644	4,630	4,498
1978	3,475	3,444	3,511
1977	2,779	2,705	2,828
1976	1,877	2,199	2,012
Overall Average	$ 5,138	$ 5,173	$5,069

Used Car Sales

Auction Averages

June	$5,138
Month ago	$4,999
Year ago	$4,776

2nd co-defendent in DeLorean case pleads guilty

LOS ANGELES.—Former automaker John Z. DeLorean will be facing cocaine-trafficking charges alone when his trial begins here Oct. 4, following a plea change by the second of his two co-defendants.

Stephen Lee Arrington, who was arrested with DeLorean and William M. Hetrick last October in a government sting operation, pleaded guilty to two cocaine charges June 24 and faces a maximum of 30 years in jail and $50,000 in fines.

Judge Robert M. Tagasuki set sentencing of Arrington for Aug. 25. Hetrick changed his plea from innocent to guilty on June 13. He is to be sentenced Oct. 31.

Arrington was arrested when he allegedly delivered 25 kilograms of cocaine to federal undercover agents. In return for his guilty plea, the government dropped a third drug-trafficking charge against Arrington.

Unlike Hetrick, who has agreed to testify against DeLorean and others in unrelated drug cases as part of his plea bargain, Arrington will not testify against DeLorean.

Larsen new president of Oregon dealers

PORTLAND, Ore. — Allan Larsen, Larsen Motor Co., McMinnville, has been elected president of the Oregon Automobile Dealers Assn.

Also elected were Ray Hayden, Hayden Motor Co., Newport, vice president; Bud Betz, Betz Chevrolet-Pontiac-Oldsmobile, Cottage Grove, secretary, and Buzz Braley, Braley & Graham Buick, Portland, treasurer.

DeLorean wins time to try to reorganize his auto firm

Continued from Page 1

closing was tentatively scheduled for July 1, which prompted the creditors committee to seek impressment of the proceeds.

Earlier, DeLorean was close to a $10 million sale to Austrian manufacturer, Steyr - Daimler - Puch AG, and also had negotiated with Canadian snowmobile maker Bombardier, Ltd., as well as a Logan management group.

• Howard Weitzman, one of DeLorean's attorneys in the federal drug-trafficking case in Los Angeles, appeared in Bankruptcy Court last week. He said there is "no hard evidence" linking the missing money to John DeLorean. He also argued that freezing the proceeds of the Logan sale might abort it by scaring off a lender.

After the ruling, Weitzman said a portion of the receipts would be used by DeLorean for his defense in Los Angeles and that "he wanted a portion of this to put back in the car company."

Weitzman said allegations that DeLorean had taken the missing money were "outrageous" and were designed to "divert attention from the misconduct" of the London-based receivers of the defunct Northern Ireland factory.

"Their primary goal seems to be to attack John DeLorean personally," he said.

The DMC effort to remove Audio Systems, Inc., from the creditors committee involves the ASI suit in U. S. District Court for the Southern District of New York.

In that suit, against John Z. DeLorean, Roy S. Nesseth, former DMC board member Cristina DeLorean, DeLorean Mfg. Co., Cristina Corp., and former DMC officials Thomas W. Kimmerly, James H. Season and George J. Hayward, ASI is seeking additional damages based on the Racketeer Influenced and Corrupt Organizations Act.

The $5 million ASI suit charges the defendants with various acts of fraud in their relationship with the supplier. The ASI suit charges racketeering in wire fraud, bankruptcy fraud, mail fraud and securities fraud.

In another separate action, attorneys for the bankrupt DMC filed suit in U. S. District Court in Detroit, seeking to recover damages from Consolidated International, Inc., which acquired the remaining stock of DMC cars late last year pursuant to an earlier loan agreement.

Rockwell heads group bidding for AM General

Continued from Page 2

working on its plan to buy AM General for about eight months and included as much of the division's top management as Securities and Exchange Commission rules allow, he said.

Both the Cyprus and Hyde-Murphy deals are leveraged buyouts, which would borrow against the assets of AM General to finance the purchase.

AMC announced in March it was willing to sell AM General as part of a financial restructuring to raise money for its future product lines. The announcement came the day after the government awarded AM General a contract for potentially $1.2 billion for its Hummer land vehicle.

• That contract could make AM General South Bend's first or second largest employer, banker Murphy said, and is the reason for the local support. His group plans to keep top management, sales and engineering operations in Detroit.

AM General would be the largest acquisition by Cyprus, which last week acquired a computer hardware company and another company that has developed a laser wastewater treatment system.

Rockwell and a group of investors acquired control of Cyprus in 1981 and moved it to Pittsburgh as a publicly traded closed-end investment company. It will become an operating company if the bid for AM General is successful.

Saab names Rossi

ORANGE, Conn. — Steven Rossi has been promoted to product development compliance manager for Saab-Scania of America. He previously was market adaption certification engineer.

6-month total is 3,293,508

1st-half auto production up 23 pct.

By Mary Beth Mayer
Staff Writer

U. S. car production for the first six months of this year is estimated at 3,293,508, leading the year-ago total of 2,660,041 by 23.81 percent.

Output last week was slated at 136,732, down 10.52 percent from 152,810 the previous week, but up 12.46 from 121,578 built in the year-ago period.

Breakdown for the week by company was: General Motors, 52.88 percent; Ford Motor Co., 23.19 percent; Chrysler Corp., 11.26 percent; Volkswagen of America, 1.72 percent, and Honda, 0.95 percent. American Motors did not produce any Renault Alliances last week.

AMC closed its Kenosha plant last Monday (June 27) to begin a summer vacation, and will reopen it July 12. Ford's Edison (N. J.) plant closed last week to begin a three-week vacation.

Also closed was Chrysler's St. Louis plant, which is preparing for the launch of the 1984 front-wheel-drive, two-door models, including the Chrysler Laser and Dodge Daytona. The facility is slated to return July 18.

Chrysler's Belvidere, Jefferson and Newark points worked two daily nine-hour shifts last week.

Ford plants working daily overtime were: Chicago, St. Louis and Wixom. All Ford plants begin a two-week vacation today (July 4).

None of the auto makers posted Saturday overtime because of the holiday weekend.

All U. S. car facilities will be idle today in observance of Independence Day.

Labor group cheers Iacocca as he tees off on Reagan

DETROIT. — Labor and management in the U. S. have long been in an adversarial position, but this was certainly not the case last week when Chrysler Chairman Lee Iacocca spoke before the Michigan AFL-CIO convention.

Delegates hung on Iacocca's every word and interrupted him repeatedly with cheers and applause as he blasted the Reagan Administration's economic policies, particularly its approach to trade with Japan.

Iacocca brought the delegates to their feet when he defined "trickle-down economics" as meaning that "when tax laws are changed to benefit David Rockefeller, eventually some of it trickles down to Jay Rockefeller."

He said that while European countries are limiting Japanese car and truck imports, the U. S. government paid no attention when Japan took 22 percent of the U. S. car market.

The U. S. trade deficit with Japan, Iacocca said, is $13 billion on vehicles alone, which he said translates into a loss in the U. S. of 600,000 to 700,000 jobs.

"Those jobs were lost to a country that simply does not play fair when it comes to world trade," he said.

• Iacocca was the first top management official to speak at a Michigan AFL-CIO convention in the organization's 25-year history. His comments had even more impact because he did not speak in the usual labor rhetoric of "sock it to the boss." After all, for many union members, he is the boss.

Iacocca said Washington policies encourage businesses to use their money for acquiring other companies or to simply put it in the money markets, rather than invest in capital equipment which would create jobs and modernize our industries.

He again urged an increase in the gasoline tax, which he said would encourage conservation and would also raise money which could be used to repair roads, bridges, water and sewer systems and dams.

"My advice right now is don't build a house downstream," he said.

And the delegates roared their approval when, after reviewing U. S. trade policies, Iacocca asked. "When is this government going to wake up?"

Iacocca was followed by a more traditional labor convention speaker, Michigan Democratic Senator Carl Levin. Levin also attacked the Reagan Administration and the delegates liked what he said.

But he had clearly been upstaged by management.

New Hampshire adopts child-restraint law

CONCORD, N. H. — A new child-restraint law is in effect for New Hampshire, requiring children up to age five to be restrained either in car seats or seat belts.

Violation means a $30 fine, which can be waived by a judge who is shown proof that the offender has purchased a seat and plans immediate use.

Truck output up nearly 10 pct. for first half

Domestic truck production for the first half of 1983 is estimated at 1,141,713, topping the year-ago output of 1,039,218 by 9.86 percent.

Last week, the truck makers scheduled 46,593 units, down 13.53 percent from 53,883 built the previous week. The total was also down slightly from the 46,834 units assembled in the year-ago period.

American Motors' Toledo plant closed last Monday (June 27) to begin a summer vacation and is slated to return July 11.

Chrysler Corp.'s Warren point worked daily overtime last week.

Overtime was also scheduled at Ford Motor Co.'s Kansas City, Lorain, Louisville, Twin Cities and Wayne points. All Ford plants begin a two-week vacation today (July 4).

All U. S. truck facilities will be idle today in observance of Independence Day.

Canadian holiday cuts production of cars, trucks

Holiday downtime last Friday (July 1) dragged last week's Canadian auto production down 19.39 percent from the previous week's total, but output for the year-to-date remained above that of the comparable 1982 period.

The auto makers scheduled 17,773 units during four days of production last week, down from 22,048 units finished during five days the previous week but up 43.56 percent from 12,380 in the comparable week last year.

So far this year, the car manufacturers have finished 533,201 units, a 10.63 percent gain from 481,947 built in the year-ago period.

Last week's truck production, also for four days, was estimated at 9,013 units, down 25.87 percent from the previous week's 12,158. Output jumped 28.24 percent from 7,028 units built the same week last year.

Year-to-date, the truck makers have completed 274,942 units, down 3.51 percent from 284,948 built in the same 1982 period.

AMC's Brampton plant remained closed last week for a month-long summer break and is slated to reopen July 18.

Chrysler Canada's Windsor car plant is being retooled for assembly of the 1984 front-drive T-115 van/wagons scheduled to begin in October.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

U. S. CAR PRODUCTION

	Week Ended July 2, 1983	Week Ended July 3, 1982	Week Ended June 25, 1983	June Est.	Jan. 1 to July 3, 1982	Jan. 1 to July 2, 1983
AMERICAN MOTORS	.....	1,600*	4,362	16,125	28,899	89,855
AMC Total	.....	1,600*	.....	.....	28,899	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	.....	.....	4,362	16,125	.....	85,784
Alliance	.....	.....	4,362	16,125	.....	85,784
CHRYSLER CORP.	15,400	15,640	18,527	79,325	315,926	438,087
Plymouth Total	6,000	5,930	6,612	26,728	129,085	156,233
Horizon	2,500	2,223	2,550	10,734	40,257	54,863
Reliant	3,400	3,707	3,925	14,275	88,828	98,461
Caravelle ('83)	100	.....	137	719	.....	2,909
Chrysler Total	2,800	3,435	3,919	18,715	62,239	105,720
LeBaron	800	3,435	958	7,329	62,239	48,732
Chrysler E-Class	2,000	.....	2,961	11,386	.....	56,938
Dodge Total	6,600	6,275	7,996	33,882	124,602	176,134
Omni	3,000	2,457	3,804	13,632	38,127	62,712
Aries	2,500	2,882	2,446	13,008	68,250	73,887
Dodge 400	200	936	323	2,547	18,225	17,588
Dodge 600	900	.....	1,423	4,695	.....	21,947
FORD MOTOR	31,707	19,425	35,320	142,444	612,059	768,835
Ford Division	19,329	11,538	22,042	86,337	390,312	493,515
Escort	3,611	.....	5,386	21,851	155,973	137,176
Fairmont	.....	3,621	.....	.....	69,080	23,728
Mustang	3,513	3,670	3,534	8,022	72,681	63,993
LTD/Granada	3,383	4,247	4,009	15,905	66,711	92,058
Thunderbird	3,657	.....	3,691	18,651	21,709	106,914
Crown Victoria/Ford...	1,948	.....	2,217	8,962	.....	47,747
EXP	.....	.....	.....	.....	4,158	1,184
Tempo	3,217	.....	3,205	12,946	.....	20,715
L-M Division	12,378	7,887	13,278	56,107	22,747	275,320
Mercury Total	9,412	5,922	10,454	44,102	169,632	216,975
Lynx	1,616	.....	1,998	7,382	47,123	35,771
Capri	634	1,214	524	1,327	18,182	12,285
Zephyr	.....	1,083	.....	.....	22,748	8,601
Marquis/Cougar	1,627	1,793	1,837	7,551	31,822	39,638
Cougar/XR7	3,215	.....	3,260	16,257	7,245	60,651
Gr. Marquis/Marquis...	1,537	1,832	2,040	8,129	41,598	52,663
LN7	.....	.....	.....	.....	914	290
Topaz	783	.....	795	3,456	.....	6,060
Lincoln Total	2,966	1,965	2,824	12,005	52,115	58,345
Continental ('82)	313	392	274	1,189	10,952	8,519
Lincoln	1,736	963	1,677	7,001	23,517	30,412
Mark VI	917	610	873	3,815	17,646	19,414
GENERAL MOTORS	85,975	84,813	91,169	383,714	1,701,524	1,957,728
Buick Division	20,505	19,405	22,207	93,366	396,014	457,907
Skylark	3,350	4,061	3,344	14,706	72,272	56,418
Skyhawk J	1,361	2,457	1,643	6,196	45,034	36,804
Century	4,041	3,462	4,463	17,975	67,960	81,827
Regal	4,387	4,665	5,179	21,749	102,826	128,362
Buick	6,146	3,705	6,341	27,539	87,524	131,379
Riviera	1,220	1,055	1,237	5,201	20,398	23,117
Cadillac Division	6,156	5,510	5,939	25,642	129,713	168,374
Cimarron	340	252	321	1,341	2,130	10,711
Seville	580	331	589	2,515	12,348	18,002
Eldorado	1,340	1,396	1,364	5,804	33,237	39,465
Cadillac	3,896	3,531	3,665	15,982	81,998	100,196
Chevrolet Division	30,813	27,280	31,318	133,893	533,485	623,029
Chevette	4,103	5,993	4,039	17,841	117,023	94,465
Cavalier	7,984	2,072	8,070	33,706	44,949	138,440
Celebrity	5,140	1,862	5,098	21,169	35,680	61,172
Camaro	5,130	4,839	4,990	20,165	117,106	102,280
Citation	1,440	5,134	1,749	7,241	93,275	57,146
Malibu	3,258	3,254	3,338	14,740	60,807	79,939
Monte Carlo	1,678	2,148	1,688	8,087	35,113	47,112
Chevrolet	1,465	1,375	1,728	7,294	14,253	31,100
Corvette	615	603	618	2,650	15,279	11,375
Oldsmobile Division	19,987	18,265	23,073	93,262	397,930	509,944
Omega	1,710	2,340	1,733	7,019	44,256	33,694
Firenza	1,025	1,845	1,238	4,679	31,396	24,934
Cutlass	5,280	4,878	6,167	25,123	100,366	146,258
Cutlass/Ciera	4,379	2,270	5,161	20,542	63,499	101,116
Oldsmobile	6,733	6,097	7,898	32,212	139,701	183,388
Toronado	860	835	876	3,687	18,712	20,554
Pontiac Division	8,514	14,353	8,632	37,551	244,382	198,474
Acadian†	.....	20	408	1,179	6,775	9,186
2000	2,284	1,749	2,321	10,499	20,952	52,389
1000	957	1,545	1,068	4,040	18,370	21,313
Firebird	2,570	3,400	2,399	10,385	69,303	49,140
Phoenix	730	1,787	405	2,142	26,369	14,499
G. Prix/B'ville ('83)	1,973	3,810	2,031	9,306	82,949	51,947
6000	.....	2,042	.....	.....	19,664	.....
HONDA	1,300	.....	1,126	5,182	.....	18,491
VOLKSWAGEN	2,350	.....	2,306	7,871	49,316	47,410
CHECKER	.....	100*	.....	.....	2,063*	.....
Total Cars, U. S.	136,732	121,578	152,810	634,661	2,709,787	3,320,406

TRUCK PRODUCTION IN U. S.†

	Week Ended July 2, 1983	Week Ended July 3, 1982	Week Ended June 25, 1983	June Est.	Jan. 1 to July 3, 1982	Jan. 1 to July 2, 1983
CHEVROLET	16,983	15,713	18,998	77,316	361,539	397,696
DODGE	2,500	3,052	3,288	12,492	69,288	68,780
FORD	20,042	18,888	22,509	94,423	385,106	461,663
GMC	4,967	5,723	5,369	22,650	133,762	130,877
INTERNATIONAL	1,051	808	1,242	5,168	27,210	25,760
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	.....	1,600*	1,427	6,323	42,711*	38,494
AM GENERAL	50*	50*	50*	214	1,180*	1,240
MISCELLANEOUS	1,000*	1,000*	1,000*	4,280	30,000*	24,800
Total Trucks, U. S.	46,593	46,834	53,883	222,866	1,058,899	1,151,389

CANADIAN TRUCK PRODUCTION

	Week Ended July 2, 1983	Week Ended July 3, 1982	Week Ended June 25, 1983	June Est.	Jan. 1 to July 3, 1982	Jan. 1 to July 2, 1983
CHRYSLER CORP.	1,985	1,374	2,660	10,664	55,322	68,440
FORD MOTOR	2,484	2,490	3,527	14,929	77,265	72,838
GENERAL MOTORS	4,544	2,954	5,971	25,979	145,936	130,448
INTERNATIONAL	.....	210	.....	.....	6,425	3,216
Total Trucks, Canada	9,013	7,028	12,158	51,572	284,948	274,942
N. American Trucks	55,606	53,862	66,041	274,438	1,343,847	1,426,331

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 2, 1983	Week Ended July 3, 1982	Week Ended June 25, 1983	June Est.	Jan. 1 to July 3, 1982	Jan. 1 to July 2, 1983
AMERICAN MOTORS	.....	444	327	2,458	14,236	15,532
CHRYSLER CORP.	.....	2,026	.....	5,718	89,943	103,857
FORD MOTOR	7,898	3,107	9,708	33,137	171,684	120,057
GENERAL MOTORS	9,695	6,578	11,833	53,557	200,537	288,355
VOLVO	180	225	180	909	5,547	5,400
Total Cars, Canada	17,773	12,380	22,048	95,779	481,947	533,201
N. American Cars	154,505	133,958	174,858	730,440	3,191,734	3,853,607
N. American Trucks	55,606	53,862	66,041	274,438	1,343,847	1,426,331
North American Cars and Trucks	210,111	187,820	240,899	1,004,878	4,535,581	5,279,938

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

7/11/83
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Automotive News

July 11, 1983

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Newest Honda

Sporty CR-X to bow in Japan

Honda Motor Co. has announced a newly developed front-wheel-drive, 2+2 sports car, the Honda Ballade Sports CR-X. Power is by a light, compact, 12-valve cross-flow engine available as a 1.5 or 1.3-liter. Plastics and light metals are used extensively in the new car.

July 1 new-car inventory unchanged at 47-day level

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers built up their inventories of new cars during June, but sales picked up a bit, too, and they opened July with a 47-day supply, unchanged from a month earlier.

The July 1 domestic new-car inventory totaled 1,209,000, up from 1,194,510 a month earlier.

Compared with a year ago, however, the new-car stock has done a complete turnaround. Last year, the industry had 1,364,214 new cars on hand July 1, a 78½-day supply, quite hefty for that time of year.

This year's July 1 stockpile is in much better condition, however, with good balance between the size classes and very few low-volume nameplates in heavy supply.

The only problems were a few lines with inventories low enough to hamper sales, such as the hot-selling '84 Corvette.

• General Motors accounted for most of the inventory gain during June. American Motors also boosted its stockpile slightly, while the other corporate makers entered July with smaller unit counts than they had a month earlier.

GM opened July with a 45-day supply, up from 42 days a month earlier. GM lines in short supply included Corvette, Cutlass Supreme, Olds 88 and 98 and the J-cars, particularly Cavalier.

Ford Motor Co. had a 48-day supply July 1, down from 57 days on June 1. Ford's top-selling Escort entered the month with a meager 27-day supply.

Chrysler Corp. had a 56-day stockpile July 1, up from 53½ days a month earlier, while AMC boosted its slender 45-day supply a month ago to a healthier 55-day stock. Volkswagen of America trimmed its stock of U. S.-built Rabbits to 47 days from 63 days a month earlier.

The July 1 domestic new-car inventory was divided this way: GM, 55.09 percent; Ford Motor Co., 25.72 percent; Chrysler Corp., 14.84 percent; AMC, 2.86 percent, and VWoA, 1.49 percent.

A month earlier, the domestic inventory was divided as follows: GM, 53.93 percent; Ford

Table on Page 69.

Motor Co., 26.38 percent; Chrysler Corp., 15.16 percent; AMC, 2.74 percent, and VWoA, 1.79 percent.

• By size class, the stock of subcompacts, compacts and luxury cars dipped a bit from the preceding month, while intermediates and standards were up. But all movements were small and the inventory remained in remarkably good balance.

The domestic makers had a 44-day supply of subcompacts, a 45-day stock of compacts and a 48-day supply of luxury cars, compared with the month-ago levels of 46, 46 and 49½ days, respectively.

The intermediate stock grew to 52 days from 50 a month earlier, and standards were in 45-

Continued on Page 69, Col. 3

Plastic used for bumpers, body panels

Honda widens sporty coupe market

By John Hartley
Staff Correspondent

TOKYO. — Honda is set to open up the market for small sporty coupes with the completely new Ballade Sports CR-X coupe.

A tiny car, it fits between the City and Civic in size, although the style is sporty and completely different from the hatchbacks.

Exports of the CR-X and City to Europe will begin this fall, and it is possible that the CR-X will be exported to the U. S. However, that depends on the quota situation and market research.

Only 145 inches long, the CR-X has an 87-inch wheelbase and curvy fastback styling. Since the driver and passenger sit very low, the car is only 51 inches high.

There is a deep air dam combined with the bumper at the front, while the headlamps are partially covered by small flaps, as on the Isuzu Impulse. The car has a high waistline with the fastback roof running into the vertical tail panel. Honda claims a drag coefficient of 0.33 and says that lift is also low.

But it is not just in the looks that the body is new. Honda has developed some new plastic panels for the front fenders, the front panel above the grille and also as cladding panels for the bottom halves of the doors.

These panels are injection molded from a new mixture of polycarbonate and ABS developed by Honda and are much cheaper to produce than the panels being used by General Motors for the new Pontiac Fiero, according to Honda materials engineer Yoshitsugu Fujimori.

• In addition, the bumpers are molded from polypropylene, and like the other plastic panels are painted to match the body. Fujimori conceded that there are some difficulties with paint matching, so at present the CR-X is limited to three strong colors — white, blue and red.

Beneath the skin, there are more novelties. First, there are new 1.3- and 1.6-liter engines with aluminum cylinder blocks and heads.

Incorporated in the cylinder heads are Honda's novel three-valve plus CVCC layout first

Continued on Page 69, Col. 4

With World Congress and World Expo

Automotive News Week under way

Automotive News Week in Detroit is in full swing today (July 11), as the second annual Automotive News World Expo brings the world's automotive marketplace to Cobo Hall.

The World Expo, a four-day international buy/sell trade fair, features all aspects of the automotive original equipment business under one roof and is expected to attract thousands of OEM executives.

Automotive News Week got under way Sunday with the opening of the eighth annual Automotive News World Congress at the Westin Hotel in Detroit's Renaissance Center. Keynote speaker was Philip Caldwell, Ford Motor Co. chairman, who discussed the state of the industry.

World Congress registrants, professionals in the auto industry and related businesses, attend 3½ days of seminar sessions dealing with the future of the industry.

World Expo and World Congress participants will gather at the Westin Hotel's Renaissance Ballroom for a Tuesday Evening Gala. After a cocktail reception and dinner, Gala attendees will hear presentations by Ferdinand Beickler, Adam Opel AG managing director, and John Telnack, chief design executive, North American Design, Ford Motor Co.

Beickler's topic will be "Facing the Future in Europe," while Telnack will look at "Automotive Design — Change vs. Progress."

The price for those who are not World Congress registrants is $33, which includes cocktails at 5:30, dinner at 6:30 and the program, which begins at 7:45. For information, call the Automotive News World Congress registration desk at the hotel at (313) 393-4161.

While the Automotive News World Congress is an international forum for analysis of world automotive markets and trends by 36 faculty members who are movers and shakers in the industry and related fields, Automotive News World Expo unites buyers and sellers from around the world.

Cobo Hall, site of the World Expo, has been designated an international free-trade zone during the July 11-14 show dates, allowing overseas exhibitors to ship their products duty-free.

Lighter and lower

High-tech Mark VII

Ford Motor Co.'s 1984 Mark VII is 350 pounds lighter, 1.5 inches lower and 13 inches shorter than the Mark VI. The '84 model has a drag coefficient of 0.38, flush-mounted integrated headlamps and an electronic three-way air-spring suspension system that adjusts for passengers and luggage. Story and another picture are on Page 4.

breaking news

V-6 to power new Nissan Z-car

TOKYO. — The latest version of Nissan's 280-ZX sport coupe, which goes into production this fall, will be powered by a new 3-liter V-6 engine which has been introduced in the Cedric/Gloria models. The new Z-car is said to be shorter and lighter than the present model. Styling features are expected to include gull-wing doors and reclining headlamps, similar to those on the Porsche 928.

Japanese market holds steady

TOKYO.—New-car registrations in Japan numbered 196,223 in May, compared with 198,006 a year earlier, according

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Will Loan Board exercise warrants?

Decision near on Chrysler stock

By Kathleen Hamilton
Financial Editor

The Chrysler Loan Guarantee Board is believed to be near a decision on whether it will exercise its warrants for Chrysler Corp. stock.

It if does so, the government could make more than $250 million at current stock prices.

The government was granted the warrants for 14.4 million shares of Chrysler common stock at $13 per share as part of the Chrysler bailout package. At the time, Chrysler stock was selling at less than $7. Last week, the company's common stock was trading above $31.

Senator John H. Chaffee, Rhode Island Republican, last week sent letters to the three voting members of the Loan Board, urging them to take advantage of the stock's high price and to divest the government of its interest in Chrysler Corp.

Chrysler wants the warrants back. Chairman Lee Iacocca has called the government's potential profits usurious. Chaffee sees the sum as a "profit to reward the taxpayers" who took "the real risk" in bailing out Chrysler.

Chrysler noted it has paid the government a one-percent annual fee on the loans it guaranteed.

That amounted to $12 million in 1982 when Chrysler had $1.2 billion worth of guaranteed loans outstanding. Chrysler paid off a third of its loans this June, so the fee to the government will be about $10 million this year — less if it pays off more of the debt.

• If the Loan Board decides to take advantage of the Chrysler warrants, it could sell them directly or it could appropriate $187 million to buy the 14.4 million shares. If the latter course is chosen, Congress will have to approve the appropriation.

The Loan Board also could decide to sell or exercise only a portion of the warrants, or it could delay a decision. The warrants are good through 1990.

If the government does exercise its warrants, it would own about 9 percent of Chrysler; there are now about 142 million common shares outstanding. The move would dilute earnings per share by about 10 percent but probably would have little effect on stock prices.

That is because analysts are already looking at fully diluted earnings when they do their earnings forecasts and estimates, according to Joseph Phillippi, vice president of research at Dean Witter Reynolds, Inc. The real question for Chrysler investors is whether earnings and stock prices will peak in 1984 or 1985, he said.

There is further evidence that stock prices would be relatively unaffected by an exercise of the warrants: When Chrysler sold 26 million shares in late March, trading prices fell by only 63 cents.

Phillippi actually sees the possibility of Chrysler stock prices rising if the warrants are exercised: The move would give Chrysler an extra $187 million in immediate cash, he pointed out.

The three voting members of the Loan Board are Treasury Secretary Donald Regan, Federal Reserve Board Chairman Paul Volcker and Comptroller of the Currency Charles Bowsher.

Signs point to action on Clean Air measure

WASHINGTON.—Signals are now coming from Congress that the Clean Air Act may be reauthorized and amended during this Congress and possibly even during this session.

EPA's first head, William D. Ruckelshaus, is once again in charge and the agency has its credibility back. The major stumbling block of last year — acid rain — will now be addressed, because the National Academy of Science has identified emissions from Midwest smokestacks as the major culprit.

While the solution may involve complex balancing of regional and Canadian interests, a solution appears possible without disastrous fights over cause and effect.

This means that unsettled differences over levels of car and truck emissions also will be addressed.

• Last week, California Rep. Henry Waxman, chairman of the House Health subcommittee, introduced his own approach and Vermont Senator Robert Stafford immediately praised the bill. The Waxman bill not only addresses sulfur dioxide in utilities but oxides of nitrogen in power plants and in light and heavy-duty trucks.

Emissions reduction in NOx would be 1.5 million from plants and another 2-3 million from trucks. Thus, the Waxman "acid rain" bill has become the vehicle for all changes in the law.

In the Waxman bill, light trucks weighing 6,000 pounds GVW or less would have a NOx standard of 1.2 grams per mile; those between 6,000 GVW and 8,500 GVW would have 1.7 gpm, and those over 8,500 GVW would have 4.0 per brakehorsepower/hour.

Although the car companies have favored 1.5 NOx for cars and light trucks, the Waxman proposals are not dissimilar to those proposed by EPA in an advanced notice but not expected to emerge until late 1984. (HD truck emission standards for hydrocarbons and carbon monoxide may come from EPA, possibly as early as this September.)

So far, Michigan's John Dingell, who chairs the full committee of which the Waxman subcommittee is but a part, has made no move. Neither has the auto industry but at minimum, a repeat of the request for 7.0 carbon monoxide is reasonable to expect.

Meanwhile, California Republican William Dennemeyer has introduced a bill backed by the aftermarket to restore the two-year or 24,000-mile warranty.

The 5/50 emissions warranty, according to the independent repair shops, has given car dealerships a competitive advantage.

The longer warranty, they claim, not only returns motorists to dealerships for emission work but for additional work found by any enterprising service writer — aided and abetted by EPA, which developed a lengthy list of parts "solely or primarily" intended to reduce emissions.

Sky-Top opens up the Cougar

Sky-Top Sunroofs, Ltd., St. Louis, now offers a power moonroof for the 1983 Mercury Cougar. The electrically operated roof has an automatic wind deflector, a privacy sun shade and a mirror-coated glass panel that is available in either silver or bronze colors. The frame, wind deflector and trim ring are offered with an optional charcoal finish. Sky-Top offers a similar roof for the '83 Ford Thunderbird.

California Datsun deals try 'balloon' financing

By Matt De Lorenzo
Los Angeles Reporter

LOS ANGELES. — An alternate financing package that features a conditional sales contract with a balloon payment is being offered by a number of California Datsun dealers through a program sponsored by Security Pacific National Bank.

Called the Assured Value Program, the package offers buyers the option of lower monthly payments for 36, 48 or 60 months plus one extra balloon payment. The interest rate of these contracts is 15.99 percent.

The balloon payment is pegged at the expected value of the car at the end of the conventional financing term, similar to a residual value on a lease. Generally, the program promises to reduce the regular monthly payment by 25 percent.

When the balloon payment is due, the customer will be offered the option of paying off the car for that price, refinancing the amount or turning the car over to Security Pacific.

"It's just a third way of financing so a guy can reduce his payments," said Jim Bess, owner of Jim Bess Datsun in Canoga Park. Bess is vice president of the Southern California Datsun Dealers Assn.

• The program is being offered directly to Datsun dealer associations in California only and was developed specifically for them by the bank. Security Pacific currently provides a subvention program to Datsun dealers through Nissan Motor Corp. in U.S.A. for 8.8 percent truck financing.

"I think it's a great additional financing package," Bess said, adding that Security Pacific is offering the program exclusively to Datsun dealers for the next two months.

Robert Monteith, a senior vice president with the bank, said, "What we do with the program at the end of the exclusive arrangement hasn't been decided yet."

Monteith said the program not only allows the buyer to obtain a vehicle for a lower monthly payment, but also gives that person all the advantages of ownership.

In addition, the buyer is guaranteed that the car will be worth at least the same amount as the balloon payment and therefore, he or she is protected from downside market conditions except for abnormal wear and tear or excessive mileage.

"It's an example of what's needed in the market today—innovative financing programs to satisfy the needs of the consumer and retailers," Monteith said.

• All cars and trucks in the Datsun line are eligible for the program allowing dealers "to sell from their complete stock," Monteith said.

Datsun dealer Bess said the program "is attractive to first-time buyers by making monthly payments comfortable."

The financing package also allows buyers to move up to more-expensive cars for the same monthly payment as on lower-priced conventionally financed vehicles.

Bess said the new program

Continued on Page 69, Col. 1

Loan rate now 9.8 pct. on some Chrysler models

Chrysler Corp. models previously eligible for 8.7 percent financing became eligible for 9.8 percent financing, effective July 11.

Three lines eligible only for rebates continued to be eligible for them.

Chrysler vehicles getting 9.8 percent financing under a new program that runs from July 11 to Aug. 10 include: '82 TC 3/024; '83 Turismo/Charger (except Shelby); '82/'83 Omni/Horizon; '82/'83 Scamp/Rampage; '82/'83 Champ/Colt (except base models); '82/'83 Sapporo/Challenger; '82/'83 Arrow, Ram 50 pickups, Power Ram 50 (except base model of the Power Ram 50).

Meanwhile, the $300 rebate offered on Reliant/Aries continues unchanged until July 31, when it ends. The $500 rebate on 2WD and 4WD 250 and 350 pickups continues unchanged until Aug. 10, as does the $750 rebate on Ramcharger.

Automotive Hall of Fame honors Henschen

Mark M. Henschen, right, president, Henschen Motor Co. (Oldsmobile-Cadillac), Alliance, O., received the Automotive Hall of Fame's Award for Young Leadership and Excellence. Emil G. Stanley, president of the Youth Committee, made the presentation while Karen Henschen, Mark's wife, looked on. The award was made during the Automotive Hall of Fame's sixth annual dinner at the Hyatt Regency Hotel, Dearborn.

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58th year — No. 4976

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McDonald, Sommer co-chair Concours

General Motors President F. James McDonald and Don Sommer, president, American Arrow, Troy, Mich., try out the rear seat of a 1931 Cadillac V-16 Phaeton. The car is one of nearly 150 classic, antique and sports cars that will be on display at the fifth annual Meadow Brook Concours d'Elegance Sunday, Aug. 7 at Meadow Brook Hall in Rochester, Mich. McDonald and Sommer are co-chairmen of the event.

Chrysler names top 4 officers to new 'Office of Chairman'

Chrysler Corp. last week set up an Office of the Chairman "to plan and direct the company's operations." Named to the office were the corporation's four top officers.

They are Chairman Lee Iacocca, 58; Vice Chairman Gerald Greenwald, 47; Harold K. Sperlich, 53, president, North American Automotive Operations, and Bennett E. Bidwell, 56, executive vice president, sales and marketing.

The formation of the new Chrysler office recalled a similar action at Ford Motor Co. in 1977. Ford's three-man group was called the Office of the Chief Executive. It was set up to spread around some of the responsibilities of Chairman Henry Ford and to ease the pathway for his successor.

Ford retired as chief executive in 1979 and as chairman in 1980.

Ironically, Iacocca was a member of the Ford Office of the Chief Executive. He was president of the company at that time. Henry Ford II fired Iacocca in July of 1978 and he went to Chrysler in November of that year. The third member of the Ford group was Philip Caldwell, now chairman.

Chrysler's move last week stirred speculation as to whether Iacocca is considering departure or at least a lessening of his duties. Iacocca will be 59 in October.

The departure of Chrysler's saviour does not appear to be imminent, although the formation of the new office is a realistic sharing of duties with an eye toward choosing a successor when Iacocca decides to retire or pursue other activities.

At the moment, Greenwald seems to be the frontrunner for the chairmanship. Chrysler also could name a president at any time; the post has been vacant since 1981. Sperlich and Bidwell are the top contenders. All are former Ford executives.

• Speaking to reporters after the Chrysler annual Shareholders' meeting in May, Iacocca said he planned to stay with the company "four or five quarters" after Chrysler is profitable and the guaranteed loans are repaid.

Chrysler made a record profit in the first quarter of this year, and several analysts expect the company to continue to be profitable throughout the year.

The first of the loan guarantees ($400 million) was repaid in June; $800 million worth of government-backed loans remain outstanding, but at relatively low interest rates so Chrysler may not want to rush to pay them off. At least one analyst, however, has predicted that Chrysler will pay them off before the end of 1983.

In announcing the Office of the Chairman, Iacocca said: "This type of corporate organization and leadership will be required as Chrysler returns to being a privately financed company with major opportunities in the North American automotive market.

"The Office of the Chairman will direct and coordinate the major functions of the company, and each member of the office will concentrate on those activities for which he is most qualified."

He added that the office has been established "to provide a closely coordinated senior management team to work together on all matters pertaining to the corporation."

In the new setup, functions reporting directly to Iacocca are Corporate Strategic Planning, the General Counsel's Office and the Personnel and Organization Office. Iacocca, of course, is chief executive officer of Chrysler.

Greenwald now is responsible for the Finance Office in addition to his former duties as head of Corporate Staff and International.

Sperlich continues to be responsible for the Manufacturing Group, Product Development organizations and the Procurement and Supply Office.

Bidwell is responsible for the Sales and Marketing Group and the Public Affairs Office.

Bidwell also was elected to the Chrysler board of directors. He joined the company June 2 after two years as president of Hertz Corp. Before that, Bidwell was a Ford Motor Co. vice president and was a close associate of Iacocca's during Iacocca's years with Ford.

'84 GM price boosts slated to be 1-3 pct.

By Joseph Bohn
Marketing Editor

General Motors continued the trend toward moderate '84 price hikes, with its lowest increases due on small cars, first seen with Chrysler (Automotive News, June 20).

Ford, which had been prepared to announce fleet price protection increases, reworked its numbers after GM's announcement. GM's low increases caught Ford off guard. The company expects to make an announcement this week.

GM, in a price assurance letter to cover '84 fleet orders, hiked overall prices over 2 percent, on a sales-weighted basis.

Its smallest increases of 1 percent, like those at Chrysler came on subcompact Chevrolet Chevette/Pontiac 1000 models and X-cars — Chevrolet Citation, Oldsmobile Omega, Pontiac Phoenix and Buick Skylark. However, these cars aren't doing all that much volume.

(Chrysler held the line on subcompacts and protected compact K-cars against any increase over 1.4 percent.)

GM's J-body Chevrolet Cavalier, Pontiac 2000, Oldsmobile Firenza and Buick Skyhawk and the A-body Chevrolet Celebrity, Pontiac 6000, Oldsmobile Cutlass Ciera and Buick Century came in for 2 percent price protection.

All other cars, which include the larger models, came in for 3 percent price protection. The '84 Corvette price remains unchanged.

On the truck side, the Chevrolet S-10 and GMC S-15 compact pickups received one percent price protection and other light trucks, including the Chevrolet S-Blazer and GMC Jimmy, were protected against hikes over 2.5 percent.

The fleet price-protection announcements are intended to cover dealers against any increases on cars and trucks which may be subsequently announced when firm '84 prices are disclosed. They are a good barometer of how final '84 pricing will end up.

• GM didn't spell out any increases for optional equipment, leading to speculation that it will hold the line there until later in the fall.

Harvey Heinbach, analyst with Merrill Lynch, feels that a lot can still "be done in equip-

Continued on Page 72, Col. 4

Gain in Service Index biggest in 49 months

By Francis J. Gawronski
Service Editor

Service and parts volume at the nation's new-car dealerships took off in May to register its biggest monthly advance in 49 months, according to the Automotive News Service Index.

In May, dealers' service and parts business amounted to 115.1 percent of the business recorded in the same month last year.

The increase in May was the biggest since April, 1979, when the combined parts and service business at dealerships was 15.4 percent over the same month the previous year.

The increase in shop business in May also marked the third consecutive month in which volume has shown an increase over the comparable year-earlier period.

All five indicators used in the Service Index were up impressively, with gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint — topping last year's figure by 19.8 percent, the biggest increase since June, 1980, when profits topped the year-ago figure by 21.2 percent.

The second largest increase in May was recorded by shop parts sales (those used on both customer-paid and warranty repairs), up 19.1 percent, followed by sales of all parts and accessory sales, which climbed 15.5 percent over the year-ago figure.

Total labor sales (customer-paid and warranty) topped last year's figure by 13.7 percent, while repair orders written were up 10.1 percent, the first increase since December, 1982, and the biggest jump over the year-earlier figure since October, 1978, when repair orders topped the year-earlier total by 10.2 percent.

Figures used in the Automotive News Service Index are averages compiled from dealer reports on shop operations from a cross-section of the nation's new-car dealers.

Because of the sharp increase in shop volume in May, service and parts business for the January-May period jumped to 106.3 percent of the volume recorded in the same period the year before. Business in dealers' shops for the January-April period of 1983 amounted to 103.8 percent of the year-earlier volume.

The strongest indicator in the January-May period was gross profits, up 8.4 percent over the year-ago period, while shop parts sales advanced 6.7 percent.

Labor sales during the January-May period were up 5.9 percent, while sales of all parts and accessories jumped 5.6 percent.

Repair orders written for the five-month period of 1983 topped last year's total for the same period by 0.6 percent.

SERVICE INDEX 115.1*

	May, '83 vs. May, '82	5 mos., '83 vs. 5 mos., '82
Gross Profit on All Labor and P&A Sales	+19.8%	+ 8.4%
Repair Orders Written	+10.1%	+ 0.6%
Total Labor Sales (Customer & Warranty)	+13.7%	+ 5.9%
Shop Parts Sales (Customer & Warranty)	+19.1%	+ 6.7%
Sales of All Parts and P&A	+15.5%	+ 5.6%

*—Survey by Automotive News shows that dealers' service and parts business in May, 1983, was 115.1 percent of business in May, 1982. Service business in the five months of 1983 was 106.3 percent of business in the corresponding period in 1982.

Mercury LN7 will bow out

Ford to offer turbo on EXP for '84

Ford is looking to enhance the performance image of the two-seat EXP coupe by offering a turbo version for 1984.

EXP will be the only two-seat model sold by Ford as the Lincoln-Mercury LN7 is being discontinued. The new EXP, however, incorporates the bubble hatchback used on the LN7.

Using an Ishikawajima-Harima Industries (IHI) turbocharger producing eight pounds of boost, the EXP's 1.6-liter four-cylinder engine is rated at approximately 118 horsepower. The turbo unit is a blow-through type located upstream of multi-port fuel-injection system. The power plant has an 8:1 compression ratio, down from 9.5:1 of the standard high output motor allowing the use of regular grade, 87-octane, unleaded fuel.

EXP Turbo models will be available with a five-speed overdrive manual transaxle only, while standard EXPs equipped with the HO 1.6-liter engine will be offered with a choice of five-speed manual or three-speed automatic transaxles.

Exterior styling of EXP Turbo models feature a front air dam and rear spoiler, larger Turbo lettering on the doors and a unique C-pillar applique.

Missouri lawmakers OK $20 million Chrysler loan

JEFFERSON CITY, Mo. — At a time when many bond issues are having trouble, the Missouri Legislature approved a bill making Chrysler eligible, upon Gov. Christopher Bond's signature, for $20 million in state aid to help the company retool its Fenton plant for its new G24 sports car.

It is expected the funds will be utilized for air pollution controls.

Shedding light on automation

'It doesn't mean dark factories manned by robots'

"At Gould, factory automation means putting the electronic tools of management and control into the hands of people responsible for all levels of production," says Jack A. Blaeser, executive vice president, Electronic Systems Business Section, Gould Inc.

"It does not mean dark factories manned by robots and run by computers without any human intervention. Nor do we think it ever will."

Quite to the contrary, effective factory automation makes the people responsible for production at all levels an integral part of the automated process, Blaeser says.

"It helps them better understand both the operation of individual machines and the complex relationships within the overall production process. It permits those responsible for production strategies to examine their impact before they are implemented," he adds. "And, it facilitates control over the elements of production at all levels."

Effective factory automation is based on information — timely, accurate information that is the basis for making the right decisions, using the right tools, and building the right products with a minimum of inventory, waste and downtime, Blaeser emphasizes.

"Our goal at Gould is to provide electronic tools to make the flow of information within a manufacturing facility as efficient as the flow of the production process it reflects and controls," Blaeser points out. "In so doing, we believe the productivity of that entire facility can be increased in the same way mechanical automation increases the productivity of its individual operations."

Stripped of technical detail, the requirements for making it happen are quite simple. One, you must be able to tell the appropriate people what's happening. Two, they must be able to examine the consequences of their decisions. And, three, they must be able to implement the changes they decide upon.

It doesn't get complicated until you try to do it, he states. "What's happening," for example, means different things to different people. Plant managers and foremen both may be interested in production rates, but the scale of their interest is likely to be quite different.

Examining the consequences of a decision may mean confirming that a switch has been turned "on," or it may mean simulating the response of the entire facility to various production strategies.

Implementing a change could require adjustment of one control, or re-configuration of an entire production line to make an alternate part.

"An effective factory automation system must address all of those requirements, and the thousands of others found in the manufacturing environment," Blaeser says. "It must facilitate entry of computer generated designs into the production flow, support the needs of manufacturing requirements planning, provide the data base for machine and facility optimization programs, keep maintenance, chart machine trends, and control inventory."

At the other end of the spectrum, it must provide programmable control capabilities for all the individual machines on the production floor, capabilities that must include controllers, servos, sensors, and even limit switches, motor controls, and protective devices, he adds.

In short, a factory automation system is the central information/communication/control network that supports and implements all of the decisions that ultimately determine manufacturing productivity and product quality, while properly managing capacity and inventory, the Gould executive states.

The possibilities of such a system are staggering. "Consider that our very best transfer lines typically run little more than half the time; that it is not unusual in our best plants to find machines standing idle waiting for parts, while in another area parts pile up waiting for machine time; or that we usually do not know what a particular production strategy will really accomplish until it is put into

John A. Blaeser: "Make no mistake."

operation," Blaeser says.

None of these problems are reflections of bad management. They are all results of bad information, no information, or the inability to implement decisions immediately, he adds. "If we could predict when a transfer line was going to stop, we would have the right people waiting to fix it. If we knew what all the machines on the floor were doing, and where all the parts were, we would match capacity to requirements more efficiently. If we could simulate the impact of a production strategy, we would select the best alternative before we were committed," Blaeser says.

"Make no mistake, success or failure still will be determined by the quality of the tools we put in the hands of people who make things happen. But in today's world, those tools must be electronic," he says.

"Obviously the computer is the most visible element and frequently receives the most attention," Blaeser adds. "In practice, however, it is the ability to supply and balance all three elements that makes the difference between just talking about factory automation and actually making it work. Translating potential benefits into real productivity gains requires a thorough understanding of all three disciplines and their relationships within the unique factory environment. Here, they are not, in fact, distinct functions but steps in a continuous process that begins and ends on the production floor."

There machine controls constantly gather information and pass it through communication networks to displays, computers, and other devices which present it to appropriate personnel, Blaeser points out. People make decisions based on that information and generate commands that are passed back through the communication network to the machine controls for implementation.

"The changes that flow from those decisions become new information, and the process is repeated continuously. Add the ability to input information and implement decisions made outside the loop just described, and you have a working model of an effective factory automation system," he adds.

Once again, it doesn't get complicated until you try to do it. "Take the case of a typical manufacturing plant. A system of the type just described would contain one or more computers, several different terminals and displays, at least one communication network and associated control system, dozens of programmable controllers, hundreds of servo motors, and thousands of switches, motor controls, overload protectors, and similar devices.

"Chances are very good that the machine control portion is already in place, and that none of its components were selected on the basis of compatibility with a higher level communication and computer system. In fact, they probably can't even communicate with each other.

"Sometimes the best answer to this problem is simply to replace the whole machine control portion with new components that are compatible with each other and the overall system. Gould has consciously designed products with the ability to do just that, with offerings for every aspect of a comprehensive factory automation system," Blaeser emphasizes.

Most factory automation systems will be installed in existing facilities where a variety of equipment is already in place. The challenge will be to integrate that equipment into a workable system. It's been Gould's experience that the best way of meeting the challenge is to have a variety of solutions available for each aspect of the overall problem, he says. □

Coil coaters shake slump

Bright signs for pre-coated steel and aluminum

The coil coating industry weathered the recession in 1982 along with its major customer industries. Now coil coating industry leaders see several bright signs as pre-coated steel and aluminum held onto their market shares or scored gains in key end-use markets.

The National Coil Coaters Assn. (NCCA) says total estimated North American shipments of pre-coated steel and aluminum in 1982 slipped 8.2 percent to just under 3.1 million tons compared to nearly 3.4 million tons in 1981. Coil coated steel shipments are estimated at 2,477 million tons, down 8.3 percent from 1981 levels.

Estimated coil coated aluminum deliveries amounted to 616,000 tons of metal in 1982, a decrease of 7.9 percent from the previous year.

Total 1982 shipments of 3,093 million tons of coated coil represent an increase of more than 666 percent from the 464,000 tons shipped in 1962, the year NCCA began keeping statistics. And coil coating's peak year of 1978, when 4,056 million tons were shipped, registered an 874 percent increase over the 1962 totals.

NCCA compiles these estimates based on actual shipments reported to the association by both member and non-member companies. Figures are calculated for North American markets only.

NCCA member executives agreed that 1982 was a year of recession for the coil coating industry. Major customer industries such as appliances, commercial and residential construction and heavy appliances remained at depressed operating levels throughout much of the year.

Nevertheless, pre-coated steel and aluminum deliveries to furniture and the vital transportation industry held virtually even in 1982. Transportation steel tonnage totaled 898,532 tons in 1982 and 907,659 tons in 1981. Transportation aluminum tonnage was 25,470 tons in 1982 and 27,669 in 1981.

Transportation remained the largest single market for coated coil in 1982. Shipments of steel pre-coated with weldable zinc-rich primers for passenger automobiles, the largest tonnage category within the industry, increased to 717,883 tons in 1982 from 668,750 in 1981.

NCCA members say more car makers are specifying corrosion-resistant, coil coated steel for more parts on more models than previously. This led to increased tonnage in 1982 despite low car-build figures. □

ESTIMATE OF TOTAL SHIPMENTS
PRE-PAINTED OR PRE-COATED METAL COIL
BY COATERS LOCATED IN U. S., CANADA & MEXICO

(In thousands of tons)

Year	Aluminum	Percent Change	Steel	Percent Change	Total	Percent Change
1973	829	+13.6%	1,863	+29.4%	2,692	+24.1%
1974	707	−14.7%	2,087	+12.0%	2,794	+ 3.8%
1975	580	−18.0%	1,434	−31.3%	2,014	−27.9%
1976	720	+24.1%	2,407	+67.9%	3,127	+54.9%
1977	782	+ 8.6%	2,944	+22.3%	3,726	+19.2%
1978	841	+ 7.5%	3,215	+ 9.2%	4,056	+ 8.9%
1979	800	− 4.9%	3,141	− 2.3%	3,941	− 2.8%
1980	702	−12.2%	2,535	−19.3%	3,237	−17.9%
1981	668	− 4.9%	2,701	+ 6.5%	3,369	+ 4.1%
1982	616	− 7.9%	2,477	− 8.3%	3,093	− 8.2%

Source: National Coil Coaters Assn.

Forging behind

Selective casting

• Final revised figures of 1982 sales of open die forgings produced by independent forge shops show a total industry volume of $771 million, down 27 percent from $1,057 million in 1981, according to the Forging Industry Assn. Bookings of forging orders during 1982 amounted to $634 million, 46 percent below $1,178 million in 1981.

• Total industry volume for sales of impression die forgings produced by independent forge shops in 1982 were $2,336 million, down 19 percent from $2,883 million in 1981, says the Forging Industry Assn. Bookings of forging orders in 1982 totaled $1,361 million, down 45 percent from $2,478 million in 1981.

• Selective Electronics Inc., Valdese, N.C., receives the first five North American orders in the steel, foundry and aluminum industries for Optocator non-contact measuring systems. The five systems will be used for measuring the level of molten steel in a casting operation, inspecting large diameter hot pipe and tube, measuring thickness of hot slab in a reversing roughing mill, measuring dimensions of forged railroad wheels and measuring waves in coated strip.

GM Australia faces tough times

'Recovery Plan' leak to media adds to woes

By Pedr Davis
Staff Correspondent

Things have never looked more bleak for General Motors Holden's Ltd. (GMH), Australia's largest car company. Not only did it slip behind Ford Motor Co. Australia Ltd. for the first time in 1982 but now its sales have fallen behind Toyota this year.

To make matters worse, someone filched a top secret GMH "Recovery Plan" document and leaked it to the media. The document received national coverage on television and in the press, baring GMH's inmost secrets in a humiliating and devastating manner.

Among other sensational revelations, the document showed GMH was actively considering merging with Japanese companies Toyota or Nissan in Australia and that its huge losses are likely to continue for some years.

Top-level sources in the organization indicate the scenario is not one of mergers, nor will any of the existing five car manufacturers withdraw from the Australian market.

Despite the infamous document, acknowledged by GMH as authentic, a merger between GMH and a Japanese car company is also unlikely. "We have never talked merger with Nissan, Toyota or anyone else," says Ivan Deveson, GMH director. "When a company is in deep trouble, as we are, it canvasses all possible options. That stolen document—and I emphasize that it was stolen—was the first draft of a possible business plan which had been prepared for (managing director) Chuck Chapman. It was one of several such plans drawn up for discussion. This particular one never reached the discussion stage.

"The possibility of a merger was one of several options open to us. When you are desperate you look at everything. But a merger is not an option we are taking, nor is it one which has been discussed by us outside our own company," Deveson says.

Rob McInery, another member of the GMH task force currently formulating a business recovery plan, confirms that a merger has never been discussed outside GMH headquarters and there are no plans for one in the foreseeable future.

Apart from its strong dealer network and spare parts profitability, GMH is not an attractive marriage proposition. Its problems are far too great for an outside firm to voluntarily share.

The Holden's organization, which grew large during the 1950s and 1960s, is too unwieldly to meet the challenge of the 1980s. Slimming down will be painful and expensive. Even after recent retrenchments, GMH employs 43 percent of Australia's total car making personnel, but its market share is 22 percent.

GMH has about 15,500 on its payroll compared with about 3,500 each for Toyota, Nissan and Mitsubishi. Shedding the GMH fat and streamlining the organization for profitability is a task none of the Japanese companies wants.

GMH has already learned through closing its Pagewood plant that the cost of pruning an unwanted factory extends far beyond the millions of dollars needed in severance pay. Executives freely admit that the ill-will created by the Pagewood closing cost it several thousand new-car customers.

The smallest of the local firms, Mitsubishi, spent only $85 million in purchasing the Chrysler Corp.'s facilities; it has 11 percent of the vehicle market. Toyota, which now outsells GMH, has a $300 million commitment and GMH has $800 million.

The three Japanese firms are set for the tight conditions of the 1980s with trim and highly flexible organizations. Toyota and Nissan were fortunate enough to come into Australia with a clean slate. They were able to design and build manufacturing facilities suitable for the 1980s, whereas GMH has been forced to continue with dated plants and equipment.

The Japanese firms astutely introduced the concept of having a relatively small staff to handle key operations and using subcontractors for other work. In this way they can react to a sales downturn by laying off a handful of their own people.

GMH has built an organization that manufactures most of its cars inhouse, and its huge work force has became a liability as sales fall. "During the 1960s we made a rod to beat our own backs in the 1980s," Deveson admits.

About the pilfered "Recovery Plan," Deveson says, "That document was never sighted by our overseas subsidiaries or parent company until after it had been stolen. As yet we do not have a final business plan. When we do, it will be presented to Detroit for approval."

Director Deveson: 'A merger is not an option we are taking.'

He emphasizes: "The industry must cooperate on the inside and compete on the outside." He did not say so, but this phrase represents GMH's main route to recovery.

GMH buys millions of dollars worth of shock absorbers annually from Mitsubishi in Adelaide. It sells sheet metal stampings, castings and engines to Toyota, Melbourne. GMH is also trying to sell castings to Ford, Geelong. This interchange of components is the tip of an iceberg which will soon be as big as the industry itself.

For optimum efficiency and utilization of investment, a car maker should produce 250,000 cars a year per plant, a factor known in the industry as a "module." In Australia five companies are producing a total of just over 300,000 cars a year. "Five into 1.2 modules is dumb," says Deveson.

• Here is the scenario that seems to be shaping up:

There will be no mergers between the five existing car makes in Australia.

GMH will scale down operations to manufacture more parts from fewer facilities.

No one will take up the federal government's offer to withdraw and receive favorable treatment on import quotas. The existing five have too much commitment and investment. More importantly, they believe the long term potential is excellent.

The number of individual models built in Australia will diminish. The five makers currently build 16 basically different vehicles, not including station wagons and other variations. This number could fall to 10.

There will be a rapid and dramatic increase in the use of common components with each maker becoming a specialist in a particular area.

Some of the five will form joint manufacturing companies to export components, especially those involving aluminum and plastic technology.

In short, each manufacturer will become an assembler of motor vehicles and a high-volume manufacturer of certain components for sale to its rivals. In this way all five will be able to reach the 85 percent local content required to avoid import duty and quotas. They will also achieve the economies of scale desperately needed for profitability.

GMH could, for example, specialize in sheet metal and the production of dies and raw castings. Mitsubishi could concentrate on suspension items, Toyota and Datsun on machining parts and Ford on casting engine blocks.

GMH is already achieving high-volume with its J-car engine plant, and exporting the bulk of output.

The $300 million plant has now built over 230,000 engines of which 200,000 have been sold overseas, mainly to Britain and Germany. So far the plant has operated at a loss but the breakeven point is in sight.

GMH is negotiating to export 1,000 station wagon kits a month. As the only GM company outside the U.S. to build a wagon version of the J-car, GMH already has a contract to supply about 15,000 wagon kits to Vauxhall in Britain. Executives are confident there is a good chance of selling large numbers to Germany, South Africa, Japan and Brazil where sedans similar to the Camira are built. □

Prime time ahead for polyurethane

Mobay makes some optimistic forecasts

Reversing the trend of the past three years, the polyurethane industry is heading for five years of growth, according to G. T. Harrick, director of marketing, Polyurethane Division, Mobay Chemical Corp.

The Mobay official says his optimistic forecasts assume a recovering national economy. Mobay, whose parent company is Bayer AG of West Germany, is headquartered in Pittsburgh, and is the nation's largest producer of polyurethane chemicals.

Microcellular urethanes are expected to lead the way with an average gain of 10 percent during 1983-87, Harrick says. Rigid foam will rise an average of more than 6 percent annually, and flexible foam will climb by an average of 5 percent per year, the marketing executive forecasts. These estimates take into account a "leveling" projected for 1986, when a "readjustment" expected in the economy will affect the rigid and flexible segments of the industry, he says.

The three cellular segments of the polyurethane industry—flexible, rigid and microcellular—will show a combined 8.9 percent increase in 1983 over 1982, and a combined 32.6 percent jump in 1987 over 1982. According to preliminary figures, 1982 volume in the three categories was 1.685 billion pounds; 1.835 billion pounds is the forecast for 1983 and 2.235 billion for 1987.

No 1983-87 forecast was made for the non-cellular portion of the industry, which includes polyurethane coatings, caulks, adhesives, thermoplastics and cast urethanes.

Microcellular applications will grow by 12 percent in 1983 to a total of 100 million pounds—largely in the automotive and shoe industries—and by 65 percent to 149 million pounds in the five-year period from 1983 to 1987. "By the 1985 model year, fully 75 percent of all domestic cars will have polyurethane front and rear ends," Harrick says. He expects the growth of reinforced reaction injection molded (RRIM) auto components to reach 20 million pounds by 1987.

Rigid polyurethane foam volume is expected to increase modestly to 580 million pounds this year, approximately 6 percent above 1982's 545 million. This figure is based on expected increases in residential housing starts (sheathing) and appliance sales. Preliminary figures for 1982 show that rigid polyurethane chemical consumption of 545 million pounds was down 7 percent from the 1979 peak volume year.

"Flexible foam growth over the next five years will average 5 percent annually with a strong recovery this year and next," Harrick says. "This estimate is predicated on increased automotive sales, housing starts and furniture sales, but not including significant new penetration of the bedding market."

According to the preliminary figures, 1982 saw an 8.6 percent drop in consumption of flexible foam to 1.050 billion pounds from 1.149 billion pounds in 1981. Contributing significantly to this result was the year's 24-year low in domestic automobile production. Harrick predicts domestic auto sales will increase to 6.8 million in 1983 and an additional 10 percent next year. □

POLYURETHANE INDUSTRY FORECAST
1982 - 1987
(All poundage figures in millions)

	1982 (Prelim.)	1983	1984	1985	1986	1987
Flexible	1,050	1,155	1,247	1,310	1,310	1,350
Foam		+10%	+8%	+5%	.....	+3%
Rigid	545	580	635	695	695	735
Foam		+6%	+10%	+10%	.....	+6%
Micro-	90	100	113	125	135	149
cellular		+12%	+13%	+10%	+8%	+10%

How to reduce the weight of radiator parts

The radiator support on the 1984 Corvette combines an auto application first and a significant materials innovation.

One of the materials engineering innovations on the 1984 Chevrolet sports car is the light weight SMC used to mold components of the radiator support system. Also called the cooling module, this assembly supports the engine cooling radiator, the radiator fan and the air conditioner condenser. The assembly functions as a fan shroud and baffle to direct maximum air flow from front intake scoops to the radiator and condenser.

The composite radiator support assembly is the first to be installed on a U.S.-built passenger car.

Three parts of the radiator support are molded in 33 percent glass fiber sheet molding compound (high glass content for high strength) to which glass microballoons have been added to reduce weight.

Previous Corvettes used an all-steel assembly for these functions. By designing in SMC it reportedly was possible to reduce the weight of the assembly by more than half. By adding 5 percent by weight of microballoons (tiny hollow glass spheres), the weight of the SMC parts was reduced by another 10 percent. The estimated savings over a comparable steel structure is well over 60 percent. □

Opening day at Stillman Ford

William Luciano, second from right, Englewood (N. J.) deputy chief of police, cuts the ribbon at the opening of Stillman Ford, a division of Stillman & Hoag, Inc. (Buick). Also pictured, from left, are: Robert Donfield, Ford zone manager; Robert Farnon, vice president, Midlantic Bank; Walter Stillman, chairman of the board, and Ken Wilshaw, dealership general manager.

According to NHTSA's annual report

MPG topped CAFE in '81 and '82

WASHINGTON. — The total fleet average fuel economy exceeded the auto CAFE standard (24 MPG) by more than 2 MPG in the '82 model year and exceeded the '81 CAFE (22 MPG) by more than 3 MPG in the '81 model year, according to the Seventh Annual Report to Congress on the NHTSA fuel-economy program.

Total fleet average for makers whose products sold more than 10,000 worldwide (that is, all vehicle makers except low-volume ones) for the '82 model year was 26.2 MPG compared with 25.1 for the '81 model year.

While most auto makers showed improvements in '82 over '81, some did not. These include Volkswagen, for example, which was allowed by law to include its less-fuel-efficient imports — Porsche and Audi — and saw its CAFE drop from 33.5 MPG to 32.4 MPG.

Other makers may have been affected by sales of bigger models or those with more options.

Mazda, for example, slipped from 31.1 MPG in the '81 model year to 29.6 in '82, and BMW went from 26.6 in '81 to 26.4 in '82. Peugeot fell from 27.9 in '81 to 27.1 in '82, and Toyota averaged 30.4 in '82, down from 30.9 in '81.

Domestic makers showing improvement were (years listed are model years):

American Motors, 24.0 MPG for '82 from 22.5 for '81.

Chrysler Corp., 27.0 for '82 from 26.4 for '81.

Ford Motor Co., 24.5 for '82 from 23.3 for '81.

General Motors, 24.3 for '82 from 23.2 for '81.

Among imports showing improvement were:

Alfa Romeo, 24.2 MPG for '82 from 22.5 for '81.

Chrysler (Mitsubishi), 34.2 for '82 from 32.0 for '81.

Datsun, 30.8 for '82 from 30.5 for '81.

Ford Laser (sold by Ford in Puerto Rico; the Laser is the Mazda GLC), 34.6 for '82 from 34.3 for '81.

Honda, 33.4 for '82 from 30.8 for '81.

Isuzu, 35.8 for '82 from 34.7 for '81.

Jaguar, 18.8 for '82 from 18.4 for '81.

Mercedes-Benz, 26.1 for '82 from 25.1 for '81.

Renault, 32.2 for '82 from 29.4 for '81.

Saab, 24.1 for '82 from 23.4 for '81.

Subaru, 32.3 for '82 from 30.4 for '81.

Volvo, 25.0 for '82 from 22.3 for '81.

• NHTSA concluded in its report to Congress: "By 1995, the projected cumulative fuel savings if all new cars and light trucks were to just meet the federal fuel-economy requirements through 1985 would amount to approximately 400 billion gallons compared with consumption projected at 1976 vehicle fuel-economy levels."

American Motors took advantage of its special provision and will include 150,000 Renault Alliances in its 1983 CAFE, but AMC must achieve a domestic content of at least 50 percent in the 1983 model year and at least 75 percent in the 1986 model year.

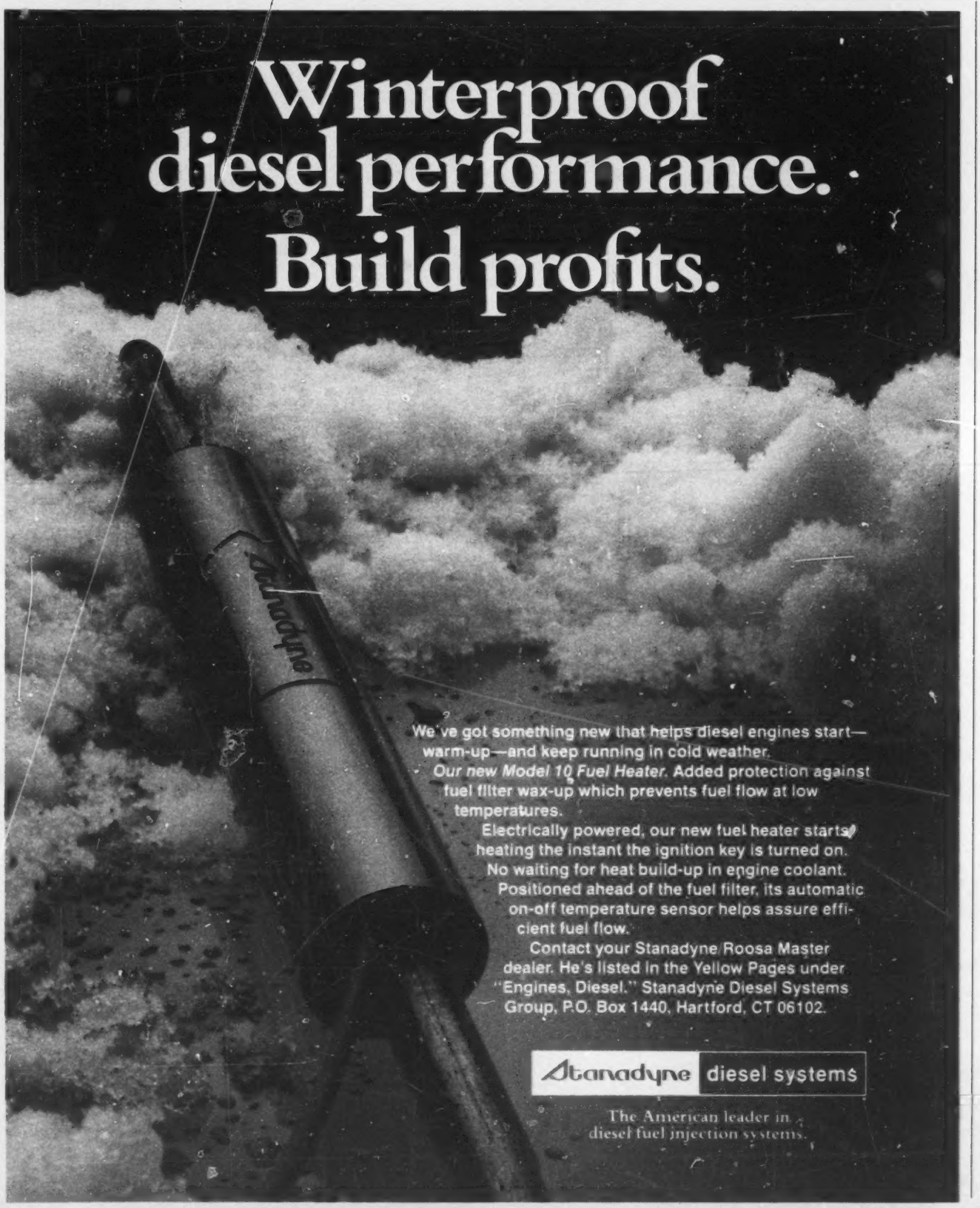
During fiscal 1982, Aston Martin, Avanti, Checker, Excalibur and Rolls-Royce petitioned NHTSA to be exempt from the 1981-85 general CAFE standards and asked for lower alternative standards. (Checker's petition was mooted when it stopped production last July.)

NHTSA reviewed the capability of each low-volume maker and, before setting the maximum feasible fuel-economy levels for them, made an adjustment for the California nitrogen oxide standard of a 7 percent fuel penalty. NHTSA then set the following standards:

Low-Volume Makers MPG Standards

Model Year	Avanti	Rolls-Royce	Aston Martin	Excalibur
1981	18.2	10.7	12.2	17.9
1982	18.2	10.6	12.2	17.9
1983	16.9	9.9	11.3	16.6
1984	16.9	10.0	11.3	16.6
1985	16.9	10.0	11.4	16.6

Currently, the only big job remaining for NHTSA to accomplish under the 1975 law is to set fuel-economy standards for 1986-87 model-year light trucks, which must be finished by December, 1983.



GM Motors Trading appoints Keuffel VP

DETROIT. — Gerd H. Keuffel has been appointed vice president of Motors Trading Corp., a subsidiary of General Motors. He will be responsible for countertrading and international sourcing operations for Latin America.

Keuffel most recently served as president of Hua Tung Automotive Corp., a joint venture operation between GM and Taiwan Machinery Mfg. Corp. He joined GM in 1964.

Pontiac paces Pikes Peak

A Pontiac 2000 Sunbird with a new 1.8-liter overhead cam, turbocharged four-cylinder engine was the official pace car at the 61st annual Pikes Peak Auto Hill Climb. The new turbo engine turns out 150 HP at 5,600 RPM and delivers 0-60 performance in about nine seconds.

factories list auction dates

American Motors

July 12—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 13—Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

July 14—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 15—Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 19—D-A Auto Auction, New Stanton, Pa.

July 20—Southern Auto Auction, Warehouse Point, Conn.; Kansas City Auto Auction, Kansas City, Mo.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Columbus Fair Auto Auction, Obetz, O.

July 21—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 22—Concord Auto Auction, Acton, Mass.

July 26—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

July 27—Central States Auto Auction, Mason City, Ia.; Columbus Fair Auto Auction, Obetz, O., and Southern Auto Auction, Warehouse Point, Conn.

July 28—Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

July 12—Aptco Auto Auction, Taylor, Mich.

July 14—Clanton's Auto Auction, Darlington, S. C.

Ford Motor Co.

July 12—Arena Auto Auction, Chicago, Ill.

July 13—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

July 14 — Skyline Auto Exchange, Fairfield, N. J.

July 19 — Harrisonburg Auto Auction, Harrisonburg, Va.

July 20—Columbus Fair Auto Auction, Obetz, O., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 27—Concord Auto Auction, Acton, Mass.; Lakeland Auto Auction, Lakeland, Fla., and Southern California Auto Auction, Fontana, Calif.

July 28 — 166 Auto Auction, Springfield, Mo.

General Motors

July 12 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

July 14—Butler Auto Auction, Gibsonia, Pa.

July 18 — Florida Auto Auction of Orlando, Orlando, Fla.

July 20 — Golden Gate Auto Auction, Fremont, Calif.

July 21—Dallas Auto Auction, Dallas, Tex., and Indianapolis Auto Auction, Indianapolis, Ind.

July 27—Metro Auto Auction, Kansas City, Mo.

Model breakdown

Auction Averages

	JULY TO DATE	JUNE	MAY
1983	$11,955	$10,012	$10,293
1982	7,282	8,870	8,911
1981	5,827	5,142	8,258
1980	5,015	4,906	5,198
1979	4,225	4,644	4,530
1978	3,095	3,475	3,444
1977	2,823	2,779	2,705
1976	1,949	1,877	2,199
Overall Average	$ 4,810	$ 5,138	$ 5,173

Used Car Sales

Auction Averages

July to date	$4,810
Month ago	$5,393
Year ago	$4,982

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Imports climb 18 pct. in June

Domestic-car sales jump 47 pct.

By Jenny L. King
Staff Writer

Up, up and away. New-car sales continued their climb in June with their largest increase for any month this year and their best June total since 1979.

Domestics were up 48.01 percent over 1982, imports were up 18.17 percent and the industry total improved by 38.88 percent during the month.

Sales by the domestic auto makers numbered 668,145 in June, highest for the month since 700,897 in 1979 and more than 200,000 units above the abysmal 451,430 reported just one year ago. This June, makers and dealers provided guaranteed lower interest rates to assist consumers with payments; in 1982 there were no stimulants to prod sales.

Import sales totaled 235,282 compared with 199,100 in June of 1982. They accounted for a respectable 26.04 percent of the U. S. market. That was, however, their shallowest June penetration since 1979 when imports captured 22.47 percent of the market. Last year they claimed a record 30.61 percent; it was 29.59 percent in 1981, and 27.15 percent in 1980.

Total passenger-car sales for June numbered 903,427, up 38.88 percent from 650,530 the preceding year and the best June since 1979 when sales reached 904,000.

First-half domestic sales of 3,335,028 were up 13.64 percent compared with the first six months of 1982 when 2,934,824 new domestics were sold. Imports were up 10.63 percent in the first half, to 1,213,829 from 1,097,189. The industry total was up 12.82 percent, to 4,548,857 from 4,032,013.

• General Motors, Ford Motor Co., Volkswagen of America and Honda all reported their strongest month's sales for 1983 in June. GM was up 47.71 percent, to 382,650 from 259,056 last year. Ford jumped 40.72 percent, to 170,196 from 120,947. VW sales of 10,006 were up 27.99 percent from 7,818, and Honda reported deliveries of 5,248 new Accords from its Marysville, O., plant.

Chrysler Corp. was up 50.03 percent in June, to 83,779 from 55,842. American Motors doubled its sales in the sixth month, up 109.42 percent, to 16,266 from 7,767.

GM earned 57.27 percent of the domestic market in June, down slightly from 57.39 percent. Ford dipped to 25.47 percent from 26.79 percent. Chrysler edged up to 12.54 percent from 12.37 percent. AMC climbed to 2.43 percent from 1.72 percent, VWoA slipped to 1.50 percent from 1.73 percent and Honda earned 0.79 percent this year, its first June in the domestic market.

It was almost entirely good news for the domestic makes

Continued on Page 71, Col. 1

Where Auto Market was in first half, 1983

	Total Sales	Pct. of Total
SUBCOMPACT	577,763	12.70
COMPACT	727,967	16.00
INTERMEDIATE	1,168,895	25.70
STANDARD	620,103	13.63
LUXUR Y	240,300	5.28
IMPORT	1,213,829	26.69
TOTAL	4,548,857	100.00

Datsun dealers financing with 'balloon' note

Continued from Page 3

fits in well with his conventional financing plans, leasing programs and 8.8 percent truck rate.

Sherril Hops, executive director of the Southern California Datsun Dealers Assn., said the Assured Value Program was launched July 1 with "one of the strongest campaigns in cur history."

During the first 10 days, the association ran 238 30-second and 153 10-second spots on local television here. The association will run 200 more spots a week during the remaining three weeks of July.

"We had good sales in June," Bess said, "and we want to keep the momentum going."

The idea behind the short spots is to alert the public to the program, while the dealers are spelled out in print ads and by dealer personnel.

Despite the heavy media blitz, Bess said he hasn't been overwhelmed by the response. However, he attributes the lack of activity to the newness of the concept and the fact that it was launched over a holiday weekend.

NEW-CAR STOCKS

	July 1, 1983	June 1, 1983	July 1, 1982
Alliance	54	44	....
Spirit	50	41	70
Concord	22	18	66½
Eagle	93	89	70½
Eagle SX/4	71	69½	48
AMERICAN MOTORS	55	45	65
Horizon	45	44	72
Turismo	40	42	93
Reliant	41	30	74½
Gran Fury	35	45	50
Plymouth	41	35	74
LeBaron	60	62	97
Cordoba	57	67	91
E Class	97	95	....
New Yorker E	82	65	....
Fifth Avenue	74½	95	56
Chrysler	73	77	80½
Imperial	83	67	110
Omni	52	51½	93
Charger	50	45½	97
Aries	37	46	87
Dodge 400	59½	65	147
Dodge 600	101	83	....
Diplomat	41	69	63
Mirada	101	127	99
Dodge	50	55	93
CHRYSLER	56	53½	83
Escort	27	39	75
EXP	51	54	103
Mustang	59	76	98
Tempo	45	26	....
Fairmont	42	56	61
LTD	51	56	....
Thunderbird	84	88	92
Crown Victoria	30	45	50
Ford	44	58	75
Lynx	38	44	71
LN7	47	69	102½
Capri	78	117	137
Topaz	44	21	....
Zephyr	50	49	59
Marquis	58	62	....
Cougar XR7	70	57	93
Grand Marquis	39	41	51
Mercury	51	55½	71
Lincoln	61	42	61
Continental	95	90	84
Mark VI	75	78	81
Lincoln	72	59	74
FORD MOTOR	48	57	75
Skyhawk	33	26	150
Skylark	42	39	77
Century	62	57½	116
Regal 4-door	46	43	60
Regal coupe	47	44	65
LeSabre	33	31	52
Electra	55	51	63
Riviera	47	44½	74
Buick	45	42	77
Cimarron	50	71	164
Seville	59	55	127
Cadillac	52½	49	67
Eldorado	59	55	83
Cadillac	56	52	77
Chevette	46	57	147
Cavalier	23	28	143
Citation	64	60	118½
Camaro	47	53	40
Malibu	39½	45	51
Celebrity	44	53	134
Monte Carlo	60	56	80½
Chevrolet	50	54	61
Corvette	22	20	115
Chevrolet	43	48	89
Firenza	40	42	171
Omega	33	43	89
Ciera	50	47	98
Cutlass 4-door	28	26	46
Cutlass coupe	26	26	50
Olds 88	25	23	44
Olds 98	28	26	43
Toronado	53½	50	79
Oldsmobile	34	32	61½
1000	56	52	164
2000	30	26	167
Phoenix	60	57	120
Firebird	46	43	29
Bonneville	49	46	61
6000	48	45	183
Grand Prix	58	54	62
Parisienne	57	53	69½
Pontiac	47	44	86
GENERAL MOTORS	45	42	79
Volkswagen	47	63	105
TOTAL	47	47	78½

New-car stocks hold steady at 47-day supply

Continued from Page 1

day supply, up from 43 days June 1.

The July 1 domestic inventory was divided this way by market segment: Subcompact, 17.04 percent; compact, 21.32 percent; intermediate, 38.01 percent; standard, 16.32 percent, and luxury, 7.31 percent.

• The July 1 days-supply figures by market class were:

Subcompact—Escort, 27; Lynx, 38; Turismo, 40; Horizon, 45; Chevette, 46; Rabbit, 47; LN7, 47; Charger, 50; Spirit, 50; EXP, 51; Omni, 52; Alliance, 54; Pontiac 1000, 56, and Eagle SX/4, 71.

Compact—Cavalier, 23; Pontiac 2000, 30; Skyhawk, 33; Aries, 37; Firenza, 40; Reliant, 41; Fairmont, 42; Topaz, 44; Tempo, 45; Firebird, 46; Camaro, 47; Cimarron, 50; Zephyr, 50; Mustang, 59; Dodge 400, 59½; LeBaron, 60, and Capri, 78.

Intermediate — Concord, 22; Cutlass Supreme, 28; Omega, 33; Malibu, 39½; Skylark, 42; Celebrity, 44; Regal four-door, 46; Regal coupe, 47; Pontiac 6000, 48; Bonneville, 49; Cutlass Ciera, 50; LTD, 51; Grand Prix, 58; Marquis, 58; Monte Carlo, 60; Phoenix, 60; Century, 62; Citation, 64; XR7, 70; New Yorker E, 82; Thunderbird, 84; Eagle, 93; Chrysler E Class, 97, and Dodge 600, 101.

Standard—Olds 88, 25; Olds 98, 28; Crown Victoria, 30; LeSabre, 33; Gran Fury, 35; Grand Marquis, 39; Diplomat, 41; Chevrolet, 50; Electra, 55; Cordoba, 57; Parisienne, 57; Chrysler Fifth Avenue, 74½, and Mirada, 101.

Luxury — Corvette, 22; Riviera, 47; Cadillac, 52½; Toronado, 53½; Seville, 59; Eldorado, 59; Lincoln, 61; Mark VI, 75; Imperial, 83, and Continental, 95.

VW council elects officers

Volkswagen's National Dealer Advisory Council has elected officers for 1983-84. Seated, from left, are: Peter Weiher, executive vice president, sales and marketing, Volkswagen of America; Ben Hulsey, Volkswagen North Freeway, Houston, chairman, and James R. Fuller, vice president, Volkswagen Division of VWoA. Standing, from left, are: James Meier, Volkswagen of Beaverton, Beaverton, Ore., member-at-large; Bill Sullivan, Volkswagen Santa Monica, Santa Monica, Calif., vice chairman, and Richard Dean, Dick Dean Economy Cars, Ballwin, Mo., secretary.

Honda's new CR-X widens Japan's sporty coupe market

Continued from Page 1

used on the 1.8-liter Prelude and now used in the Accord.

The 1.5-liter unit has Honda's electronic fuel injection system, and the accent is on power, with a rated output of 110 HP (JIS) at 5,800 RPM, while maximum torque is 100 pounds-feet at 4,500 RPM.

Since the 1.3-liter unit is intended to give excellent gas mileage, the power output has been kept down to 80 HP at 6,000 RPM, and torque is 32 pounds-feet at 3,500 RPM.

It has a carburetor instead of fuel injection, and on the Japanese 10-mode emission cycle, the 1.3-liter car returned 47 MPG, while at a steady 37 MPH, gas mileage is quoted as 77.6 MPG.

Also new is the suspension. At the front, Honda has adopted struts with longitudinal torsion bars instead of the customary coil springs. This was done so the hood height could be lowered and to provide more room for the engine.

At the rear, a dead axle, located by a pair of radius rods and a Panhard rod, is used. Anti-roll bars are fitted front and rear, but the one at the back is unusual in that it is inside the axle beam.

• Inside the car is a sporty fascia with a small instrument panel, either electronic or conventional according to the model. The front seats are well shaped to hold the driver and passenger, but the rear seats are too small for anyone except small children.

There are a couple of novelties in the body design. First, on some models there is a sunroof panel that slides above the roof, instead of submarining below the roof, as is normal.

This allows the panel to be larger than normal and prevents the mechanism from encroaching too much on passenger headroom.

Also new is a fresh-air vent toward the rear of the roof which is opened like a periscope to draw air through a duct to two vents just above the windshield. Stale air is drawn out of the body through the central pillars, and to ease the flow, the rear quarter side windows curve inward to meet the pillar.

Honda is selling the Ballade Sports CR-X coupe through its Verno dealers, alongside the Prelude, Quintet, Ballade and Vigor. The car is being built at Suzuka at 3,000 units a month, which seems an ambitious sales target for this type of car in Japan.

Japan's exports of cars to U.S. off 10 pct. in May

WASHINGTON. — Exports of Japanese cars to the U. S. in May totaled 143,411, down 10.91 percent from 160,972 in the year-earlier month, according to the Japanese Automobile Manufacturers Assn.

In April, the car export figure was 189,486, which was 4.78 percent higher than in April, 1982. May's total this year was 24.3 percent below April's.

For the first five months of this year, Japanese car exports to the U. S. were down 2.93 percent. The total was 685,378 this year and 706,098 in 1982.

Japan's truck exports to the U. S. jumped 31.34 percent in May, totaling 44,417, compared with 33,818 a year ago.

Five-month truck exports to the U. S. were 207,177, a rise of 2.86 percent over last year's 201,423.

Car production in Japan in May was 575,496, up 4.66 percent from last year's 549,873. Five-month car production was up 2.62 percent, to 2,929,910 this year from 2,855,183 in 1982.

May truck production climbed 9.02 percent to 323,033 from 296,308. For five months, it was 1,624,966, up 2.10 percent from last year's 1,591,960.

New-car registrations in Japan in May were 214,655, up 999 from last year's 213,656.

New-truck registrations of 174,415 in May were 2.26 percent above last year's 170,562.

Imports climb 18 pct.

June car sales ablaze: Domestics up 48 pct.

Continued from Page 69

last month. All but Imperial and AMC were up. Cadillac reported its 10th consecutive monthly increase, up 53.91 percent from last year. Oldsmobile said June sales of 94,367 were its highest in 50 months. Chevrolet was up 62.76 percent, Buick was up 30.14 percent, Oldsmobile was up 56.91 percent and Pontiac was up 21.20 percent.

At Chrysler Corp., Plymouth was up 21.41 percent, Chrysler was up 65.04 percent, Dodge was up 70.02 percent and Imperial was off 49.70 percent.

Ford was up 34.25 percent, Mercury shot ahead 58.98 percent and Lincoln was up 22.96 percent.

AMC was off 46.23 percent, VW was up 27.99 percent, and both Renault Alliance and Honda had no year-ago sales for purposes of comparison.

• Imports enjoyed the June sales fest, too. Saab was the first to report June results and it was an any-month record for the Swedish auto maker. Saab sales were up 78.23 percent to 3,135 from 1,759 last year. Jaguar had its 31st consecutive month of monthly record sales and was up 74.89 percent, to 1,581 from 904.

Audi sales of 5,981 were up 40.40 percent from 4,260. June was a record month for Audi, and for BMW, up 31.01 percent to its second best month in history in the U. S. Mercedes-Benz was up 25.95 percent, Porsche was up 60.13 percent, Volvo was up 9.03 percent and Peugeot was up 7.07 percent.

Top import Toyota exploded to 56,486 from 46,977, an increase of 20.24 percent. Second-place Nissan was up 16.35 percent to a June record of 54,389 from 46,747 a year earlier. Imported Hondas were up 6.90 percent, Mazda was up 8.81 percent and Subaru was up 14.33 percent.

Imports accounted for 26.04 percent of the total market in June, followed by U. S. intermediates at 25.01 percent, compacts at 17.60 percent, subcompacts at 13.86 percent, standards at 12.75 percent and luxury models at 4.74 percent.

Of the domestics-only market, 33.82 percent were intermediates, 23.79 percent were compacts, 18.74 percent were subcompacts, 17.24 percent were standard-size cars and 6.41 percent were luxuries.

• June 21-30 domestic sales were up 53.39 percent, to 252,513 from 158,420 last year. There were nine selling days in the period, yielding an average 28,057 sales per day this year compared with 17,602 in 1982 when there also were nine days.

The daily selling rate for all of June was 25,698 for the domestics, up 48.01 percent from 17,363 a year earlier. There were 26 selling days both years.

Annualized sales based on third-period results were 6,893,605.

In late June, GM sales were up 44.31 percent, Ford was up 76.76 percent, Chrysler was up 58.60 percent, AMC was up 273.45 percent and VWoA was up 46.92 percent.

GM earned 51.20 percent of the period's market, Ford had 29.60 percent, Chrysler had 12.87 percent, VWoA had 2.25 percent, AMC had 3.25 percent and Honda swept up the remaining 0.83 percent.

Ford Motor Co. sales of 74,743 were its best for any of the 18 sales periods so far this year. VW's 5,668 were its strongest and AMC's 8,216 were its second best for any 10-day period this year.

Ford Division sales of 54,188 put it at the top of the heap, surpassing Chevrolet's total of 48,420 and Oldsmobile's 26,825.

• Domestic sales were up 13.64 percent in the first half of calendar year 1983. GM was up 10.24 percent, to 1,983,327 from 1,799,035 last year. Ford was up 9.31 percent, to 758,263 from 693,697. Chrysler climbed 23.67 percent, to 432,814 from 349,978. AMC more than doubled its 1982 results, up 119.90 percent to 101,120 from 45,985. VWoA was down 7.56 percent, dropping to 42,643 from 46,129, and Honda first-half sales totaled 16,861.

GM earned 59.47 percent of the six-month domestic market, down from 61.30 percent in 1982. Ford dipped to 22.74 percent from 23.64 percent. Chrysler was up to 12.98 percent from 11.92 percent. AMC was strong, going to 3.03 percent from 1.57 percent, VWoA dropped to 1.28 percent from 1.57 percent and Honda had 0.50 percent of the 1983 first-half market.

Second-quarter, 1983, sales totaled 1,878,108, up 22.42 percent from 1,534,134 a year earlier. It was the best result for the quarter since 1979 when 2,261,607 new cars were retailed. Second-quarter sales were up 28.91 percent from the first quarter's 1,456,920.

Where Auto Market was in June, 1983

	Total Sales	Pct. of Total
SUBCOMPACT	125,181	13.86
COMPACT	158,950	17.60
INTERMEDIATE	225,970	25.01
STANDARD	115,201	12.75
LUXURY	42,843	4.74
IMPORT	235,282	26.04
TOTAL	903,427	100.00

U. S. CAR SALES BY MARKETING UNITS

	June, 1983	June, 1982	6 mos., 1983	6 mos., 1982
Chevrolet	143,336	88,066	666,959	657,749
Ford	119,286	87,367	514,388	480,886
Oldsmobile	94,367	60,142	505,026	408,667
Buick	71,129	54,656	415,483	360,999
Toyota	56,486	46,977	282,117	264,235
Pontiac	46,935	38,725	251,210	255,325
Nissan	54,389	46,747	275,854	231,121
Honda	37,861	30,507	198,824	189,620
Mercury	42,458	26,706	195,556	169,127
Dodge	39,464	23,942	186,937	156,741
Plymouth	30,326	24,615	165,777	156,918
Cadillac	26,883	17,467	144,649	116,295
VW of America	24,300	19,009	113,780	108,090
Chrysler/Imperial	24,421	14,913	128,325	83,936
Mazda	15,286	14,048	89,101	76,886
Subaru	14,230	12,446	79,319	72,448
AMC-Renault	19,972	12,391	117,168	66,122
Lincoln	8,452	6,874	48,319	43,684
Volvo	8,496	7,792	48,020	37,323
Mercedes-Benz	6,828	5,421	35,780	31,969
BMW	6,033	4,605	26,680	24,560
Saab	3,135	1,759	13,926	8,845
Isuzu	2,083	1,125	9,837	6,522
Fiat	944	1,462	4,571	9,984
Peugeot	1,423	1,329	7,413	7,002
Jaguar	1,581	904	7,733	4,473
Mitsubishi	2,742	.....	13,991	.....
DeLorean	35†	332	335†	1,549
Alfa Romeo	546	203	1,779	940
TOTAL	903,427	650,530	4,548,857	4,032,013

† Estimate.

IMPORTED CAR SALES

	June, 1983	June, 1982	6 mos., 1983	6 mos., 1982
Alfa Romeo	546	203	1,779	940
Audi	5,981	4,260	22,391	22,752
BMW	6,033	4,605	26,680	24,560
Challenger	1,888	1,349	8,584	7,518
Plymouth Colt	3,214	2,518	15,171	16,473
Dodge Colt	3,772	2,711	17,742	17,834
DeLorean	35†	332	335†	1,549
Fiat	878	1,334	4,104	9,533
Honda	32,613	30,507	181,963	189,620
Isuzu	2,083	1,125	9,837	6,522
Jaguar	1,581	904	7,733	4,473
Lancia	66	128	467	451
Mazda	15,286	14,048	89,101	76,883
Mitsubishi	2,742	.....	13,991	.....
Mercedes-Benz	6,828	5,421	35,780	31,969
Nissan	54,389	46,747	275,854	231,121
Peugeot	1,423	1,329	7,413	7,002
Porsche	2,245	1,402	11,168	8,971
Renault	3,706	4,624	16,048	20,137
Saab	3,135	1,759	13,926	8,845
Sapporo	1,558	1,050	6,728	5,792
Subaru	14,230	12,446	79,319	72,448
Toyota	56,486	46,977	282,117	264,235
Volkswagen	6,068	5,529	37,578	32,238
Volvo	8,496	7,792	48,020	37,323
TOTAL	235,282	199,100	1,213,829	1,097,189

† Estimate

Chevy recalling 800,000 vehicles for catalyst fix

WARREN, Mich. — Chevrolet is recalling some 800,000 vehicles from its 1981 and 1982 model years so catalytic converters can be reconditioned.

Full-size, intermediate and Camaro passenger cars and sedan delivery pickups equipped with Chevrolet-built V-6 and V-8 engines are involved.

The reconditioning will eliminate the possibility that fragmented catalyst beads might restrict the flow of exhaust gases. This could reduce vehicle performance.

Chevrolet said the voluntary action is being taken in the interest of customer satisfaction, since the cars involved continue to meet federal tailpipe emission standards, even if the converter does become partially restricted.

DOMESTIC CAR SALES

	June 21 to June 30, 1983	Same Period, 1982	June, 1983	Same Month, 1982	Jan. 1 to June 30, 1983	Same Period, 1982
Renault Alliance	.....	.....	12,090	.....	70,770	.....
Spirit	.....	.....	409	1,736	3,536	10,866
Concord	.....	.....	1,253	2,842	10,629	15,786
Eagle	.....	.....	2,514	3,189	16,185	19,333
AMC	.....	2,200	4,176	7,767	30,350	45,985
AMERICAN MOTORS*	8,216	2,200	16,266	7,767	101,120	45,985
Horizon	2,310	1,262	5,699	3,523	24,944	27,075
Turismo/TC3	1,717	1,213	3,910	3,068	18,206	20,326
Reliant	5,303	4,200	13,896	12,197	88,950	75,830
Plymouth	713	937	2,049	2,259	11,778	11,422
Total Plymouth	10,043	7,612	25,554	21,047	143,878	134,653
LeBaron	.....	.....	.....	.....	.....	912
LeBaron K	3,336	2,947	8,128	7,822	41,653	44,767
Cordoba	444	455	1,134	1,206	7,914	7,889
New Yorker 5th Ave.	3,236	2,140	7,936	5,718	42,830	28,671
E-Class	1,294	.....	3,076	.....	18,202	.....
New Yorker	1,755	.....	4,063	.....	16,740	.....
Total Chrysler	10,065	5,542	24,337	14,746	127,339	82,239
Total Imperial	32	48	84	167	986	1,697
Omni	2,272	922	5,153	2,654	22,388	22,088
Charger/024	2,219	1,190	5,152	3,052	21,735	21,223
Aries	4,286	2,780	13,351	8,541	65,777	56,616
Dodge 400	1,289	945	3,249	2,350	17,233	12,968
Diplomat	1,028	1,233	3,842	2,708	16,250	14,466
Mirada	182	214	475	577	2,847	4,028
Dodge 600	1,075	.....	2,582	.....	14,381	.....
Total Dodge	12,351	7,284	33,804	19,882	160,611	131,389
CHRYSLER CORP.	32,491	20,486	83,779	55,842	432,814	349,978
EXP	1,244	1,202	2,812	3,538	12,380	22,627
Escort	18,782	13,046	41,453	33,679	184,494	180,255
Tempo	7,636	.....	15,237	.....	17,658	.....
Mustang	5,485	3,465	12,766	10,431	61,802	61,854
Fairmont	947	3,827	2,489	11,857	33,389	69,496
Granada	.....	3,809	.....	10,379	3,751	60,497
Thunderbird	6,360	1,393	14,494	4,281	53,156	22,319
LTD '83	7,559	.....	16,704	.....	79,296	.....
Ford Crown Victoria	6,175	4,512	13,331	13,202	68,462	63,838
Ford Division	54,188	31,254	119,286	87,367	514,388	480,886
LN7	307	303	698	1,026	3,519	8,043
Lynx	4,165	3,195	9,560	8,079	43,960	51,470
Topaz	2,067	.....	4,818	.....	5,761	.....
Zephyr	161	940	548	3,252	10,783	22,221
Cougar/Monarch	.....	1,428	.....	4,124	906	26,488
XR-7	3,687	409	8,959	1,413	31,586	8,146
Capri	973	610	2,436	2,004	11,941	15,513
Marquis '83	2,341	.....	6,430	.....	31,506	.....
Mercury Grand Marquis	3,334	2,225	9,009	6,808	55,594	37,246
Total Mercury	17,035	9,110	42,458	26,706	195,556	169,127
Continental	411	419	1,028	1,393	7,930	12,222
Lincoln	2,001	916	4,433	3,261	25,490	17,899
Mark VI	1,108	586	2,991	2,220	14,899	13,563
Total Lincoln	2,520	11,921	8,452	6,874	48,319	43,684
L-M Division	20,555	11,031	50,910	33,580	243,875	212,811
FORD MOTOR	74,743	42,285	170,196	120,947	758,263	693,697
Skyhawk	2,116	1,008	6,892	4,121	40,234	18,616
Skylark	3,913	2,185	11,648	8,840	56,484	80,090
Century FD	3,647	1,630	11,400	6,824	62,420	43,890
Regal Sedan	2,021	1,792	6,212	6,833	39,684	41,449
Regal Coupe	4,371	3,269	12,758	11,312	80,329	73,197
Le Sabre	3,941	2,656	12,220	8,727	74,328	52,504
Electra	2,095	1,263	6,574	4,647	38,194	28,658
Riviera	885	790	3,425	3,352	23,810	22,595
Buick Division	22,989	14,593	71,129	54,656	415,483	360,999
Cimarron	805	154	2,142	476	10,350	6,256
Seville	1,057	337	2,764	1,154	14,649	11,135
Cadillac	6,140	4,299	16,007	11,724	87,224	71,513
Eldorado	2,341	1,441	5,970	4,113	32,426	27,391
Cadillac Division	10,343	6,231	26,883	17,467	144,649	116,295
Chevette	6,697	4,589	19,566	11,585	93,716	120,267
Cavalier	11,541	2,279	30,815	6,163	118,634	62,130
Citation	3,309	4,072	9,969	10,833	56,545	105,273
Camaro	6,343	6,394	19,099	15,808	88,997	96,481
Celebrity	5,382	2,771	16,489	6,803	72,375	42,461
Malibu	3,577	4,222	11,109	9,692	57,209	60,846
Monte Carlo	2,909	2,906	9,145	7,205	48,298	53,233
Chevrolet	7,779	7,698	24,410	18,295	117,661	104,564
Corvette	883	692	2,734	1,682	13,524	12,494
Chevrolet Division	48,420	35,623	143,336	88,066	666,959	657,749
Firenza	1,695	472	5,887	2,060	24,634	11,553
Omega	1,966	1,051	7,246	4,324	30,655	40,729
Cutlass Ciera	4,799	1,894	16,886	7,650	81,795	52,054
Cutlass Supreme	8,300	6,216	29,248	22,725	169,665	150,867
Olds 88	6,104	4,229	21,877	14,953	122,248	91,674
Olds 98	2,914	1,559	9,816	5,982	56,667	43,919
Toronado	1,047	695	3,407	2,448	19,362	17,871
Oldsmobile Division	26,825	16,116	94,367	60,142	505,026	408,667
1000	1,521	1,189	3,425	2,745	17,905	27,896
2000	4,287	1,507	9,671	3,603	45,164	28,116
Phoenix	1,049	1,315	2,467	3,312	14,714	28 249
Firebird	3,375	4,990	7,526	11,104	45,007	57,542
6000	3,058	1,584	6,992	3,715	39,189	21,987
Bonneville	2,887	2,962	6,630	6,874	39,835	40,359
Grand Prix	3,339	3,388	7,696	7,279	44,059	47,487
Pontiac	1,199	93	2,528	183	5,337	3,689
Pontiac Division	20,715	17,028	46,935	38,725	251,210	255,325
GENERAL MOTORS	129,292	89,591	382,650	259,056	1,983,327	1,799,035
VOLKSWAGEN	5,668	3,858	10,006	7,818	42,643	46,129
HONDA	2,103	.....	5,248	.....	16,861	.....
DOMESTIC TOTAL	252,513	158,420	668,145	451,430	3,335,028	2,934,824
IMPORT TOTAL	.....	.....	235,282	199,100	1,213,829	1,097,189
INDUSTRY TOTAL	.....	.....	903,427	650,530	4,548,857	4,032,013

*—AMC does not issue a nameplate breakdown for 10-day periods.

Makers build 653,151 cars for month

June output 19 pct. above '82 total

By Mary Beth Mayer
Staff Writer

Domestic auto production in June was far above that of the 1982 month, and the second-quarter total was the highest for any quarter since the second three months of 1981.

In June, the manufacturers completed 653,151 cars, up 19.45 percent over 546,807 units built in the same month last year. Last month was the highest month of car production since June, 1981, when 712,524 units were assembled.

Production for the second quarter was 1,798,293 units, up 18.29 percent from the same period last year. It was the greatest output for any quarter since 2,032,219 units were produced in the second quarter of 1981.

During the first half of this year, the auto makers completed 3,302,571 units, up 29.37 percent from 2,554,863 built in the first six months of last year.

Breakdown for June by company was: General Motors, 59.92 percent; Ford Motor Co., 22.65 percent; Chrysler Corp., 12.75 percent; American Motors, 2.58 percent; Volkswagen of America, 1.28 percent, and Honda, 0.82 percent.

The shortened holiday week and downtime at all Ford facilities, Chrysler's St. Louis plant, AMC's Kenosha point and Honda's Marysville facility pulled last week's estimated car production down 33.18 percent to 91,022 units from 136,212 the previous week. Output, however, rose 7.14 percent from the 84,957 units completed during the four-day year-ago period.

A two-week vacation began last week at all of Ford's car assembly points, except the Edison (N. J.) plant, which closed a week earlier. Production is slated to resume July 18.

The AMC Kenosha plant and Honda's Marysville facility are also on vacation and are scheduled to resume production this week.

Also closed was Chrysler's St. Louis plant, which is preparing for the launch of the 1984 front-wheel-drive two-door models. The facility is slated to return July 18.

GM points which worked last Saturday (July 9) were Fairfax, Flint, Lansing, Leeds and Lordstown.

Three Chrysler plants, Belvidere, Jefferson and Newark, worked two daily nine-hour shifts last week.

Auto production in Canada shows 7 pct. gain for June

Canadian auto production in June jumped 7.76 percent from the year-ago month, bringing the total for the second quarter up 12.07 percent from the comparable 1982 period.

The manufacturers built 100,357 cars in June, up from 93,132 in the same month last year.

Output for the second quarter reached 295,799 units, up from 263,943 built during the second three months in 1982. It was the most for any quarter since 328,270 cars were built during the second quarter of 1978.

During the first half of 1983, the auto makers assembled 534,168 units, a gain of 16.98 percent from 456,616 built the first six months last year.

The truck manufacturers finished 53,948 units in June, down 2.34 percent from 55,243 during that month last year.

For the second quarter, the makers produced 153,864 trucks, down 2.26 percent from 157,422 last year.

There were 274,445 trucks produced during the first half of the year, down slightly from 275,778 in the 1982 period.

The auto makers scheduled 12,365 units last week, down from 17,867 built in the previous holiday week. Vacation downtime at two Ford Motor facilities cut last week's total. Output was also down 5.70 percent from 13,112 units built in the comparable 1982 week.

So far this year, the auto manufacturers have assembled 545,660 cars, a jump of 10.72 percent from 492,824 assembled in the same period last year.

• Truck production last week totaled 7,889 units, down 13.73 percent from the previous four-day week's 9,145, due to vacation downtime at Ford's Oakville facility. The total was up 13.61 percent from 6,944 trucks in the comparable 1982 week.

Year-to-date, the truck makers have completed 282,963 units, down 2.61 percent from 290,559 in the comparable 1982 period.

Ford's Oakville and St. Thomas facilities are in the midst of a three-week vacation which began July 4. Both points are slated to return July 25.

American Motors' Brampton point has been down since June 21 for a summer break. Operations there will resume July 18.

Chrysler Corp.'s Windsor car plant is retooling for the 1984 front-wheel drive T-115 van/wagon, which it will begin to produce during the first week of October.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

General Motors' St. Therese and Scarborough facilities logged eight hours of overtime last week. This week, GM's Oshawa Plant No. 2 and Oshawa truck facility will work eight hours of overtime, while the St. Therese point will work 16 hours of overtime.

Goodyear plant receives Ford quality award

GADSDEN, Ala. — Goodyear's tire plant here has received Ford Motor Co.'s Q1 Preferred Quality Award.

To be considered for the award, suppliers must have an excellent Ford quality rating and an effective quality assurance system that includes process control capability and the use of statistical control techniques.

Truck output best since 1979 for June, 2nd quarter

The domestic truck makers assembled 233,386 units during June, making that month and the second quarter of this year the highest for truck production since comparable periods in 1979.

Last month's total was up 9.65 percent from 212,837 in June, 1982. It was the most for any month since 292,897 in June, 1979.

For the second quarter, the truck manufacturers completed 631,255 units, a 7.12 percent gain from 589,279 built in 1982. It was the most for any quarter since the second quarter of 1979 when 887,948 units were built.

During the first half of this year, the makers produced 1,142,657 trucks, up 8.60 percent from 1,052,132 trucks built during the first six months last year.

Due to the shortened holiday week plus vacation at all Ford Motor Co. facilities and American Motors' Toledo plant, the truck makers scheduled only 23,421 units last week, down 49.73 percent from 46,595 units built the previous week, and down 5.63 percent from the 24,817 trucks assembled during the comparable 1982 period.

All Ford truck facilities were idle last week, starting a two-week vacation. AMC's Toledo plant is also on summer vacation and will return today (July 11).

Two shifts of Saturday overtime was scheduled last week at General Motors' Lordstown, Pontiac and St. Louis facilities.

Chrysler Corp.'s Warren point was on a daily overtime schedule last week.

U. S. CAR PRODUCTION

	Week Ended July 9, 1983	Week Ended July 10, 1982	Week Ended July 2, 1983	June Total	Jan. 1 to July 10, 1982	Jan. 1 to July 9, 1983
AMERICAN MOTORS	.....	1,600*	.....	16,840	30,719*	89,855
AMC Total	.....	.....	.....	.....	30,719*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	.....	.....	.....	16,840	.....	85,784
Alliance	.....	.....	.....	16,840	.....	85,784
CHRYSLER CORP.	14,450	11,766	15,772	83,288	328,966	452,859
Plymouth Total	5,500	5,299	5,976	27,829	135,015	161,709
Horizon	2,100	1,879	2,460	11,159	42,180	56,923
Reliant	3,400	3,420	3,399	15,876	92,835	101,860
Caravelle ('83)	.....	.....	117	794	.....	2,909
Chrysler Total	3,100	2,409	3,185	19,874	65,474	109,155
LeBaron	1,100	2,409	1,058	8,087	65,474	50,090
Chrysler E-Class	2,000	.....	2,127	11,787	.....	59,065
Dodge Total	5,850	4,058	6,611	35,585	128,477	181,995
Omni	2,300	1,811	3,025	14,302	39,884	65,037
Aries	2,200	1,592	2,274	13,505	69,732	75,861
Dodge 400	150	655	313	2,720	18,861	17,851
Dodge 600	1,200	.....	999	5,058	.....	23,246
FORD MOTOR	.....	.....	31,680	147,968	612,210	768,808
Ford Division	.....	.....	19,229	89,765	390,580	493,415
Escort	.....	.....	3,379	22,317	155,973	136,944
Fairmont	.....	.....	.....	.....	69,193	23,728
Mustang	.....	.....	3,464	8,410	72,685	63,944
LTD/Granada	.....	.....	3,450	16,583	66,862	92,125
Thunderbird	.....	.....	3,700	19,700	21,709	106,957
Crown Victoria/Ford	.....	.....	1,999	1,412	.....	47,798
EXP	.....	.....	.....	.....	4,158	1,184
Tempo	.....	.....	3,237	13,343	.....	20,735
L-M Division	.....	.....	12,451	58,203	221,630	275,393
Mercury Total	.....	.....	9,515	45,900	169,545	217,078
Lynx	.....	.....	1,775	7,700	47,123	35,930
Capri	.....	.....	684	1,427	18,203	12,335
Zephyr	.....	.....	.....	.....	22,775	8,601
Marquis/Cougar	.....	.....	1,465	7,804	31,695	39,476
Cougar/XR7	.....	.....	3,258	16,931	7,245	60,694
Gr. Marquis/Marquis	.....	.....	1,529	8,507	41,590	52,655
LN7	.....	.....	.....	.....	914	290
Topaz	.....	.....	804	3,531	.....	6,081
Lincoln Total	.....	.....	2,936	12,303	52,085	58,315
Continental ('82)	.....	.....	310	1,228	10,944	8,516
Lincoln	.....	.....	1,730	7,178	23,501	30,406
Mark VI	.....	.....	896	3,847	17,640	19,393
GENERAL MOTORS	76,102	71,491	85,108	391,360	1,775,158	2,032,963
Buick Division	18,232	17,542	20,621	96,532	414,424	476,255
Skylark	2,696	3,056	3,377	15,171	75,653	59,141
Skyhawk J	1,530	1,712	1,461	6,434	47,036	38,434
Century	3,093	2,842	3,990	18,422	71,720	84,869
Regal	4,212	4,855	4,327	22,590	107,515	132,514
Buick	5,725	4,270	6,242	26,527	91,283	137,200
Riviera	976	807	1,224	5,388	21,217	24,097
Cadillac Division	5,008	4,779	5,986	26,061	134,079	173,212
Cimarron	272	244	322	1,351	2,351	10,965
Seville	464	239	583	2,564	12,611	18,469
Eldorado	1,072	1,067	1,347	5,923	34,353	40,544
Cadillac	3,200	3,229	3,734	16,223	84,764	103,234
Chevrolet Division	26,801	21,618	30,050	135,990	555,984	649,067
Chevette	4,103	4,418	4,182	19,805	121,754	98,647
Cavalier	7,084	1,569	7,940	34,811	46,683	145,480
Celebrity	4,329	1,493	5,044	21,722	37,175	65,405
Camaro	4,104	3,816	4,197	20,807	121,003	105,451
Citation	1,152	3,917	1,460	7,404	97,435	58,318
Malibu	2,644	2,600	3,212	12,339	63,149	82,537
Monte Carlo	1,488	1,511	1,819	8,625	36,846	48,741
Chevrolet	1,405	1,808	1,578	7,749	16,087	37,618
Corvette	492	486	618	2,728	15,762	11,870
Oldsmobile Division	18,509	15,916	19,919	96,513	414,215	528,385
Omega	1,352	1,870	1,757	7,242	46,212	35,093
Firenza	824	1,732	996	4,797	32,828	25,729
Cutlass	5,282	4,855	5,246	26,076	105,124	151,506
Cutlass/Ciera	3,588	1,411	4,356	21,082	65,426	104,681
Oldsmobile	6,775	5,412	6,704	33,515	145,261	190,134
Toronado	688	636	860	3,801	19,364	21,242
Pontiac Division	7,552	11,636	8,532	37,363	256,546	206,044
Acadian†	.....	530	260	1,158	6,705	9,446
2000	2,228	1,279	2,298	10,963	22,323	54,631
1000	992	1,095	977	3,010	19,571	22,325
Firebird	2,056	2,589	2,163	10,207	72,102	50,789
Phoenix	584	1,481	731	2,234	27,822	15,084
G. Prix/B'ville ('83)	1,692	3,053	2,103	9,791	86,728	53,769
6000	.....	1,609	.....	.....	21,295	.....
HONDA	.....	.....	1,286	5,361	.....	18,477
VOLKSWAGEN	470	.....	2,366	8,334	49,316	47,986
CHECKER	.....	100*	.....	.....	2,163*	.....
Total Cars, U. S.	91,022	84,957	136,212	653,151	2,798,532	3,410,858

TRUCK PRODUCTION IN U. S.†

	Week Ended July 9, 1983	Week Ended July 10, 1982	Week Ended July 2, 1983	June Total	Jan. 1 to July 10, 1982	Jan. 1 to July 9, 1983
CHEVROLET	15,571	13,463	16,782	83,112	375,332	413,066
DODGE	2,000	2,914	2,660	13,086	72,240	70,940
FORD	.....	944*	20,141	97,454	386,161	461,762
GMC	3,910	4,84[illegible]	4,911	23,339	136,604	134,731
INTERNATIONAL	1,100*	.....	1,051*	5,168*	27,222	26,860*
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	.....	1,600*	.....	6,607	43,911*	38,494
AM GENERAL	40*	50*	50*	220*	1,230*	1,280*
MISCELLANEOUS	800*	1,000*	1,000*	4,400*	31,000*	25,600*
Total Trucks, U. S.	23,421	24,817	46,595	233,386	1,083,803	1,174,812

CANADIAN TRUCK PRODUCTION

	Week Ended July 9, 1983	Week Ended July 10, 1982	Week Ended July 2, 1983	June Total	Jan. 1 to July 10, 1982	Jan. 1 to July 5, 1983
CHRYSLER CORP.	2,240	2,625	1,800	11,588	56,745	70,495
FORD MOTOR	.....	600	2,842	15,480	77,569	73,196
GENERAL MOTORS	5,649	3,719	4,503	26,880	149,610	136,056
INTERNATIONAL	.....	.....	.....	.....	6,635	3,216
Total Trucks, Canada	7,889	6,944	9,145	53,948	290,559	282,963
N. American Trucks	31,310	31,761	55,740	287,334	1,374,362	1,457,775

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 9, 1983	Week Ended July 10, 1982	Week Ended July 2, 1983	June Total	Jan. 1 to July 10, 1982	Jan. 1 to July 9, 1983
AMERICAN MOTORS	.....	.....	.....	2,459	14,192	15,532
CHRYSLER CORP.	.....	4,255	.....	6,733	91,969	103,857
FORD MOTOR	.....	340	7,921	34,568	172,051	120,080
GENERAL MOTORS	12,140	8,292	9,721	55,608	208,795	300,521
VOLVO	225	225	225	989	5,817	5,670
Total Cars, Canada	12,365	13,112	17,867	100,357	492,824	545,660
N. American Cars	103,387	98,069	154,079	753,508	3,291,356	3,956,518
N. American Trucks	31,310	31,761	55,740	287,334	1,374,362	1,457,775
North American Cars and Trucks	134,697	129,830	209,819	1,040,842	4,665,718	5,414,293

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Industry leaders in upbeat mood at World Congress and World Expo

Automotive News Week fosters optimism

By Matt DeLorenzo
Staff Writer

A sense of cautious optimism pervaded Automotive News Week as industry leaders from around the world gathered in Detroit to exchange ideas at the eighth annual Automotive News World Congress and to shop for hardware at the second annual Automotive News World Expo.

The generally upbeat tone of World Congress speakers combined with recent improved automotive sales figures contributed to the positive attitude, although many auto executives conceded that the industry is not out of the woods yet.

A display of vehicles outside the main hall at the World Congress perhaps typified the reasons why there was cause for optimism.

Included were Audi's Avant station wagon and Ford's Thunberbird Turbo Coupe, embodying the new European-inspired aerodynamic look. Chrysler's T-115 compact van was also displayed, showing the future course of the truck market, as was one of Nissan's U. S.-produced compact pickups.

Adding to the international flavor was an Opel Senator, and to show that the future will include limited-volume specialty makes, an Avanti was included.

• Over at Cobo Hall, the second annual Automotive News World Expo, a four-day international buy/sell trade fair, attracted nearly 12,000 engineers, designers, product planners and manufacturing and marketing managers.

More than 180 exhibitors from around the world displayed components, materials, machinery, design concepts, systems and services for the auto industry.

Some companies, both large and small, used the World Expo to unveil new technology or concepts.

Goodyear Tire & Rubber showed the recently announced air suspension system that will be used as standard equipment on the 1984 Mark VII. In addition to the air springs, Goodyear also displayed air-supported MacPherson struts.

Steven Hurt, product manager for Goodyear, said his company's display attracted "good traffic and a lot of interest."

Hurt said that while Goodyear works closely with engineers in developing such a system, World Expo affords the opportunity to have "more access to product planners, those involved in strategic planning, advertising and public relations."

He added that "when you try to sell a new product, the people who ultimately have to approve it often don't get a first hand look." World Expo affords that opportunity.

"It's a high quality show," Hurt said.

Waller Motors, a small company in Clearwater, Fla., used World Expo to introduce its exotic new X-3 engine. Francis Waller, the motor's designer, said the powerplant uses horizontally-opposed pistons to turn a "cam lobe having two opposing sinusoidal surfaces."

The small booth was busy throughout the show, Waller said. "At any given time, we had six or eight people standing around," he said, adding. "The response is fantastic."

Most of the interest came from engineers from domestic car companies, Waller said.

There was quite a bit less activity at the booth put together by the Republic of Korea. One speaker at the World Congress predicted that Korea may someday be a world leader in automotive production, yet, one of the Korean exhibitors said he didn't have too many visitors to his display.

However, the Koreans view the U. S. as an important market for their products and components, according to the exhibitor.

Helping buyers and sellers find each other at the expo was the show's Match-Maker Service. Special forms detailing the needs of the buyer or seller were posted under one of 14 categories of parts, systems and services.

The system matched the needs of buyers and sellers in similar categories and in the first few days of the show, more than 1,000 requests were taken.

Next year's Automotive News Week will begin Aug. 26, when the ninth annual World Congress convenes. The World Congress will run for 3½ days. World Expo will open Aug. 27 and continue through Aug. 30.

World Congress kickoff

Opening-night speakers

Keith E. Crain, center, Automotive News publisher and editorial director, visits with first-night speakers at the Automotive News World Congress. Philip Caldwell, left, Ford Motor Co. chairman, delivered the keynote address. Following him on the program was Edmund M. Carpenter, senior vice president, group executive — Automotive and Electrical Products, ITT Corp.

Car-truck averaging OK'd for diesel rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Makers of light-duty diesel cars and diesel light trucks will be able to average diesel particulate emissions starting with 1985 models.

EPA estimates that its final averaging rule — part of the Reagan Administration's efforts to ease regulatory burdens and to give manufacturers greater flexibility — could save between $50 and $111 million a year.

EPA's cost analysis assumes that by 1987, light-duty diesels will account for about 10.6 percent of total sales, 8 percent of car sales and 20 percent of light-truck sales. EPA sees average sales of both classes at about 1.3 million units for 1985-87.

But EPA has yet to decide the real level of the particulate standard and exactly what year it will take effect.

If there is a two-year delay as EPA proposed last December, — mostly to give makers of light duty diesels time to develop trap oxidizers or other control devices — then the effective date of the averaging rule — now set for '85 — will also be delayed.

This rule, like all other final rules, can be challenged within 60 days to the U. S. Court of Appeals for the District of Columbia.

This averaging proposal was one of the promises made in April, 1981, by the Reagan Administration to aid the auto industry. The specific proposal emerged in December, 1981, and

Continued on Page 8, Col. 1

NEWSPAPER

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breaking news

Early-1984 debut seen for GM C-cars

MILFORD, Mich.—General Motors' new C-cars may be heading for an early 1984 introduction. Lloyd Reuss, Buick general manager, told magazine writers that a preview for the C-cars is tentatively set for late November or early December. Joseph J. Sanchez, Oldsmobile general manager, said, "The C-cars are in an extensive quality verification program." The C-cars are the front-wheel-drive Oldsmobile 98, Buick Electra and Cadillac DeVille.

Ford to pay a dividend

DEARBORN. — Ford Motor Co. will pay a 30-cent-per-share dividend on common stock for the third quarter of 1983—its first dividend in seven quarters. Chairman Philip Caldwell said the dividend reflects directors' confidence the sales upturn will continue. He credited the success of the company's new products and cost-cutting for the payment.

New GMAD plant yields bumper crop

ST. LOUIS. — The new $500 million General Motors Assembly Division plant in Wentzville, Mo., has yet to turn out a front-drive Olds 98 or Buick Electra and no date has been set for Job 1. But GM has realized a return on its investment. It sold wheat from the five farms on its 569-acre spread for a yield of $14,000.

The last question in bailout package

What about Chrysler warrants?

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Corp. apparently is interested in buying back the warrants for 14.4 million shares of stock it issued to the U. S. government as part of its bailout package, and the government has expressed an interest in selling them — but not necessarily to Chrysler.

The issue of what to do with the warrants became the last question mark left in the Chrysler bailout package after Chairman Lee A. Iacocca announced to a gathering of high-level politicos and businessmen here last week that Chrysler's government-guaranteed loans will be paid off by September. The payoff will be made from cash reserves.

Treasury Secretary Donald Regan — also a member of the Chrysler Loan Guarantee Board — said the government will not hand Chrysler back its warrants, potentially worth more than $250 million.

The Loan Board will, however, resolve the question "expeditiously," to head off stock-market uncertainty, he said.

The Loan Board would rather sell the warrants than have Congress appropriate the $187 million or so that it would take to exercise them. The government would then have to sell the stock. Such a move would mark the first time the government would enter the stock market.

• The Loan Board's decision is expected within weeks. It could decide to sell the warrants over a period of time.

Putting pressure on the Loan Board, Senator John H. Chafee, Rhode Island Republican, last week said he will introduce legislation to cut the Department of Treasury appropriation $250 million unless the government takes steps to make a profit on its warrants.

The appropriation bill is ex-

Continued on Page 8, Col. 3

Gain over last year is fifth in a row

Early July sales increase 25 pct.

By Jenny L. King
Staff Writer

Put another plus sign before domestic new-car sales, this time for the July 1-10 selling period.

While the total wasn't spectacular compared with many of the past years, it was up 25.65 percent from the period in 1982, and this was accomplished with one less selling day this year.

Early-July sales, up for the fifth consecutive period, totaled 135,604, with all the domestic makers except Volkswagen of America reporting increases. The 135,604 total was up 25.65 percent from 107,918 a year earlier and was best for the period since 155,852 in 1980. Record sales of 214,912 were posted back in 1973.

Average sales per selling day were 19,372 this year compared with 13,490 in 1982, an increase of 43.60 percent. There were seven days this year, eight in 1982.

General Motors dealers retailed 80,135 new cars July 1-10, up 29.58 percent from 61,844 last year (up 48.10 percent daily rate). Ford Motor Co. was up 8.95 percent, to 31,673 from 29,071 (up 24.52 percent daily rate).

Chrysler Corp. reported a sales gain of 32.08 percent, up to 18,250 from 13,817 (plus 50.96 percent daily rate). American Motors' estimate was 3,650, up 102.78 percent from 1,800 last year.

• It was bad news for VWoA in early July. Honda Accord sales surpassed VW Rabbits by more than 400 units, putting Honda ahead of VW for the first time. Honda has been building Accords in Marysville, O., since the end of 1982 and began reporting sales in January of 1983. VW was down 47.62 percent for the period, to 726 from 1,386 (down 40.03 percent daily rate), while Honda reported sales of 1,170 new Accords.

GM captured 59.09 percent of the market for the period, up from 57.31 percent a year earlier. Ford slipped to 23.36 percent from 26.94 percent. Chrysler climbed to 13.46 percent from 12.80 percent. AMC held 2.69 percent, up from 1.67 percent. VWoA tumbled to 0.54 percent from 1.28 percent, and Honda picked up 0.86 percent.

All five GM makes were up for the period. Buick signed in with a 68.79-percent sales increase, Pontiac was up 57.85 percent, Oldsmobile was up 40.89 percent, Cadillac was up 21.66 percent and Chevrolet was up 3.41 percent.

As Chrysler Corp., Chrysler was up 40.66 percent, Dodge was up 39.35 percent, Plymouth was up 19.51 percent and Imperial was off 40.63 percent.

Ford was down 0.30 percent, Mercury was up 31.83 percent and Lincoln was up 35.11 percent on a year-to-year basis. AMC cars were down 41.67 percent and VW was down 47.62 percent. Renault Alliance and Honda Accord have no year-ago comparisons.

Domestic sales Jan. 1 through July 10 totaled 3,470,632, up 14.06 percent from 3,042,742 last year. Annualized sales based on the early-July results were 6,786,000.

DOMESTIC SALES

	July 1-10, 1983	July 1-10, 1982
Renault		
Alliance	2,600†	.....
AMC	1,050†	1,800†
AMERICAN		
MOTORS	3,650†	1,800†
Chrysler	5,241	3,726
Imperial	19	32
Plymouth	6,187	5,177
Dodge	6,803	4,882
CHRYSLER		
CORP.	18,250	13,817
Ford	20,782	20,745
Mercury	8,963	6,799
Lincoln	1,928	1,427
FORD MOTOR	31,673	29,071
Buick	17,392	10,304
Cadillac	5,848	4,807
Chevrolet	27,715	26,802
Oldsmobile	18,950	13,450
Pontiac	10,230	6,481
GENERAL		
MOTORS	80,135	61,844
VOLKSWAGEN	726	1,386
HONDA	1,170	.....
U. S. INDUSTRY		
TOTAL	135,604	107,918

† Estimate.

Record profits seen for industry by Keller

By Kathleen Hamilton
Financial Editor

There still are gains to be made in automotive stocks, but the time is probably past to double one's investment, analyst Maryann N. Keller told the Automotive News World Congress in her rather upbeat forecast for 1983 and 1984.

She predicted auto makers would be running at sales rates of 9.8 million cars and 3.0 million trucks by the end of the year. Her forecast for actual sales for the year is 9.0 million to 9.2 million cars and 3.0 million trucks.

For 1984, she predicted sales of 10 million cars and 3.4 million trucks.

While this recovery — which she sees lasting at least into 1985 — may not produce record production levels, it "most definitely will set sales and earnings records," Keller said.

Among the indications that sales will continue to grow, evidence from May and June that "consumers are firmly in a buying mood," not only for cars but for all durables.

A "great reservoir of demand" for cars, coupled with lower interest rates and higher levels of consumer savings compared to debt also contribute to her forecast for record sales.

• In addition, profits made from the stock market, the rise in the equity value of homes and high used-car values will encourage new-car buying, Keller said.

She took issue with those who predict the Federal Reserve Board will tighten the money supply to restrict inflation, at least until after the presidential election. The reason, she said, is that the recovery seems at this point to be affecting only consumer spending. Capital spending remains low.

As a result, there is likely to be something less than a rapid, robust, wide recovery that would require high interest rates to cool inflation, she said.

Her forecast for earnings records was supported by the richer mix of cars being sold — meaning more profits for the makers — reduced marketing costs, as fewer and less costly sales incentives are needed, and cost-cutting measures.

In addition, Chrysler will continue to benefit from tax-loss carryforwards into 1984, and General Motors and Ford Motor Co. will have their earnings boosted by investment tax credits, Keller said.

Capital spending has already peaked. Huge cash resources will allow GM to easily be self-financing, even with a 1984 dividend payout of $5 to $5.50 a share, she said.

For 1983, she forecasted GM profits of $3.2 billion ($10 a share) and dividends of $4 a share. That would be more than triple the 1982 earnings of $963 million ($3.09 a share) and nearly double the $2.40 per share dividend paid last year.

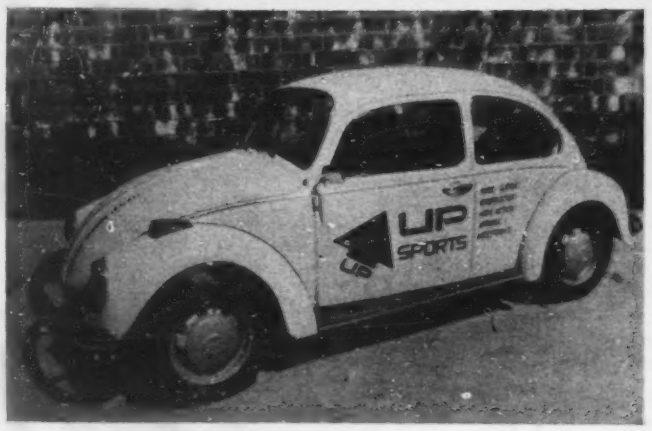
• For Ford, Keller predicted 1983 profits of $1.2 billion to $1.3 billion ($9.00 to $9.50 a share) and dividends of more than $2 a share. Ford has been losing money for the last three years, most recently $658 million ($5.46 a share).

Chrysler Corp. earnings for this year will be up $700 million (more than $6 a share), she predicted. Chrysler made $170 million last year, but would have lost money if it had not sold its defense subsidiary.

American Motors will be the only U. S. car maker to record a loss — more than $2 a share — this year, Keller said. AMC has already recorded a first-quarter loss of $1.21. Last year, AMC lost $2.85 a share.

For 1984, Keller predicted GM earnings of $14 a share, Ford earnings of $16 to $18 a share, and Chrysler earnings of about $1.1 billion, although she qualified that last prediction by saying Chrysler's tax-credits muddy the forecast. She said the company probably will exhaust these tax credits sometime in 1984 to again become a tax-paying corporation.

Keller, who recently left Paine Webber Mitchell Hutchins to become a money manager for Vilas-Fischer Associates, had been ranked the country's top auto analyst for four consecutive years by Institutional Investor.



Beetle Boards return

Peoples Car Co., Solana Beach, Calif., is offering Mexican-made VW Beetles to companies for ad purposes. Modified to meet U. S. standards, they lease for $200 monthly, including graphics, with option to buy after two years.

Exotic engine draws World Expo crowd

By Matt DeLorenzo
Staff Writer

Build a better mousetrap and the world will beat a path to your door, or so the old saying goes.

Francis Waller, designer of the Waller Motor, which made its debut at the second annual Automotive News World Expo, found the auto world beating a path to his booth to check out his new powerplant.

Waller, a retired civil engineer who used to dabble in dirt track racing, said there is nothing radical about the internal combustion part of his motor.

"It still has pistons and valves and other things that a conventional engine has," he said. Where it differs is how that power is translated into rotating output.

"All I've done is replace the crankshaft with a high-leveraged cam," Waller said. "The result is a lightweight engine that produces a lot of power."

The 0.9-liter prototype on display at World Expo has produced 40 pounds-feet of torque at 1,100 RPM in preliminary tests. High torque at relatively low RPMs makes the motor ideal for automotive, light aircraft and marine applications, he said.

Waller's prototype is essentially a six-cylinder horizontally-opposed air-cooled engine. Each bank is arranged in a triangular fashion. Configurations can range from four up to as many as 12 cylinders, Waller said. Later models will also incorporate water-cooling and fuel injection.

The cam which replaces the crankshaft in Waller's engine uses a lobe "having two opposing sinusoidal surfaces." In essence, the surface is similar to a sine wave wrapped around a shaft.

The piston rods ride on each side of the cam, three from one bank on one side and three from the other bank on the other side. Each rod is fitted with a roller bearing.

Waller said the constant linear upward and downward pressure on the cam with no side-to-side movement as in a conventional engine with a crankshaft, reduces engine wear and the pressure needed to "turn the engine over."

The sine wave on the cam has four lobes which means each cylinder in the four-stroke engine fires once every revolution rather than a conventional engine which may have only three cylinders firing on any given revolution. The result is more power.

Waller said by changing the cam and using lobes that provide greater leverage, he can increase the displacement and the power of the engine. A larger cam he's already developed can be fitted to the prototype boosting the powerplant to 1.2 liters and increasing the compression ratio from 7.2 to 1 to 9.3 to 1.

The same engine, with the use of still a larger cam, can be increased to as much as 1.6 liters.

By replacing the crankshaft with the cam in his concept, Waller said he was able to save considerable weight. He estimated that the 1.2-liter version would weigh approximately 160 pounds.

Waller said the concept will work for diesel engines as well and added that he envisions engines as large as 800 cubic inches being built incorporating his idea.

The engine has been under development for four years. Waller said he does not see himself becoming an engine builder. He would rather license the concept once final testing and development is concluded.

Waller, whose father was an inventor, said he would rather stick to his shop working on other ideas. His next one, which was started before the engine, is a fuel-injection system. That project was put on hold "because this one had a better potential."

Car-care center to rise in Oregon

PORTLAND, Ore. — A new $1.2-million Boones Ferry Car Care Center will be built here in the Tualatin - Lake Oswego area by Bob Hanington, owner of Lake Tire Co., as "a shopping center with approach to car care."

The complex will contain three separate single floor buildings containing approximately 18,000 square feet.

Completion of the project is scheduled for December.

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58th year — No. 4977

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Dodge Caravan ready to roll

The Caravan compact van, the first of a number of smaller such vehicles due on the market in the next two years, will make its debut in Dodge dealers' showrooms this fall. The Plymouth version, to be called Voyager, will bow at the same time in Chrysler-Plymouth dealers' facilities.

Campana forecasts growth for minivans

By Kathleen Hamilton and Mary Beth Mayer

Chrysler Corp. has been saying all along it expects to sell 150,000 to 200,000 of its forthcoming minivans/wagons in 1984, when it has the market to itself.

But what about 1986, when General Motors and Ford Motor Co. and possibly a Japanese maker or two enter the fray?

Given a 10-million-car year, Chrysler Marketing Vice President Joseph A. Campana fully expects the company to maintain that sales level.

He told the Automotive News World Congress the entire market for this type of vehicle would be about 500,000 —50 percent sedan intenders, 25 percent station wagon intenders.

As for Chrysler's share in 1986, Campana said, "We are current leaders in wagons derived from vans, at 40 percent of the market. We should be able to achieve between 30 and 40 percent of the market for this vehicle."

That would mean 150,000 to 200,000 units. At full capacity,

Continued on Page 56, Col. 2

Traveling cavalcade to tour U. S.

Volvo, White hail trucking progress

WASHINGON. — As a salute to half a century of trucking progress, Volvo White Truck Corp. and Fruehauf Corp. will co-sponsor a "Cavalcade of Trucking" that will range the length and breadth of the nation for a year as a public relations project of the ATA Foundation.

The 48-foot FBX wedge van supplied by Fruehauf will contain five dioramas and numerous pictures and other memorabilia documenting the progress of the trucking industry since the 1930s.

The White integral-sleeper conventional being built specifically for this mission, will incorporate the latest advances in heavy-truck technology and fuel efficiency.

The countrywide tour will begin in New Orleans in October, coincidental to the convention that will mark the 50th anniversary of the American Trucking Assns., Inc., and the beginning of the organized trucking industry in the United States.

At many stops where the truck will be exhibited, members of the American Truck Historical Society will display vintage trucks from the 30s and 40s alongside the most up-to-date White tractor and Fruehauf trailer.

The Historical Society also has loaned some of the memorabilia for the displays, and at the conclusion of the tour, Fruehauf has indicated it will donate the fully-equipped trailer to the society.

John P. McGill, managing director of the ATA Foundation, said the Cavalcade has great potential as a public relations emissary for the industry.

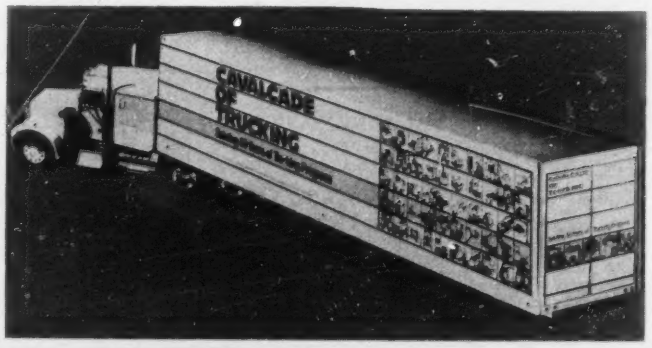
"When we begin to plot the itinerary, it will include a few major trucking events, such as the International Truck Show," he said. "But a majority of the schedule will comprise grass roots stops at state fairs, county fairs, shopping malls and important public events. We also plan to involve local media at every stop."

Members of the ATA's Public Relations Council, representing carriers and supplier industries, have agreed to work with the exhibit at the various stops and will assist in media involvement, he noted.

According to McGill, the Cavalcade concept originated with Patricia McCullough, former public relations manager for Volvo White.

"It was enthusiastically endorsed by Jim Bianchi, PR director at Fruehauf, and marks the first time in the history of the ATA Foundation that two companies have collaborated on a single project," he said.

Jack Thiessen, veteran trucking publicist and president of PR Counselors, Toledo, O., has been selected by the sponsors to manage the development of the project and the national tour.



A long 'one for the road'

A year-long tour of grass-roots America is planned for "Cavalcade of Trucking," a mobile museum that will chronicle 50 years of trucking progress as a project of the ATA Foundation. It is co-sponsored by Volvo White Truck Corp. and Fruehauf Corp.

truck industry news

First-half total up 11.6 pct. over '82

Sales hit four-year high

Retail sales of new trucks of all types in the U. S. in June and the first six months of 1983 reached their highest levels in four years.

In the January - June period, according to preliminary reports, franchised dealers and factory outlets sold 1,493,485 units, an increase of 11.6 percent over last year's 1,338,495.

The six-month total this year was the highest since the like period in 1979, when 1,913,409 new units were retailed.

In June, new-vehicle sales topped the 300,000 mark for the first time since May, 1979. The month's total was estimated at 301,588 units, up 38.7 percent from last year's 217,422 but 5.7 percent below the 319,660 sales in May four years ago.

In 1979, sales exceeded 300,000 units in the first five months, slipping below that mark in June. If sales continue at the June rate in the final six months, the 1983 total would top the three-million mark for the first time since 1979.

• Light trucks, as usual, were the only ones showing an improvement over a year ago, with the compact vehicles setting the pace.

In the January-June period, 1,405,838 new light trucks were retailed in the U. S., an increase of 13.5 percent over last year's 1,238,104 units.

Six-month sales of mediums were down less than one percent, from 22,942 units a year ago to 22,813. Heavies were off 16.3 percent through June to 64,834 units, compared with 77,449 in 1982.

In the first half, 512,290 compact trucks were retailed in the U. S., an increase of 36.3 percent over last year's 375,919 and a new high for these vehicles.

The small domestic trucks continue to increase their share of this market, although all of the imported makes with the exception of the captive vehicles scored impressive gains over last year.

Through June, the domestic compacts had 58.8 percent of the market with 301,242 sales. The total was 70 percent higher than last year's 187,111, which gave the domestics 49.8 percent of the market.

Six-month sales of the imported compacts, both captive and non-captive pickups, totaled 211,048, a gain of 11.8 percent over the year-earlier 188,808.

This year through June, the imports accounted for only 41.2 percent of the compact-truck segment, compared with 50.2 percent in the like period in 1982.

• Both domestic and imported compacts had great months in June, although the latter suffered a sizable drop in market share.

During the month, sales of the domestic compacts totaled 68,395

Continued on Page 57, Col. 4

Quality equal to Japan claimed for U.S. Nissan

By Jack Walsh
Truck Editor

The quality of the compact Nissan pickup trucks being built in the U. S. is as good as that of the imported vehicles and is a "direct reflection of teamwork, trust and open communication" at Nissan Motor Mfg. Corp. U.S.A.

That was the gist of comments last week by Marvin T. Runyon, the company's president, at the eighth annual Automotive News World Congress.

"We shipped several of our pre-production trucks to Japan for evaluation, and they found the quality equal to or, in some respects, better than the quality of vehicles imported from Japan," he said.

Production of 1983½ models began in the giant, all-new $660 million manufacturing and assembly complex in Smyrna Tenn., June 16, two months ahead of schedule and a little more than two years after the groundbreaking.

At the start, the company — a subsidiary of Nissan Motor Co., Ltd., Tokyo — turned out six units a day, and Runyon said production will accelerate gradually over the next year.

"We expect to be producing around 7,500 units monthly by the end of this year and up to 10,000 monthly by mid-1984," he said.

"Trucks will continue to be manufactured at the Kyushu plant in Japan and will provide the difference between our capacity and demand, thus providing security for our American employes during the valleys of demand that do occur."

He noted that the parent firm's other U. S. subsidiary, Nissan Motor Corp. U.S.A., hopes to sell 129,000 compact trucks during the current fiscal year which ends in September.

"They have already sold over 96,000, which is up 38.5 percent from the previous year to date," he added. "All consumer research on our new mid-year model indicates that it is far superior to its predecessor, and, in fact, more than competitive with any of the existing domestic and import products."

Runyon called the proposed domestic-content legislation a "critical problem," and added:

"If passed in its present form, it will seriously jeopardize our Tennessee operation along with many U. S. suppliers who are not capable at the present time of producing components without some foreign content."

• Currently, about 41 percent of the U. S. Nissan's parts and components are sourced in the U. S., Runyon said, higher than the 38 percent which the firm originally had estimated at production startup.

"Our objective is to increase our U. S. sourcing as rapidly as possible," he added.

Runyon explained that materials sourced in the U. S. must be equal to or better than the quality of those imported from Japan, costs must be equal to or lower than the offshore items and delivery performance must

Continued on Page 57, Col. 1

Strong rebound is predicted for trucking industry

In spite of the many problems which have plagued the trucking industry since the late '70s, it will "weather the storm . . . because America depends on trucks," Lana R. Batts, managing director, American Trucking Assns. Research & Policy Analysis Division, told the eighth annual Automotive News World Congress.

"Trucks move three out of every four tons of freight, and serve 41,000 of America's communities not served by rail," she said.

Deregulation, "awesome lia-

Continued on Page 56, Col. 3

world news briefs

German output slips

Passenger car production in West Germany in the first quarter of this year slipped by 7.8 percent (913,600) compared with the same period one year earlier. Commercial vehicle production was down 4.3 percent (68,700).

Turnbull leaves Talbot

George Turnbull is to leave his position as chairman and managing director of PSA's Talbot Motor Company at the end of this year. However, he has been re-elected president of the Society of Motor Manufacturers and Traders for a second year.

Opel hits 20 million

Adam Opel's 20 millionth vehicle — a Senator sedan — was produced in May. Its best sellers have been the upper medium Rekord (6.9 million) and lower medium Kadett (6.5 million).

Dutch Volvo goes gas

Volvo Car, of Holland, is to purchase Vialle, one of Europe's largest manufacturers of LPG (Liquified Petroleum Gas) conversions for passenger cars. An LPG option is a significant sales factor in the Dutch and Italian markets.

Jaguar tackles Germany

Creation of a new and separate company in West Germany is the latest move by Jaguar Cars to establish itself in the home market of its two chief competitors, BMW and Daimler-Benz. Jaguar sales in Continental Europe rose 48 percent (to 1,476) in the first five months of 1983.

French buying foreign

Import levels in France continue to rise. In the first four months of this year the share of foreign-made new cars amounted to 32.7 percent, compared with 27.8 percent one year earlier. The total market declined by 2.5 percent to just under 693,000.

4x4 for T2

Volkswagen's Type 2 Transporter van is to be offered with a four-wheel-drive option. VW's supplier is Steyr-Daimler-Puch, of Austria, which is also supplying 4x4 units for Fiat Pandas (around 11,000 a year).

GKN goes for the record

British engineering group GKN is one of the sponsors of Thrust 2, in which Richard Noble will make his third attempt at the World Land Speed Record. The location for this month's runs is Black Rock Desert, Nevada. The target is 622-MPH.

Economical engine

Ford of Europe's new 1.6-liter diesel is reputed to be very economical. Leaked figures suggest it will return the equivalent of 58-MPG (U.S.) at a constant 56-MPH when fitted to two of the three new models in which it will be used.

UK production up

The SMMT reports that UK car production in the first five months of this year amounted to 445,000, compared with 403,000 a year earlier. May output (102,000) was the highest for four years.

Sinclair's three-wheeler

Inside information is that Sir Clive Sinclair's proposed electric vehicle will be a three-wheeler in which all wheels steer and the body tilts in corners. Sinclair, head of a very successful electronics company, has stunned competitors with low retail prices. The same principle is expected to apply to any vehicle he makes.

This year's best sellers

Ford of Europe believes it has Escort and Sierra topping the continent-wide list of best sellers for the opening quarter of this year—a significant factor in Ford's overall market leadership. Its provisional returns on a model by model basis are: Escort, 132,000; Sierra, 118,200; Opel Kadett/Vauxhall Astra, 118,000; VW Golf, 116,000; Renault 9, 110,500; Opel Ascona/Vauxhall Cavalier, 106,600; Renault 5, 103,200; Ford Fiesta, 98,900.

Golf getting ready

Volkswagen will release full details of its new Golf II on Aug. 10. The car will go into production at Wolfsburg after the summer shut-down — but will not be made in the U. S. until the following year.

PRODUCTION

Country	1980	1982	1983	1990
Light commercial vehicles				
France	375.5	324.5	292.4	341.8
Italy	115.9	112.6	126.0	133.3
Spain	107.1	100.8	108.7	103.7
UK	223.4	158.0	175.2	187.1
West Germany	266.2	195.7	196.8	260.8
Total	1,088.1	891.6	899.1	1,026.7
Light, medium, heavy trucks				
France	61.4	44.6	42.0	61.5
Holland	15.9	11.0	11.3	14.9
Italy	42.2	36.4	37.2	47.5
Spain	22.6	21.8	22.8	23.8
Sweden	55.1	49.6	46.6	62.1
UK	104.0	66.6	61.9	83.2
West Germany	180.9	169.9	145.3	204.1
Total	484.1	399.8	367.1	497.1

REGISTRATIONS

Country	1980	1982	1983	1990
Light commercial vehicles				
Belgium	20.6	19.3	19.0	23.5
France	271.6	311.9	273.2	302.3
Holland	32.4	27.9	27.7	28.5
Italy	117.9	128.9	112.9	124.9
Spain	65.9	72.9	72.2	69.2
Sweden	11.1	12.1	11.3	14.0
UK	194.2	171.7	184.7	209.2
West Germany	143.8	113.3	119.7	152.9
Total	857.5	858.0	820.7	924.5
Light, medium, heavy trucks				
Belgium	9.3	7.4	7.6	9.5
France	43.7	40.9	37.3	45.1
Holland	13.8	9.5	9.9	12.2
Italy	28.8	23.0	25.1	32.5
Spain	20.1	19.9	20.4	25.3
Sweden	7.5	5.3	5.8	7.7
UK	61.3	45.3	50.7	62.8
West Germany	78.5	49.0	54.5	75.9
Total	263.0	200.3	211.3	271.0

(Figures x 000)
Source: DRI Europe, London.

Bedford — by way of Japan

Bedford will hit 80 percent local content when production of the Isuzu-designed WFR one-ton van gets fully under way. Output will begin next year, as part of a $110 million investment to improve Bedford's UK facilities and commercial opportunities.

Bedford prepares Isuzu-designed truck

GM invests $110 million in British project for one-ton van

The $110-million investment being put into Bedford by General Motors is to introduce a Japanese-designed vehicle into the production lines at Luton, England.

Starting next year, Bedford will begin producing the WFR, a one-ton panel van which originated with Isuzu, of which GM owns 34.2 percent.

It will fit between the small Astra, a van derived from the Opel Kadett passenger car, and Bedford's own CF van, which is considerably larger.

John T. Battenberg III, Bedford Commercial Division's general manager, said the one-ton van market in Europe totals around 250,000 units a year.

But much of the competition stems from Japanese imports (Toyota, Nissan, Toyo Kogyo and Mitsubishi). European-made vans tend to be larger and heavier — like the CF.

The WFR is about 13 percent smaller and about 10 percent narrower than the smallest version of the Bedford CF.

Bedford believes it will avoid anti-Japanese sentiments — in particular in France and Italy — because of the high local content which is planned.

"The new Bedford van will have major UK content, which, it is planned, will rise to 80 percent when full volume production is achieved," Battenberg said.

Bedford's content will initially include all sheet metal, hard and soft trim, seats, glass, fuel tanks, exhausts, wheels, tires and other trim. Further substitution with locally sourced components will be made, according to Bedford.

The investment will go into improving Bedford's van facilities at Luton, including modernization of body, trim and final assembly lines. The latest in body protection systems, known as ELPO, will also be installed.

Bedford will sell the vehicle in the UK. In the remainder of Europe it will be sold alongside other Bedford and Isuzu products by GM's recently formed Convesco sales organization based in West Germany.

Donald J. Atwood, vice president and group executive in charge of GM's worldwide Truck and Bus Group, reports that the investment is additionally "in preparation for world vehicle projects of the future."

Bedford has been separated from the Vauxhall passenger car operation, from which it was created in the 1930s, and is now part of the World Truck and Bus Group with headquarters in Pontiac.

Another bad year for trucks

As Europe's export slide continues

The European truck industry faces a third year of declining output as the collapse of exports to the Middle East and Africa which began during 1982 continues, forecasts DRI Europe.

Exports of trucks (over 3.5 tonnes) beyond Europe will decline by almost 30 percent this year, dragging production down by a further 10 percent despite a modest improvement in the European domestic market.

DRI Europe's look at the European truck industry up to the end of this decade provides forecasts of registrations, production, use and weight - limit sectors for eight European countries.

It believes that a limited recovery will begin in Europe this year, but with economic growth in the main economies averaging less than one percent more solid recovery will be delayed until 1984-85.

With faster economic growth in these years underlying replacement will at least be translated into improving sales, says DRI.

But, it forecasts that the number of trucks on the road in Europe will barely increase across the next decade. The higher demand for road haulage will be met by still increasing numbers of heavy trucks.

The peak demand of the late 1970s will not be surpassed during this decade, the survey believes.

In the medium term the industry will be increasingly dependent on European sales, both because major markets develop indigenous production and because there will be no repeat of recent oil-induced export booms.

DRI predicts that exports beyond Europe, as a percentage of production, will fall to 44 percent by 1985, compared with 56 percent last year.

Volvo is big in many fields

Volvo Car Corp. is part of Volvo AB, Sweden's leading export company, accounting for approximately 11 percent ($2.5 billion) of the nation's total by value.

Volvo AB's established activities (passenger cars, trucks, buses, marine engines) have been augmented in recent years by developments in the fields of energy, food, compressed air equipment (Atlas Copco) and forestry (Stora Koppaberg). Its sales last year were equivalent to approximately $10 billion, up more than 50 percent over 1981. Income before allocations and taxes topped $300 million. There were 75,100 employes at the end of 1982, 56,700 in Sweden.

Volvo Car Corp. is owned 85 percent by Volvo AB and 15 percent by Renault, which has an option to increase that to 20 percent by 1985. VCC has a 30 percent interest in Volvo Car BV of Holland, which makes the 300-series cars. The other 70 percent is held by Dutch state interests.

VCC production totaled 227,700 in 1982 including vehicles made in Belgium, Canada and other countries. That was up more than 8 percent over 1981.

Last year the U. S. was the leading car sales area for Volvo (73,100), followed by Sweden (57,500) and the UK (51,700). So far this year second and third places are reversed.

Worldwide Volvo sales last year were 317,000 compared with 290,000 in 1981.

BMW 524

First diesel from BMW

And new engine looks like a pacesetter

By Richard Feast
European Editor

As a company committed to advanced engineering, it was inevitable that BMW's first foray into the diesel market should be a pacesetter.

As Dr. Karlheinz Lange, head of engine development, points out, the company's new turbo diesel is more powerful, lighter and more economical than any equivalent opposition.

The 525 td sedan is the fastest production car of its type and the one with the best acceleration.

In other words, the development is one which BMW's competitors will have to take very seriously indeed. BMW's declared aim is to offer the turbo diesel power unit as original equipment to other auto makers.

Ford Motor in the U. S. is one customer. Starting in September it will take a total of 190,000 units over a three-year period, to be fitted initially in the Mark VII.

BMW will, of course, use the turbo diesel. Hans Erdmann Schonbeck, board member responsible for sales and distribution, reckons it will account for around 20 percent of 5-series production.

At current rates, that will be around 25,000 units a year.

Both these requirements are well within the present limits of the new BMW Motoren factory in the Austrian town of Steyr.

The factory makes three BMW six-cylinder engines—M1 2-liter gasoline, 2.7-liter Eta and 2.4 turbo diesel—at a rate of 150,000 a year.

However, the plan is to double that capacity to 300,000 by 1986. To some extent it will replace engine-building capacity in the overcrowded Munich location. There is also the expectation that Steyr will produce a new generation of gasoline engines at that time.

But that expansion also occurs at a time when the Ford contract is just running out.

BMW Motoren is a wholly-owned subsidiary of BMW AG, which bought out its original Steyr-Daimler-Puch partner in February last year. The company is almost entirely Austrian, including the whole board of management under chairman Dr. Robert Buchelhofer.

Explains Ing. Rudolf Aita, board member responsible for production: "We are part of a new BMW concept. We have the task from the parent company to sell to customers all the engines which are produced in BMW, especially those produced here (in Austria) and especially the diesel."

BMW officials are secretive about possible customers, but the auto companies without diesel programs of their own these days are very thin on the ground. Ford could continue buying from BMW, but beyond that it is difficult to imagine which companies are going to need to buy-in reputedly expensive turbo diesel units from BMW.

Steyr has a long tradition of metal working. The town is one thousand years old and served as an armorer for the Austro-Hungarian Empire.

The original plan was that the engine factory would be jointly owned by BMW and Steyr-Daimler-Puch, the four-wheel-drive, commercial vehicle and military contractor.

Ground-breaking on the site began in the middle of 1979, and first engines began to flow in the middle of last year.

By that time, though, BMW had taken full control, and had dropped out of a more long range plan to develop a direct injection diesel with SDP.

The factory represents a $275 million investment—with an additional $160 million to be spent on the 1986 capacity increase.

It employs 1,000 people, a number which will double when the development is complete. It includes 120 development engineers, employed in a $14 million R&D center said to be the most modern of its kind in the world.

Flexibility of production between the three engine types is the key. Watching cylinder blocks moving down the same line together, it takes an expert eye to pick a diesel from an Eta from an M1. (The diesel is less than half an inch taller.)

Indeed, Eta and diesel engine programs were run in parallel from the beginning. BMW made the decision to do the dual project in 1976, and presented the engines in 1978. The low-revving, high-torque Eta gasoline engine preceded the diesel into production by about a year.

The turbo diesel has a capacity of 2.4 liters. Power output is 115-HP and torque is 152 pounds feet at 2,400-RPM.

BMW admits that the relatively high outputs were prompted by Ford, which wanted the unit for its 4,000-pound Lincoln. A BMW official said: "That's about the weight of our 7-series, and we would not put that engine into that car."

Instead, BMW's first use is in the 5-series, which in diesel form weighs under 2,900 pounds. It goes a long way towards explaining the spritely performance of the German car.

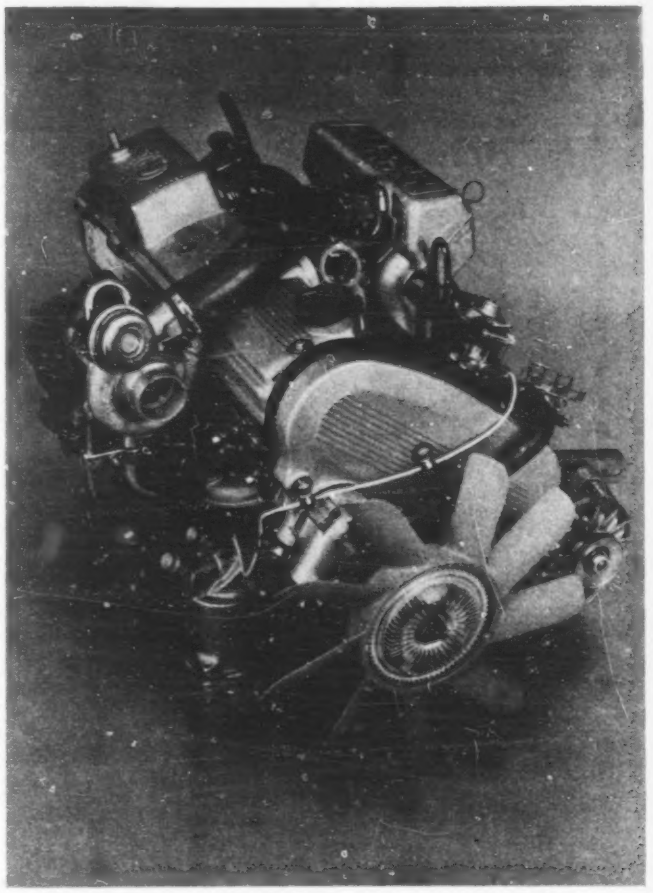
A top speed of 112-MPH (manual) is quoted, together with acceleration from rest to 62-MPH in 12.9 seconds. They are statistics which bring a whole new dimension to diesel car driving.

BMW quotes fuel consumption on the ECE cycle (56-MPH, 75-MPH, urban) with the equivalent of 45.2, 33.6 and 26.1-MPG.

Transmissions are either five-speed manual or ZF's very efficient new four-speed automatic.

Hans Erdmann Schonbeck sees the current easing of diesel demand as nothing more than temporary. He believes that diesels will account for 10 percent of total U. S. sales by 1985, and 15 percent in Europe in the same period.

Key European markets will be in West Germany, Italy, France, Belgium and the Netherlands. The car is now going on sale across Europe and will be exported to the U. S. from the spring of next year.



BMW turbo diesel

REGISTRATIONS OVERSEAS

WEST GERMANY

Cars	5 mos., 1983	5 mos., 1982
Alfa Romeo	5,811	5,347
Bertone	439	123
BL	2,254	1,923
BMW	74,260	61,310
Daihatsu	2,682	2,729
Fiat Auto	45,371	46,693
Ford	137,008	114,154
General Motors	222,715	200,212
Honda	15,194	14,108
Isuzu	251	.....
Lada	3,769	3,053
Mazda	23,984	17,141
Mercedes-Benz	111,053	106,206
Mitsubishi	17,785	15,390
Nissan	19,612	17,886
Peugeot SA	43,704	47,496
Citroen	19,223	20,639
Peugeot/Talbot	24,481	26,857
Pininfarina	275	.....
Porsche	5,803	4,842
Renault	43,902	46,702
Saab	1,692	1,220
Skoda	726	649
Subaru	2,399	1,682
Suzuki	5,746	4,550
Toyota	23,243	17,633
VAG	327,954	318,158
Audi	82,956	60,117
Volkswagen	244,998	258,041
Volvo	7,076	5,341
Others	642	646
Total	1,145,350	1,055,487

UNITED KINGDOM

Cars	5 mos., 1983	5 mos., 1982
Alfa Romeo	4,023	3,971
BL	145,174	120,342
Austin Rover	140,905	116,218
Jaguar	3,143	2,968
Range Rover	1,126	1,156
BMW	11,971	10,913
Daihatsu	1,995	2,148
Fiat Auto	20,946	22,554
Ford	235,771	204,301
FSO	1,724	1,160
General Motors	111,902	80,429
Honda	6,901	6,502
Hyundai	1,377	981
Lada	8,059	6,726
Lotus	192	184
Mazda	7,255	5,508
Mercedes-Benz	6,573	5,908
Mitsubishi	3,832	3,045
Nissan	39,746	37,467
Panther	28	14
Peugeot SA	47,484	44,992
Citroen	11,954	11,029
Peugeot/Talbot	35,530	33,963
Reliant	45	62
Renault	29,583	29,802
Rolls-Royce	332	417
Saab	4,212	4,284
Skoda	4,626	3,326
Subaru	1,234	1,037
Suzuki	1,539	1,255
Toyota	12,329	10,725
VAG	46,830	39,061
Volvo	28,221	22,572
Zastava	1,657	842
Others	2,334	1,734
Total	787,895	672,264

SWEDEN

Cars	5 mos., 1983	5 mos., 1982
Alfa Romeo	258	203
BMW	1,506	1,445
Daihatsu	366	444
Fiat Auto	1,990	1,883
Ford	8,386	9,178
General Motors	8,323	8,898
Honda	1,278	1,598
Lada	763	1,225
Mazda	4,449	3,903
Mercedes-Benz	1,614	2,204
Mitsubishi	676	568
Nissan	2,100	2,020
Peugeot SA	2,632	2,562
Porsche	90	62
Renault	860	888
Saab	12,195	12,568
Skoda	148	194
Subaru	232	113
Toyota	3,384	3,437
VAG	9,214	10,723
Volvo	26,232	24,439
Others	16	22
Total	86,712	88,577

JAPAN

Cars	4 mos., 1983	4 mos., 1982
Daihatsu	38,845	27,131
Fuji	25,099	23,957
Honda	79,127	77,117
Isuzu	20,798	21,078
Mitsubishi	64,590	84,845
Nissan	283,583	278,784
Suzuki	30,578	19,499
Toyo Kogyo	90,056	81,368
Toyota	409,103	385,332
Imports (all)	11,108	11,305
Total	1,052,887	1,010,416

DENMARK

Cars	4 mos., 1983	4 mos., 1982
Alfa Romeo	114	49
BL	42	224
BMW	763	751
Fiat Auto	1,677	1,795
Ford	6,015	5,424
General Motors	5,213	5,360
Honda	502	206
Lada	1,854	2,146
Mazda	4,155	3,821
Mercedes-Benz	290	343
Mitsubishi	341	444
Nissan	3,014	1,157
Peugeot SA	2,718	2,642
Polski	174	127
Renault	237	265
Saab	858	800
Skoda	2,794	2,928
Subaru	114	97
Toyota	3,974	2,309
Trabant	55	1
VAG	1,984	2,040
Volvo	1,449	1,335
Wartburg	414	58
Total	40,203	35,153

FRANCE

Cars	3 mos., 1983	3 mos., 1982
Alfa Romeo	7,146	6,959
BL	7,202	5,648
BMW	8,628	8,043
Fiat Auto	21,203	23,622
Ford	39,259	29,743
General Motors	20,574	11,504
Honda	2,077	1,474
Innocenti	384	263
Lada	5,861	4,878
Mazda	3,830	3,207
Mercedes-Benz	4,459	4,580
Mitsubishi	1,123	1,030
Nissan	4,430	3,724
Peugeot SA	167,858	177,196
Citroen	70,278	72,794
Peugeot	73,140	71,295
Talbot	24,440	33,107
Polski	523	306
Porsche	455	360
Renault	168,410	209,157
Saab	160	24
Skoda	957	872
Toyota	3,501	2,336
VAG	31,799	30,227
Volvo	2,979	2,647
Zastava	581	225
Total	503,763	527,825

Carpenter details two major trends in auto industry

A new environment for suppliers

By Matt DeLorenzo
Staff Writer

As the auto industry continues to change, suppliers will have to adapt to new ways of doing business in order to remain competitive, Edmund Carpenter, senior vice president of ITT Automotive Products Group, told the first-night audience at the Automotive News World Congress.

Two trends that are dictating the path both manufacturers and suppliers will travel in the future, according to Carpenter, are larger production of fewer model families and a greater need for product differentiation within those models.

Both trends necessitate changes that will mean either success or failure, he stressed.

Looking at the first trend, larger production of fewer models, Carpenter said the trend "is driven by the need for cost reduction in order to retain competitive pricing."

"The need for cost reduction in turn leads to international procurement of components," he said. "As they strive to be competitive the OEMs show little reluctance to cross national boundaries once the economics are favorable."

Higher production of fewer models is also responsible for a move toward sole sourcing of specific components.

"This provides higher, and therefore, more-cost-effective volumes to suppliers," Carpenter said.

As manufacturers strive to build more cars in fewer model families, Carpenter said there is pressure to go for shared investments and joint ventures. "The OEM's objective here is clear -- each partner could not produce as economically on a stand-alone basis."

• The result, according to Carpenter: "World production is becoming a reality. It is not yet the much-heralded world car, but the industry is already taking a worldwide approach to its design, sourcing and marketing objectives.

"As was said at a recent industry convention in Europe, the world car refers really to a business concept rather than to any one specific vehicle. But most importantly, another speaker summarized it as follows, 'There are no world cars, only world components made on a vast scale. This is the real crux of the world car concept.'"

Carpenter said the first trend is responsible in part for the second — the need for product differentiation within models. As manufacturing and sourcing become more universal, product content becomes more important in distinguishing one car from another.

An important factor impacting these two trends, Carpenter said, is national interest. Both trends call for a global approach to supply and manufacture.

Yet, he said, "any industry operates within a series of individual national environments. Each national government exercises its own strong influence over what companies can do and how they try to do it."

Carpenter said this impact is felt several ways. Countries can protect those industries felt to be vital to the well-being of their economies through tariffs and restrictions. In addition to protecting their own industries, countries also view balance of trade as another national interest.

"This calls for assistance from the auto industry, which is often a significant source of deficit or surplus, as the case may be," Carpenter explained. "For many countries, foreign earnings from car and component sales help finance the imported energy bill."

• Transportation policies are also in the national interest and individual countries' approach to those policies affect the viability of the automotive industry within those boundaries.

"Together with speed limits and other regulations, they all tend to foster differences among industry and market conditions from country to country," Carpenter said.

National interests aside, Carpenter said the implications from the two trends are many.

"Obviously, there will be fewer, but very large contracts for the supply of components and those contracts will be longer in duration," he said. "For the supplier, this means that it is fine if you win them. But if you don't, you may have to shut down a lot of capacity."

Larger contracts also mean greater research and development commitments in order to win those accounts.

"Much of it (R&D spending) is before he knows whether the contract is won or lost," Carpenter said. "It naturally favors companies with the financial resources to sustain such commitments in the face of potential failures."

Carpenter said the larger contracts also mean closer relationships with manufacturers in order to minimize the risks for both parties.

"OEMs need to evaluate more carefully the management strength and financial resources of their sole suppliers for large contracts, over and above the depth of their technology and manufacturing expertise," he said.

Carpenter said on the other side, "suppliers will evaluate their OE opportunities more carefully. They have to scrutinize volume projections and make more thorough independent analysis of the likely success of car models."

One threat to global sourcing by component manufacturers, he said, is a trend toward in-sourcing that may result from joint ventures on the part of OE manufacturers.

"In the face of the threat of more in-sourcing, the traditional defenses of the independent component makers remain unchanged," he said. "He has two fundamental choices: Either provide proprietary technology content not possessed by captive sources, or be the lowest cost manufacturer."

As for product differentiation within those few car families, Carpenter said "a key ingredient here is flexibility in production and in responding to individual requirements of manufacturers. Inevitably, suppliers of option components will be more vulnerable to fluctuations in market trends reflected in sales performance of individual model lines."

U. S. Nissan claims quality equal to that in Japan

Continued from Page 14

be tops to avoid excessive inventory expenses.

Retail prices of the Nissan trucks built in the U. S. will not be any lower than those for the imported models on which a 25 percent federal duty is paid, he said.

"Labor costs in the U. S. are about 80 percent higher than those in Japan, so prices won't be affected by the relief from the 25 percent duty," Runyon explained. "Also, we still have to pay a 4 percent duty on parts and components which we import."

Runyon dwelt at length on Nissan Motor Mfg.'s non-union work force, and the benefits to both employes and the company.

• He noted that teamwork and group decision making are stressed repeatedly in the company's management philosophy.

"We began with an initial survey of all employes and followed that with workshops for small groups, where we explained how participative management could work," Runyon said.

"We solicited everyone's ideas about how we could make it work in our particular situation and everyone contributed. After many months, we came up with a statement of philosophy which creates a value system that is a universal bond among all our employes.

"It states that our one and only objective is to produce the highest quality truck sold in North America," he said. "In that document, we state that people are our most valued resource, and that all aspects of our business should reflect the highest standards of dedication and ethics."

The company's wage and benefits programs are generally comparable to the American auto industry, Runyon noted.

From the beginning, he said, Nissan has pledged to make company and employe goals as compatible as possible, striving to maintain a "companywide atmosphere of mutual cooperation."

"We feel that the unionization of our employes would not be in the best interest of either the employes or the company," Runyon said. "We honestly believe that our employes do not want or need a union or any other third party to speak for them."

He observed, however, that the "verdict is still out on how successful we will be in doing the many things we have undertaken."

Lynch honored

MANCHESTER, Conn. — Michael B. Lynch, president of Lynch Motors Inc. (Toyota-Pontiac), has been elected an incorporator of the Manchester Memorial Hospital.

Big Three June, year-to-date sales

	March		Year to date	
	1983	1982	1983	1982
Ford				
Vans	17,633	12,726	83,246	63,788
Club Wagon	3,426	4,511	16,018	17,035
Ranger	21,905	11,386	95,416	45,744
Courier	.....	4,437	5,657	17,910
Bronco	3,637	3,958	21,830	22,362
Bronco II	6,954	.....	19,436	.....
Pickups	43,270	34,741	215,176	228,025
Mediums & Heavies	3,272	4,300	18,744	23,985
Chevrolet				
Vans	14,152	9,556	74,454	53,060
Sportvan	2,018	1,642	10,071	8,751
S-10	20,698	12,596	96,130	96,776
S-10 Blazer	9,418	.....	46,235	.....
LUV	241	1,187	3,007	14,144
El Camino	2,134	1,657	10,300	11,321
Blazer	2,696	1,427	14,810	15,794
Suburban	4,169	1,974	19,499	16,118
Pickups	36,689	29,978	190,377	212,535
Mediums	1,738	1,744	7,391	8,009
Chrysler				
Vans	8,193	5,675	37,995	31,626
Voyager	617	436	2,735	2,811
Ram Wagon	4,423	2,945	19,656	15,925
Arrow	82	507	815	3,390
Ram 50	3,099	2,694	13,175	18,130
Trail Duster	.....	.....	.....	244
Ramcharger	1,888	1,210	10,670	5,991
Scamp	317	.....	1,670	.....
Rampage	1,373	1,956	6,097	9,481
Pickups	7,882	7,838	44,596	43,884
GMC				
Vans	4,706	2,507	25,113	14,580
S-15	4,768	3,141	21,681	20,679
S-15 Jimmy	2,090	.....	8,715	.....
Jimmy	746	577	3,665	3,947
Caballero	207	192	1,040	1,476
Suburban	1,135	895	5,897	5,362
Pickups	9,188	9,096	51,193	57,821
P Models	464	294	1,859	1,766
Mediums	1,515	1,857	9,263	13,296
Heavies	475	678	3,587	5,323

Truck sales in first half are highest since 1979

Continued from Page 14

units, up 121.4 percent over the year-earlier 30,891. The imports were up 39.6 percent, from 29,622 in June a year ago to 41,349.

The domestics accounted for 62.3 percent of the small-truck market in June, compared with 51 percent in the same month last year. The imports' share dropped from 49 percent to 37.7 percent, their lowest ever.

Sales of the compact trucks, domestic and imports, topped the 100,000 mark in June for the first time. The total was 109,744 units, an increase of 81.4 percent over last year's 60,513.

A big June enabled Ford to replace Chevrolet as the industry's No. 1 truck retailer at the halfway point. Ford dealers sold 100,097 units during the month, up 31.6 percent over last year's 76,059 vehicles.

Through June, the Ford total was 475,523, an increase of 13.5 percent over last year's 418,849 and more than 3,000 units higher than Chevrolet's six-month count.

• Chevrolet dealers retailed 93,953 vehicles during the month, a gain of 52.1 percent over the previous year's 61,761. The six-month total was 472,274, up 7.5 percent from the 439,508 units sold in the first half of 1982.

Dodge and Chrysler-Plymouth dealers sold 27,874 light trucks during the month, an increase of 19.8 percent over the year-earlier 23,270. Through June, the count was up 4.5 percent, from 131,482 units last year to 137,409.

GMC reported 25,294 retail sales in June, 31.5 percent higher than the 19,237 sold in the same month a year ago. The six-month total was up 6.2 percent to 132,013 units, compared with 124,250 a year ago.

In June, sales of four-wheel-drive Jeep vehicles totaled 7,184 units, up one percent over the year-earlier 7,080. Through June, the count was 35,924, an increase of 11.2 percent over the 32,156 units retailed in the first half of 1982.

Volkswagen dealers sold 482 compact pickups in June, off 42.4 percent from the year-ago 837. The six-month count was down 54 percent, from 7,129 units last year to 3,278.

• Impressive June and first-half gains were reported by all of the distributors of the non-captive imported pickups.

Toyota dealers sold 17,160 units during the month, up 79.2 percent over the year-earlier 9,578. Through June, the total was up 23.3 percent to 79,358, compared with 64,344 in 1982.

June sales of Datsun-Nissan pickups were 88.8 percent higher than last year, 12,684 versus 6,718. The first-half count hit 60,700 units, an increase of 37.3 percent over the year-ago 44,197.

During the month, Mazda dealers retailed 5,178 vehicles, a gain of 74 percent over last year's 2,976. The six-month total was 83.7 percent higher, from 18,094 in 1982 to 33,245 units.

Isuzu dealers sold 2,206 units in June, an advance of 44.7 percent over the previous year's 1,525. The total through June climbed to 11,125 units, up 29.4 percent over the 8,599 retailed in the like period a year ago.

June sales of the Mitsubishi compacts, which made their debut in the U. S. market last fall, totaled 689 units and brought the six-month total to 3,966 vehicles.

Chevy for Sylvester

HIGHLAND, N. Y. — M & S Chevrolet Inc., has been formed here by Michael A. Sylvester.

With Ford on vacation, GM builds 82 pct.

107,838 cars assembled for week

By Mary Beth Mayer
Staff Writer

Last week's domestic car production rose 21.50 percent above the total of the previous holiday-shortened week.

Output last week was slated at 107,838 cars, up from the prior week's 88,758, and up 17.71 percent from the 91,610 built in the year-ago week.

Without competition from the vacationing Ford Motor Co. facilities, General Motors produced 82.82 percent of the cars last week.

Breakdown for the week by other companies was: Chrysler Corp., 13.72 percent; American Motors, 2.16 percent, and Honda, 1.30 percent.

Year-to-date, the makers have assembled 3,516,432 automobiles, a 21.72 percent gain from last year's 2,888,880.

Three GM points closed at the end of last week for model changeover. The Detroit plant will be closed until Aug. 22, Flint's B and C lines will be down until Aug. 8 and Willow Run will be back to work Aug. 15.

Volkswagen of America's Westmoreland plant began a three-week shutdown for model changeover last week.

Two companies return to work this week and two others resumed production last week.

AMC and Honda worked last week after summer vacations.

Chrysler's St. Louis point returns this week after three weeks of model changeover in preparation for the launch of the 1984 front-wheel-drive, two-door models.

Ford facilities are back at work today (July 18) after two weeks of vacation.

Saturday overtime was scheduled last week at GM's Arlington, Lansing and Flint G-line points. Working daily overtime were Chrysler's Belvidere, Jefferson and Newark points.

Auto industry's turnaround is charted by Caldwell

Continued from Page 2

convinced we are destined for modern-day oblivion."

Caldwell said there are those in the country who, rather than create an environment in which the U. S. auto industry can thrive, would "allow our basic wealth-producing industries — including the automobile industry — to atrophy. They are content to turn their sights toward what has been described as the post industrial society.' "

That society, Caldwell explained, would have a large percentage of the workforce shifting to low-paying, low-skilled and low-productivity jobs in service industries.

"Well, I ask, are we prepared to make this transition and accept its consequences?" he said. "Are we willing to shrink our market and our standard of living as we reduce our capacity to produce competitively and our capacity to buy the goods we do produce?

"Will we be content to be virtually dependent — whether in peacetime or time of emergency — upon imports for our steel, machine tools, electronics, cars and trucks and our self defense?"

Caldwell emphasized that "there is no record of any major country becoming, or remaining, a greater power by relying upon service industries. To the contrary, every emerging country I can think of has — first and foremost — sought to establish a sound manufacturing and industrial capability."

The Ford chairman said several conclusions on the importance of the automobile industry stand out for him:

1. "The best hope for a strengthening world economy is a recognition of the crucial and unique role that manufacturing industries, in general, and the automotive industry, in particular, play," he said.

2. "Ours is still an automotive world and will continue to be for as far into the future as we can see."

3. "The automobile industry is a vital element of the economic and military security for both developed and developing countries the world over."

4. "The continued success of the automobile industry depends upon rational, coherent governmental policies that control it."

5. "Finally, the internationalization of automotive competitions portends some winners and some losers in the future automobile global sweepstakes."

On that last point, Caldwell said the private sector cannot do it alone for the industry in this country.

He said, "What is most needed, in my opinion, is a vision of the future, a national consensus among labor, management, academia and government, a long-term strategy that will restore our economy and our strength so that we can be competitive on the worldwide stage."

Chevy signs McGarrity

ANDREWS, Tex. — Chevrolet has franchised Michael J. McGarrity.

Truck production 29,093 for week; Ford back today

With Ford Motor Co. facilities on vacation, last week's domestic truck output was targeted at 29,093 units, up 24.38 percent over 23,390 built during the previous holiday-shortened week.

Last week's total was 12.38 percent above the 25,889 trucks assembled in the year-ago period.

Year-to-date, the makers have built 1,203,874 units, up 8.50 percent over the 1,109,600 completed in the 1982 period.

After a two-week vacation, American Motors' Toledo Jeep plant reopened last week with the start of 1984 model output. The first new Jeep vehicle in 20 years — the Jeep SportWagon — was assembled last Friday (July 15).

Ford assembly workers return to work today (July 18) after a two-week break.

Chrysler Corp.'s Warren truck plant worked daily overtime and Saturday (July 16) last week. General Motors' Detroit, Pontiac and St. Louis facilities also logged Saturday overtime.

Canada builds 13,081 cars, up 2 pct. for week

With three of the five Canadian car makers closed last week, production was scheduled at 13,081 units, up 2.79 percent from the previous week and 11.44 percent over 11,738 cars assembled in the year-ago week.

So far this year, 559,102 cars have been completed in Canada, up 10.61 percent from 505,456 built in the comparable 1982 period.

Truck output, at 8,444, was down 1.48 percent from the previous week's 8,571. Last weeks' total was up 27.53 percent from last year's 6,621.

Year-to-date, 292,089 trucks have been built, down 1.82 percent from 297,506 in the year-ago period.

Ford Motor Co.'s Oakville and St. Thomas facilities are in the midst of a three-week vacation which began July 4.

American Motors' Brampton point is back in operation today (July 18) after a four-week summer break.

Chrysler Corp.'s Windsor car plant is retooling for the T-115 van/wagon, which it will begin to produce during the first week of October.

International Harvester's Chatham and Vancouver facilities remained closed for model changeover. Operations there, idled May 23, are scheduled to resume July 25.

TRUCK PRODUCTION IN U. S.†

	Week Ended July 16, 1983	Week Ended July 17, 1982	Week Ended July 9, 1983	July to Date	Jan. 1 to July 17, 1982	Jan. 1 to July 16, 1983
CHEVROLET	18,502	15,732	15,272	37,130	390,999	431,269
DODGE	2,700	2,348	2,644	5,878	74,354	74,284
FORD	.....	.....	.....	4,028	386,161	461,762
GMC	5,444	5,159	4,359	10,785	143,970	140,624
INTERNATIONAL	247	.....	275	732	27,222	26,282
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	1,150	1,600*	.....	1,150	45,511	39,644
AM GENERAL	50*	50*	40*	100	1,280*	1,330
MISCELLANEOUS	1,000*	1,000*	800*	2,000	32,000*	26,660
Total Trucks, U. S.	29,093	25,889	23,390	61,801	1,109,600	1,203,874

CANADIAN TRUCK PRODUCTION

	Week Ended July 16, 1983	Week Ended July 17, 1982	Week Ended July 9, 1983	July to Date	Jan. 1 to July 17, 1982	Jan. 1 to July 16, 1983
CHRYSLER CORP.	2,199	2,089	2,332	4,891	59,312	72,736
FORD MOTOR	685	484	229	1,482	78,079	74,110
GENERAL MOTORS	5,560	4,068	6,010	12,470	153,690	141,377
INTERNATIONAL	.....	.....	.....	.....	6,425	3,216
Total Trucks, Canada	8,444	6,621	8,571	18,843	297,506	292,089
N. American Trucks	37,537	32,510	31,961	80,644	1,407,106	1,495,963

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended July 16, 1983	Week Ended July 17, 1982	Week Ended July 9, 1983	July to Date	Jan. 1 to July 17, 1982	Jan. 1 to July 16, 1983
AMERICAN MOTORS	2,325	1,600*	.....	2,325	32,319*	92,180
AMC Total	.....	.....	.....	.....	32,319*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	2,325	.....	.....	2,325	.....	88,109
Alliance	2,325	.....	.....	2,325	.....	88,109
CHRYSLER CORP.	14,800	6,520	14,869	32,823	334,432	468,078
Plymouth Total	5,300	2,974	5,586	12,081	137,414	167,095
Horizon	2,200	.....	2,048	4,740	42,159	59,071
Reliant	3,100	2,974	3,531	7,311	95,255	105,091
Caravelle ('83)	.....	.....	7	30	.....	2,933
Chrysler Total	2,700	1,296	3,113	6,450	66,283	111,868
LeBaron	1,200	1,296	1,175	2,587	66,283	51,365
Chrysler E-Class	1,500	.....	1,938	3,863	.....	60,503
Dodge Total	6,800	2,250	6,170	14,292	130,735	189,115
Omni	2,500	.....	2,338	5,443	39,995	67,575
Aries	2,200	1,619	2,023	4,678	71,124	77,884
Dodge 400	200	631	301	563	19,616	48,202
Dodge 600	1,900	.....	1,508	3,608	.....	25,454
FORD MOTOR	.....	.....	.....	6,336	612,210	768,808
Ford Division	.....	.....	.....	3,845	390,580	493,415
Escort	.....	.....	.....	675	155,973	136,944
Fairmont	.....	.....	.....	.....	69,193	23,728
Mustang	.....	.....	.....	694	72,685	63,944
LTD/Granada	.....	.....	.....	690	66,862	92,125
Thunderbird	.....	.....	.....	740	21,709	106,957
Crown Victoria/Ford	.....	.....	.....	399	.....	47,798
EXP	.....	.....	.....	.....	4,158	1,184
Tempo	.....	.....	.....	647	.....	20,735
L-M Division	.....	.....	.....	2,490	221,630	275,393
Mercury Total	.....	.....	.....	1,903	169,545	217,078
Lynx	.....	.....	.....	1,355	47,123	35,930
Capri	.....	.....	.....	137	18,203	12,335
Zephyr	.....	.....	.....	.....	22,775	8,601
Marquis/Cougar	.....	.....	.....	293	31,695	39,476
Cougar/XR7	.....	.....	.....	651	7,245	60,694
Gr. Marquis/Marquis	.....	.....	.....	306	41,590	53,671
LN7	.....	.....	.....	.....	914	290
Topaz	.....	.....	.....	161	.....	6,081
Lincoln Total	.....	.....	.....	587	52,085	58,315
Continental ('82)	.....	.....	.....	62	10,944	8,516
Lincoln	.....	.....	.....	346	23,501	30,406
Mark VI	.....	.....	.....	179	17,640	19,393
GENERAL MOTORS	89,313	79,981	71,978	178,310	1,354,320	2,118,152
Buick Division	20,425	17,059	18,074	42,622	431,445	496,522
Skylark	2,272	3,992	2,665	5,612	79,538	61,382
Skyhawk J	1,555	994	1,531	3,378	47,936	39,990
Century	3,875	3,483	3,040	7,713	74,334	88,691
Regal	5,141	4,453	3,953	9,959	112,710	137,396
Buick	6,362	4,137	5,908	13,518	95,719	143,745
Riviera	1,220	.....	977	2,442	21,208	25,318
Cadillac Division	5,861	3,828	5,548	12,606	137,979	179,613
Cimarron	340	322	276	680	2,698	11,309
Seville	580	.....	469	1,166	12,590	19,054
Eldorado	1,340	.....	1,078	2,687	34,312	41,890
Cadillac	3,601	3,506	3,725	8,073	88,379	107,360
Chevrolet Division	31,725	27,355	24,650	62,385	583,165	678,641
Chevette	3,820	5,766	3,267	7,923	127,094	101,631
Cavalier	7,999	2,407	6,331	15,918	48,890	152,726
Celebrity	5,440	1,632	4,297	10,746	39,040	70,813
Camaro	5,130	4,959	3,948	9,917	126,290	110,425
Citation	*1,440	4,960	1,172	2,904	102,361	59,778
Malibu	3,429	3,252	2,613	6,684	66,617	85,935
Monte Carlo	2,437	1,918	1,397	4,198	38,541	51,087
Chevrolet	1,405	1,853	1,128	2,849	17,964	33,746
Corvette	625	608	497	1,246	16,368	12,500
Oldsmobile Division	21,624	17,668	18,401	44,008	431,235	549,901
Omega	1,184	2,436	1,350	2,885	48,564	36,275
Firenza	880	1,103	887	1,966	33,947	26,672
Cutlass	6,360	5,808	5,281	12,690	110,999	157,865
Cutlass/Ciera	4,485	1,714	3,472	8,828	66,665	109,050
Oldsmobile	7,855	6,607	6,715	15,911	151,709	197,929
Toronado	860	.....	696	1,728	19,351	22,110
Pontiac Division	9,678	14,071	5,305	16,689	270,996	213,475
Acadian†	.....	258	166	218	7,505	9,612
2000	2,269	1,752	1,422	4,151	23,943	56,094
1000	1,240	1,506	534	1,969	20,962	23,107
Firebird	3,371	3,257	1,566	5,370	75,731	53,670
Phoenix	730	1,732	450	1,326	29,663	15,680
G. Prix/B'ville ('83)	2,068	3,848	1,167	3,655	89,880	55,312
6000	.....	1,718	.....	.....	23,312	.....
HONDA	1,400	.....	.....	1,657	.....	19,877
VOLKSWAGEN	.....	3,509	1,911	2,384	52,936	49,337
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	107,838	91,610	88,758	223,835	2,888,880	3,516,432

CANADIAN CAR PRODUCTION

	Week Ended July 16, 1983	Week Ended July 17, 1982	Week Ended July 9, 1983	July to Date	Jan. 1 to July 17, 1982	Jan. 1 to July 16, 1983
AMERICAN MOTORS	.....	.....	.....	.....	14,192	15,532
CHRYSLER CORP.	.....	2,931	.....	.....	95,840	103,857
FORD MOTOR	275	150	278	2,137	172,295	120,633
GENERAL MOTORS	12,581	8,432	12,223	26,784	217,087	313,185
VOLVO	225	225	225	495	6,042	5,895
Total Cars, Canada	13,081	11,738	12,726	29,416	505,456	559,102
N. American Cars	120,919	103,348	101,484	253,251	3,394,336	4,075,534
N. American Trucks	37,537	32,510	31,961	80,644	1,407,106	1,495,963
North American Cars and Trucks	158,456	135,858	133,445	333,895	4,801,442	5,571,497

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Rivals unleash new blast at GM-Toyota tie

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — International joint ventures are the wave of the future, the Big Three conceded, but Ford Motor Co. and Chrysler Corp. are determined to stop the General Motors-Toyota linkup.

The GM-Toyota deal is "just traditional Toyota tokenism," Chrysler chairman Lee Iacocca told a House Monopoly Subcommittee last week.

If the agreement is disallowed, "Toyota will build cars in the U. S. on its own," he said.

The result of an FTC antitrust investigation of the proposed joint venture is due in September, but Iacocca asked the subcommittee to "go beyond the antitrust laws and look to the broad public interest."

Ford Vice President, David N. McCammon told the subcommittee the arrangement "does not represent a commitment by Toyota to U. S. production; rather it is designed to produce cars for GM with high Japanese content—in effect taking GM to Japan."

As they have earlier, both Ford and Chrysler claimed the venture would be a "clear violation of U. S. antitrust laws. Chrysler said the deal would give GM and Toyota 75 percent of the U. S. subcompact market, with product pricing influence over the rest of the industry.

Ford said it would lead to the exchange of significant competitive information resulting in an "abnormal competitive advantage" for the two industry giants.

• But GM pleaded innocent to its competitors' charges of monopoly, asserting that the venture is only a "bridge" until GM could develop its own subcompact.

GM Vice President Marina Whitman told the subcommittee her company was engaged in the development of small cars independent of the joint venture vehicle and that GM viewed its cooperation with Toyota as a means of learning Japanese small-car production techniques first hand.

GM was quick to remind the committee that Ford, GM and Chrysler already own parts of, and are supplied by, Japanese auto makers.

Whitman said Ford and Chrysler would probably join GM in negotiating joint ventures of their own. Maybe they were sorry GM had beaten them

Continued on Page 38, Col. 1

Cavalier concept

The future by Fisher

Fisher Body's R&D department displayed its Chevrolet Cavalier-based concept car during last week's celebration of the division 75th anniversary. The all-glass greenhouse and hardware and trim-free exterior decrease wind drag. Other features include an infinite-position door hinge, motorized door latch that eliminates the need for door-slamming and programmable cathode ray tube instrument panel.

FTC to reconsider its earlier decision on used-car rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Federal Trade Commission has voted, 3 to 2, to reconsider the used-car rule — the one recently reinstated when the U. S. Supreme Court overturned the legislative veto that had killed the rule.

Only three of the commissioners who voted unanimously for a watered-down rule in August, 1981, are still at FTC.

Commissioners Patricia Bailey and Michael Pertschuk continued their support of the rule, but Commissioner David Clanton, who is due to retire Sept. 25, switched his vote to join Reagan appointees Chairman James C. Miller III and George Douglas.

Miller, who has in the past favored only disclosure of existence of dealer warranties and/or service contracts and a statement that written promises are better than salesmen's claims, said:

"We need to demonstrate to both Congress and the courts that the commission is a responsible agency. We need to reexamine the rule to find a solution so clearly supported by the record that it will not fall prey to the same type of widespread disapproval and criticism that has plagued the existing rule."

• The FTC also decided to make the effective date for the revised rule six months after the end of litigation brought by NADA and the National Independent Automobile Dealers Assn. in the Second Circuit Court of Appeals in New York.

Those suits challenge the merit of the final rule and also question FTC's procedures in arriving at the weakened rule.

NADA said it was "encouraged" by FTC's decision to reconsider the rule which NADA has opposed as not providing effective consumer protection.

The FTC actions, NADA said, will "provide an opportunity to overcome the high cost and problems which the rule would cause if implemented in its present form."

NADA said it will happily work with FTC to develop an alternative. Earlier, NADA suggested FTC might accept its voluntary labeling program which does not require the dealer to reveal anything about a car's condition.

The rule which FTC will now consider required a sticker disclosing defects in major parts or components when known to the dealer.

Demand for wage parity with GM and Ford causes breakoff

Chrysler-UAW contract talks fail

By Marjorie Sorge
Labor Editor

The UAW and Chrysler Corp. failed to reach an agreement last week on a new contract that would have provided Chrysler workers an immediate $1 an hour wage hike and a 41 cent raise next year.

While the two sides agreed on the $1 an hour raise, they could not agree on when or if the workers would achieve parity with their counterparts at Ford and General Motors.

"I am very much disturbed that Chrysler Corp. was unable to step forward with the wage and benefit improvements that we feel very deeply the Chrysler workers deserve," said Owen Bieber, UAW president.

Bieber said the union expected the company to "negotiate a fair share of the corporation's renewed prosperity with the Chrysler workers . . . who made the greatest sacrifice of anyone in the Chrysler Corp."

The Chrysler workers have made about $1.1 billion in concessions since 1979 when the corporation was in poor financial shape. Chrysler made a profit of $310.3 million in the second quarter of 1983 and $172 million in the first quarter.

The company will also pay off its $800 million in federally guaranteed loans on Aug. 15, seven years early.

Chrysler Vice President Thomas Miner criticized the union for putting such a "take it or leave it" tone on the negotiations which began last Monday (July 25).

The UAW told the company a new contract must be reached by 5 p.m. on Wednesday (July 27), so union officials could catch planes from Detroit to attend the union's Chrysler Council meeting in Huntsville, Ala.

"We went a long way, we tried very hard for a company just bailing itself out of debt," Miner said. "Chrysler walked the last mile on this one."

• Miner further criticized the union for taking a "business as usual attitude" and said the UAW's proposals were so much more than the Chrysler offering that "we choked on it."

The UAW's proposal asked for full parity with Ford and GM in 1985, a $1 an hour upfront raise and profit sharing.

According to Miner, the UAW was asked if it wanted profit sharing on top of full parity and a wage increase, the answer was yes and Chrysler answered, "We aren't interested in that."

According to Miner, the company's proposal was for a two-year agreement, ending Sept. 14, 1985, which would have cost Chrysler $895.5 million over its life span. The current contract

Continued on Page 39, Col. 1

breaking news

Naughton retires from Chrysler

DETROIT. — John B. Naughton has retired as executive vice president of Chrysler Corp. He also retired from the Chrysler board of directors. Naughton, 61, came out of retirement in 1980 to become executive vice president—sales and marketing for Chrysler.

His retirement had been expected since Bennett E. Bidwell joined Chrysler in June as executive vice president. Bidwell took over the sales and marketing duties. Naughton retired from Ford Motor Co. in 1977 as group vice president—sales for North American Automotive Operations.

On leaving Chrysler, he said, "I did the job Lee Iacocca hired me to do, and I am leaving Chrysler Corp. to return to

See BREAKING NEWS, Page 8, Col. 1

Initial focus to be missing $17.6 million

U. S. task force to probe DeLorean

By Edward Lapham
Senior Editor

The U. S. Attorney's Office in Detroit is forming a task force to investigate John Z. DeLorean and his defunct auto company, AUTOMOTIVE NEWS has learned. A federal grand jury could be impaneled within 60 days.

The task force will be headed by an assistant U. S. attorney and will include investigators from the Internal Revenue Service and the Federal Bureau of Investigation.

Investigators from the Securities and Exchange Commission, the U. S. Postal Service and U. S. Customs Service also are likely to join the team.

The initial focus of the investigation is the mystery surrounding the $17.65 million which disappeared from the sports car project in 1978.

However, it is likely the task force will expand the investigation to include other allegations of fraud, according to AUTOMOTIVE NEWS sources.

Several weeks ago, a Detroit TV station, ABC affiliate WXYZ-TV, reported the FBI was investigating the reorganization plan proposed by DeLorean and an associate to save DeLorean Motor Co., now in Chapter 11 proceedings in U. S. Bankruptcy Court in Detroit. That investigation, still under way, is only a part of the Justice Department effort, however.

Apparently the U. S. Justice Department, which has an internal "double jeopardy" policy, has resolved its internal differences and decided to undertake the task force investigation.

Under the informal "double

Continued on Page 38, Col. 1

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He outlines GM plans for big and small cars

Smith looks for a healthy 3 years

By Kathleen Hamilton
Financial Editor

A billion-dollar quarterly profit in a mediocre sales year is clearly just the beginning for General Motors, whose chairman, Roger B. Smith, last week outlined some of GM's plans to capture big- and small-car sales during what he expects will be a healthy three-year period.

Acknowledging GM is in short supply on certain models, Smith said the company is embarked on a very aggressive production schedule for the third quarter. GM probably will match its second-quarter build of more than one million cars, he said.

GM is positioned to expand its offerings of larger cars in response to demand, according to Smith. Baltimore, which now builds rear-drive intermediates, could continue to have larger-size cars or it could get a smaller product; that decision has not been made, Smith said.

But the closed South Gate (Calif.) and Lakewood (Ga.) plants are also options for large cars, he said.

"We're never going to abandon the American family," Smith said, citing the need for family-sized cars and vehicles capable of towing.

Twenty percent of U. S. families have five or more persons, and those demographics aren't changing much, he said. Families buy cars capable of meeting their largest needs, he said.

Fuel-economy credits from previous years should be enough to carry GM through the surge in demand for big cars, he said.

• Meanwhile, GM's small-car strategy — which relies heavily on joint ventures with the Japanese for at least awhile — is on schedule, according to Smith.

GM is now testing the Suzuki minicars and the subcompact Isuzus it plans to import in 1985. Its sales predictions for the Suzuki are in the range of 80,000 to 100,000 per year; for the Isuzu, about 200,000.

The Japanese Government, Suzuki and Isuzu will have to determine the allotment for GM if the import quotas are extended into 1985, Smith said.

He acknowledged GM and Toyota have already committed themselves to millions of dollars in expenses on their joint venture to produce subcompacts in California beginning in the 1985 model year.

But he expressed confidence that the money has been well spent: GM believes the FTC will approve the project.

The delay in approval has been due solely to translation and long distance, not to criticism by Chrysler Corp. or to any unusual requests by the FTC, Smith said.

GM has complied with all requests, and Toyota is nearly done, he said. The anticipated startup date of December, 1984, has not been affected, Smith said.

Meanwhile, the GM-Toyota labor negotiator, William J. Usery Jr., is in Japan and has completed a long series of talks with the UAW, Smith said. The two sides have agreed on all but a few issues, he said.

• In the U. S., eligible UAW members at GM will earn $400 to $600 in profit sharing this year if Wall Street analysts' projections for GM profits are accurate, Smith said.

Such profit-sharing plans should reduce the pressure for wage increases in the next bargaining round, he said.

Smith said his prediction of a 14.5-million sales rate for vehicles by the end of the year is still achieveable; it is now running at 12.5 million.

Uncertainty in the market, generated by high interest rates, is the only stumbling block, he said. If the recovery continues to be gradual, Smith predicted the upturn for autos easily could last through 1985.

Smith's remarks came prior to his appearance at a 75th anniversary celebration for Fisher Body at the Warren (Mich.) Technical Center. The division marked the event on separate days last week, inviting retirees, dealers, employes and government officials.

General Motors begins its 75th anniversary celebration on its birthday, Sept. 16, with entertainment at its Detroit headquarters. All plants will follow with open houses during September. Five casts of the Up With People singers will be giving about 170 performances in 50 GM plant cities.

A special car for a prince

The Meera S, a special Ferrari designed and built by Michelotti, of Turin, Italy, has been delivered to a young Saudi prince who wanted an exclusive car to drive during his stays in Europe. It combines the performance of a new Ferrari 400i with bodywork hand-made in the Michelotti shops.

Ford plans big outlay for robots, electronics

Ford may have redesigned its car lineup, but its capital spending for plant and product improvements hasn't yet peaked, Chairman Philip Caldwell said last week.

Ford plans to spend more than $3 billion a year for at least the next four years, much of it for plant robotics and automotive electronics, he said.

For 1983 models, Ford spent a few million dollars less than the $3 billion it had budgeted for such updates. Nothing was cut from the budget, however, Caldwell stressed. As in other areas, the company has simply become more efficient, he said.

Over the last four years, capital investment totaled more than $11 billion at Ford, and this was an 80-percent increase over the prior four years, he said.

Talking about the nearer term, Caldwell said Ford has recently added 30,000 vehicles to its production schedule to meet what it anticipates will be a 50-percent sales improvement in the second half compared with the second half of 1982. That would mean 978,000 car sales — even more than in this year's first half.

The scheduled reopening of the St. Thomas (Ont.) plant for production of large rear-drive cars has been accelerated from early 1984 to October, 1983, to accommodate recent demand for big cars. In addition, a second shift has been added at Wixom (Mich.) for production of luxury cars.

• Caldwell predicted industry sales will exceed 9 million cars this year and, "if we don't muck it up" with high interest rates, more than 10 million next year.

He's looking for Ford to take a bigger share next year, with its new offerings in the mid-size range. For example, orders for Tempo and Topaz already equal planned output for the remainder of the model year.

A two-liter diesel Escort, to be introduced next year, should put Ford on the EPA's Top 10 list for fuel efficient cars, he said.

Saying the trade imbalance between Japan and the U. S. is bigger than a single industry, Caldwell said an undervalued yen is an even bigger problem. Until it is brought into balance with the dollar, some arrangements should be made to compensate the U. S. industry, "and quotas are a good way to start," he said.

He said he has seen little progress from the U. S. Government on the trade imbalance and what he said are inequitable tax treatments by the Japanese. Action is needed soon, Caldwell said.

IH Truck Group breaking even, Springer reports

SPRINGFIELD, O. — Neil A. Springer, president, International Harvester's Truck Group, said the group now is operating at the break-even point, and expressed optimism that improvement in its big-truck sales will continue.

He attributed the improved operating results to an increased share of a smaller market and extensive cost cuts.

International's share of the Class 8 market through June, Springer said, had increased to 22.6 percent, compared with 20.5 percent a year ago, while its penetration of the medium-truck segment (Classes 4 through 7) rose from 28 percent last year to 32.5 percent.

Springer's comments came after a ceremony marking the completion of the transfer of heavy-truck production from Fort Wayne, Ind., to newer facilities in Springfield. The ceremony marked the start of production here of International's Model 9670 heavy trucks, previously built in Fort Wayne.

The consolidation of assembly here was cited as one of the firm's cost-cutting moves. While the consolidation cost close to $10 million, annual pre-tax manufacturing expenses will be reduced by $60 million, it was noted.

Extension of car quota described as unlikely

By Jim Plegue
Staff Writer

TOKYO. — Extension of the voluntary quota on Japanese cars exported to the U. S. is unlikely in view of the return to profitability by U. S. auto makers, the chairman of the Japanese Automobile Manufacturers Assn. (JAMA) indicated last week.

"U. S. auto makers are turning a profit and the key as to the turn of events with voluntary restraints is whether profitability will be sustained or not," said Takashi Ishihara, president of Nissan Motor Co., Ltd., and head of JAMA.

Ishihara's comments were made during a press conference with a group of U. S. reporters who were in Japan to preview the all-new Nissan 300-ZX sports car.

Ishihara said the rebound by U. S. auto makers is chiefly a result of the renewed popularity of mid-size and full-size cars and is not attributable to the Japanese import restrictions, which end next March. The current export limit is 1.68 million cars a year.

Ishihara said Nissan has no plans to introduce mid-size and full-size cars into the U. S. market.

He also used the press conference to criticize local-content legislation.

"It is inconceivable that American companies regain their competitive edge internationally by resorting to this . . . by shutting out the import of components," he said. "I strongly urge the U. S. Congress not to pass this highly protectionist bill."

• Nissan will not "under current circumstances" introduce additional lines in the U. S., he said. Earlier, the company had planned to sell its Prairie minivan in the U. S.

"I think U. S. dealers have more than enough models," Ishihara said. "Even if we added another model, it would not result in an increase in total sales."

Ishihara also said limited sales volume would not justify introduction of the Nissan March mini-car into the U. S. market.

Ishihara admitted that the competitiveness of U. S.-made compact trucks — Chevrolet S-10, GMC S-15 and Ford Ranger —took Nissan by surprise. He said Nissan must make improvements to its pickup truck line to remain competitive.

On the subject of passive restraints, Ishihara called air bags "impractical" and "insufficient to save lives."

"In view of the current technology, I'm not in favor of making air bags mandatory," he said.

Zenzo Sonoda, executive managing director and chief of Nissan Research and Development, said air bags are effective only in frontal collisions and said the mechanisms "leave something to be desired" in terms of reliability when produced in quantity.

Instead, Nissan is developing passive belt systems for its cars, Sonoda said.

Profits the key

Takashi Ishihara, chairman of the Japan Automobile Manufacturers Assn., said sustained profitability by U. S. auto makers will be a key factor in the decision regarding quotas on Japanese exports to the U. S.

Agency to study 55-MPH law

WASHINGTON.—A comprehensive study of the benefits and costs of the national 55-miles-per-hour speed limit has been launched by the National Research Council.

A 19-member panel, chaired by Dr. Alan A. Altshuler, dean of the Graduate School of Public Administration, New York University, has been selected to assess the safety, energy and economic effects of the speed limit law.

The panel will deliver its report to Congress and the Secretary of Transportation in August, 1984. NHTSA is funding the study.

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58th year — No. 4979

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Military truck gets new parent

Quarter-ton M-151 military vehicle is one of more than 30 different models of tactical trucks built by AM General. American Motors has signed an agreement to sell AM General to LTV Corp.

Mid-month total is highest since 1979

Sales post sixth straight increase

By Jenny L. King
Staff Writer

Up for the sixth consecutive 10-day period, domestic new-car sales continued to show signs of increasing strength, even during the long, hot, sometimes slow-paced days of summer.

All U. S. auto makers except Volkswagen of America improved their mid-July sales totals compared with a year ago, bringing the final count to its best level since 1979.

For July 11-20, it was 206,875, up 56.21 percent from 132,438 in 1982. Four years ago, in 1979, the mid-July total was 239,253. Highest for the period was 310,431 tabulated back in the boom year of 1973.

On a daily-rate basis, sales were up 38.85 percent, to 22,986 per day with nine selling days this year from 16,555 based on eight selling days a year ago.

Year-to-date sales for 1983 stood at 3,677,507, up 15.82 percent from 3,175,180 through July 20, 1982.

For the period, General Motors was up 63.80 percent, to 128,390 from 78,382 last year (up 45.60 percent on a daily-rate basis). Ford Motor Co. was up 42.47 percent, to 43,718 from 30,686 (up 26.64 percent daily rate). Chrysler Corp. sales of 26,403 were up 41.21 percent from 18,698 (up 25.55 daily rate).

American Motors was up 102.27 percent, to an estimated 4,450 from 2,200 (up 79.64 daily rate); VWoA dropped 15.13 percent, to 2,098 from 2,472 (down 24.60 daily rate), and Honda sales of Ohio-built Accords totaled 1,816 for the period.

• GM's share of the market climbed to 62.06 percent from the year-ago 59.18 percent. Ford slipped back to 21.13 percent from 23.17 percent. Chrysler was down to 12.76 percent from 14.12 percent. AMC rose to 2.15 percent from 1.66 percent; VWoA skidded to 1.02 percent from 1.87 percent and Honda held the remaining 0.88 percent of the 1983 market.

There were double-digit percentage increases in sales for most of the U. S. makes July 11-20. At GM, Cadillac was up 48.28 percent, Chevrolet was up 62.27 percent, Oldsmobile was up 63.35 percent, Buick was up 71.41 percent and Pontiac was up 65.37 percent.

Ford Division was up 36.26 percent, Mercury was up 57.12 percent and Lincoln climbed 55.60 percent. At Chrysler Corp., Chrysler was up 62.55 percent, Dodge was up 49.81 percent, Plymouth was up 19.46 percent and Imperial sales dropped 45.16 percent.

VW was down 15.13 percent and AMC was down an estimated 38.64 percent, while Renault Alliance and Honda Accord were on the board for the first time and had no year-ago comparisons.

Annualized sales based on the July 11-20 total figured to 6,888,900. A year earlier, they were traveling at a rate of 5,571,000, close to the year's actual total of 5,756,660.

DOMESTIC SALES

	July 11-20, 1983	July 11-20, 1982
Renault		
Alliance	3,100†	.....
AMC	1,350†	2,200†
AMERICAN MOTORS	4,450†	2,200†
Chrysler	7,601	4,676
Imperial	17	31
Plymouth	8,559	7,165
Dodge	10,226	6,826
CHRYSLER CORP.	26,403	18,698
Ford	29,202	21,431
Mercury	11,902	7,575
Lincoln	2,614	1,680
FORD MOTOR	43,718	30,686
Buick	27,845	16,245
Cadillac	8,898	6,001
Chevrolet	42,306	26,071
Oldsmobile	30,581	18,721
Pontiac	18,760	11,344
GENERAL MOTORS	128,390	78,382
VOLKSWAGEN	2,098	2,472
HONDA	1,816	.....
U. S. INDUSTRY TOTAL	206,875	132,438

† Estimate.

Detroit to continue as base

AMC sells AM General to LTV

DETROIT.—American Motors has signed an agreement to sell its AM General subsidiary to LTV Corp.

AM General is the largest U. S. supplier of U. S. tactical military vehicles.

AMC will receive $120 million in cash and $50 million in short-term notes from LTV and a $20-million dividend from AM General.

Closing is scheduled for mid-September after the receipt of various required approvals.

AM General will be operated as part of LTV's Aerospace/Defense Group, headed by Robert L. Kirk, an LTV group vice-president.

"We are pleased that LTV will be the new parent company of AM General," said Paul Tippett, chairman and chief executive officer of AMC.

"LTV is a first-rate organization and should continue AM General's tradition of excellence. With LTV as the purchaser, we are confident that the transaction will proceed on schedule.

"We made the decision to sell AM General in order to concentrate our resources on a planned automotive product strategy and to fund development of new products in the future," Tippett said.

• Said LTV's chairman, Raymond A. Hay, "AM General's position as a leading manufacturer of tactical military vehicles will complement our broadening defense and aerospace base and improve the balance with our other businesses which are affected by the general economic climate.

"AM General is a highly successful government contractor and has a fine growth record under the leadership of its president, Lawrence Hyde," Hay said.

AM General is headquartered in Detroit and has production facilities in Indiana. It is completely separate from Jeep Corp., another AMC subsidiary.

"We are pleased that LTV plans to retain the AM General organization intact and that AM General will remain based in the Detroit area with manufacturing operations continued in South Bend and Indianapolis," Tippett said.

"We are also pleased that LTV will continue to reactivate a presently unused facility at Mishawaka, Ind., for Hummer production, with every indication that employment will be increased."

• AM General has approximately 2,600 employes, 300 in the Detroit area and 2,300 in Indiana. LTV will seek separate facilities for the 300 in Detroit currently based with AMC.

Based in Dallas, LTV is a multi-industry company which operates in the aerospace/defense industry through its Vought Corp.; in the steel industry through its Jones & Laughlin Steel Corp., and in the energy field through its Continental Emsco subsidiary.

With the assistance of its financial advisor Lazard Freres, AMC received offers for AM General from other companies and an AM General management group.

One suitor was Cyprus Corp., an investment firm headed by Willard F. Rockwell Jr. The management group was headed by Hyde.

A spokesman for AMC said LTV indicated it wants to retain all of AM General's employes, including Hyde and the 12 other executives who comprised that consortium.

AM General produces more than 30 different models of tactical trucks, ranging in size from ¼-ton to 20-ton. It also produces postal vehicles.

In March, AM General was awarded a $59.8 million contract by the Army for 2,334 multi-purpose wheeled vehicles dubbed the Hummer. The award is for the first year of a five-year multi-year contract for 54,973 vehicles. The potential value of the total contract is $1.2 billion.

For the three years, 1980-82, AM General's annual sales amounted to $374 million, $276 million and $485 million, respectively, with pre-tax profits of $19 million, $24 million and $79 million. For the first six months of 1983, AM General's pre-tax profits were $21.4 million on sales of $293 million.

AMC's gain on the sale should show up on the firm's third-quarter balance sheet.

Efforts to cure trade inequities urged by Ross

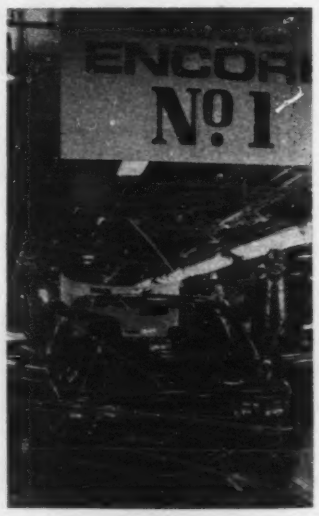
TRAVERSE CITY, Mich.—Louis R. Ross, Ford Motor Co. executive vice president, is a political agitator, he admitted to a University of Michigan management seminar here.

"I'm trying to get you up in arms about some of the basic inequities facing us in world trade," Ross told an audience of 400, made up mostly of supplier firm executives.

He ran through a list of issues he said must be changed through "the rational revolution of U. S. industry."

The 28-year-Ford veteran's list includes a lack of U. S. national strategy, unrealistic currency relationships to the dollar, tax inequities and a lack of technical leadership, particularly in manufacturing.

"If you don't cure these problems there will be a serious threat to our industrial base," he said. Ross said all the changes he thinks are needed can be forced by the pushing of congressmen by individuals and institutions in their districts.



The first Encore

Preparing to drive the first Renault Encore from the American Motors assembly line in Kenosha are George Maddox, right, AMC manufacturing vice president, and Gene Sylvester, president of UAW Local 172. The Encore three-door and five-door hatchbacks will go on sale in September.

Ford's Feaheny seeks $330 million in suit

DETROIT. — Thomas Feaheny, Ford Motor Co. vice president for vehicle research, last week sued Henry Ford II, Ford Chairman Philip Caldwell and five other senior Ford executives for $330 million.

Since filing the lawsuit, Feaheny has been suspended from his post, with pay.

Feaheny said in a suit filed in Circuit Court that ever since he testified as a witness for Ford in a Pinto trial, there has been a conspiracy by Ford officials to leave him to "twist in the wind."

Feaheny told the press he believes he is the only Ford officer who wasn't granted stock options in 1980-82 and that he thinks he should have received options worth $1 million.

He said his salary of $165,000 a year has been frozen since early 1979. Feaheny said he also had been denied other "perks." All of this, he said, damaged his reputation and caused him economic hardship.

Feaheny said his problems began when Caldwell became chairman in 1980. Early in 1980, Feaheny had testified in the Pinto trial in Winamac, Ind., in which Ford was charged with reckless homicide in three deaths resulting from a fiery Pinto rear-end crash.

Feaheny testified that the Pinto was safe and Ford was acquitted of the charges. At the time of the trial, Feaheny was vice president for car engineering.

Feaheny said he believes that top Ford executives considered him "tainted" by his Pinto involvement.

After Caldwell was named chairman and a new team was brought in following the dismissal of Lee A. Iacocca, Feaheny said, there was a concerted effort to get rid of officials associated with products developed under Iacocca.

Feaheny said he has no plans to resign from Ford.

Along with Ford and Caldwell, executives named in the suit are Harold A. Poling, executive vice president for North American Automotive Operations; Harold C. MacDonald, a retired vice president for engineering and research; John McDougall, a retired executive vice president for International Operations; Louis R. Ross, an executive vice president for technical staffs, and Peter J. Sherry, vice president for personnel and organization.

In a Ford statement, Henry R. Nolte Jr., general counsel, said, "We have not had the opportunity to review Mr. Feaheny's complaint in detail, but we are generally familiar with this matter.

"We believe the actions of the company and its officers were entirely proper and that there is no basis for any of the claims."

Earnings top $542 million

Ford sales and profit highest in four years

By Kathleen Hamilton
Financial Editor

Ford Motor Co. reported its highest sales and profit levels in four years, beating Wall Street's projections for the second quarter.

Earnings of $542.2 million ($4.50 a share) came on sales of $11.73 billion. It marked the first time since 1979 that the No. 2 auto maker had two consecutive money-making quarters.

Earnings for the second quarter were more than 2½ times the level in the comparable 1982 quarter, when Ford earned $204.9 million. In the meantime, quarterly unit sales were up less than 1 percent and dollar volume was up 7 percent from $10.9 billion.

That means Ford has benefited from a richer model mix and greater volumes that allow it to garner more profits per car. But Ford Chairman Philip Caldwell also attributed the gain to major cost reductions.

U. S. operations are "solidly in the black," Caldwell said. Because Ford Motor Credit Co. contributed only $70.4 million toward the profit (nevertheless up more than a third from last year), this means Ford is indeed making money on U. S. vehicle sales.

Caldwell said Ford has trimmed $1 billion in annual costs each year since 1979. However, its costs for the latest quarter were up 4.5 percent compared with a year earlier.

Ford has reduced its selling and administrative expenses, retirement costs, interest costs and debt compared with last year. Its cash level of $2.49 billion at the end of the quarter was slightly below the $2.62 billion on hand a year earlier.

• Outside the U. S., Ford earned a profit of $136 million in the second quarter, a 24-percent decline from a year earlier. Ford attributed the decline to adverse foreign currency exchange effects in Latin America and to the high cost of new-model introductions.

Car and truck sales overseas totaled 553,758 in the second quarter, an increase of 4 percent over last year's 532,198. Car and truck sales in the U. S. and Canada totaled 778,426, a decline of less than 1 percent. When tractor sales are added, worldwide vehicle sales totaled 1.35 million, an increase of less than 1 percent.

Like General Motors and Chrysler, which announced their profits first, Ford has substantially reduced its breakeven point and was able to make much higher profits per sale even with last quarter's modest sales upturn.

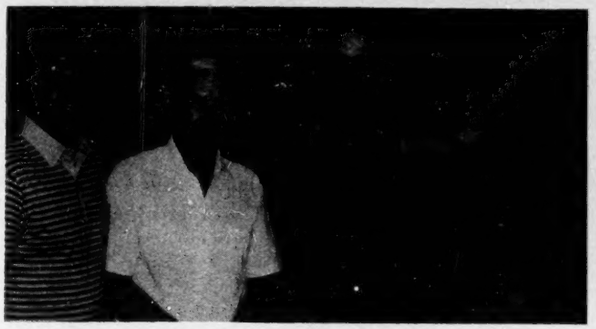
In the first six months of this year, Ford earned $764.4 million ($6.25 a share), a turnaround of $862 million from the loss of $97.5 million ($0.80 a share) in the first half of 1982.

Sales for the first half were up nearly 10 percent, from $19.85 billion last year to $21.77 billion this year.

GM ranks as No. 3 on Forbes 500 list

NEW YORK. — General Motors' 1982 sales of $60 billion were enough to keep it in third place on the Forbes Sales 500 list. Ahead of GM were Exxon, with sales of $97 billion, and American Telephone & Telegraph, with sales of $65 billion.

Ford Motor Co. moved from No. 7 to No. 6, even though its sales of $37 billion represented a 3 percent decrease. Chrysler fell from No. 37 to No. 42 with sales of $10 billion. American Motors improved its position, from No. 254 to No. 233, with its sales of nearly $3 billion.



Georgia officers begin terms

T. G. Crosby, third from left, Crosby Pontiac-Cadillac-GMC-Datsun, Waycross, has begun his term as president of the Georgia Automobile Dealers Assn. Pictured with Crosby are, from left: William F. Morie, GADA executive vice president; Carey B. Paul, Carey Paul Ford-Honda, Decatur, retiring president, and Lewis A. Welch, Lewis Welch Oldsmobile, Morrow, president-elect and treasurer.

But dollar volume rises 42 pct.

AMC's loss is worst in 11 quarters

American Motors, hit by high retooling costs and a sharp drop in government payments to its AM General subsidiary, reported its worst loss in 11 quarters: $78.87 million ($1.06 a share).

The second quarter marked the 13th consecutive period in which AMC lost money, and the loss was bigger than several analysts had predicted. Last year at this time, AMC reported a second-quarter loss of $68.76 million ($1.24 a share, when there were 20 million fewer shares outstanding than there are today).

But there was a glimmer of a silver lining in AMC's preliminary earnings report: Vehicle sales were up 43 percent from the year-earlier period, and dollar volume increased 42 percent.

Even better, dollar sales for the most recent period didn't include revenue from AM General. It is already being considered a discontinued operation, even though its sale to LTV Corp. is not expected to become final until mid-September.

Losses from operations other than AM General were actually stemmed this quarter, the AMC figures show. Losses were $78.87 million in the most recent quarter, $86.46 million in the first quarter and $92.55 million one year ago.

• AMC officials had said earlier this year they expected this year's first-half losses to be higher than last year's, but they said the second half of this year will show a significant improvement, even without the sale of AM General.

That sale is expected to add another $90 million gain to AMC's third-quarter balance sheet. The sale price is $190 million.

AM General's earnings last quarter were only $991,000, compared with $23.79 million in the second quarter of 1982 and $20.39 million in the first quarter of this year. A spokeswoman for AMC attributed the decline to the sporadic nature of government funding.

Last quarter's massive loss also reflects the high cost of major retooling for a new line of small Jeeps in Toledo, two hatchback versions of the Renault Alliance (to be called the Encore) in Kenosha, Wis., and a new four-cylinder engine. Some of the cost of discontinuing the old AMC car lines also showed up in the second quarter.

Sales for the quarter (not including AM General) were reported at $761.74 million, up 42 percent from the $536.09 million of a year earlier and up 19.5 percent from the first quarter's $637.43 million (restated to eliminate AM General).

For the first six months of this year, AMC lost $144.95 million on sales of $1,399.2 million. A year ago, the first-half loss was $119.7 million on sales of $1,022.7 million.

• Unit sales in the U. S. and Canada were up more than 60 percent, from 55,346 in the second quarter of last year to 88,843 last quarter. That broke down into a gain of nearly 77 percent in cars: From 39,075 to 69,116, and a gain of more than 21 percent in Jeep sales: From 16,271 to 19,727.

International vehicle sales dropped nearly 45 percent, from 11,047 to 6,103.

Worldwide vehicle sales were 94,946, a gain of 43 percent from the second quarter of 1982.

A joint statement by Chairman J. Paul Tippett and President Jose Dedeurwaerder noted that "the international outlook is beginning to improve," and AMC has resumed shipments to Mexico and Venezuela.

"Sales of the Alliance continue strong, and recent actions have improved our margins on this vehicle," they said. The improvement was made without any additional foreign sourcing, an AMC executive said earlier.

Alliance output has been increased to 900 per day, and AMC is investigating further production increases. Beginning July 11, the company also increased its Jeep production by 200 units a day, with the addition of the smaller Jeep XJ. AMC anticipates increased sales in this segment.

Big Three profits near $1.9 billion; AMC still in red

The Big Three reported net income of $1,895 million for the second quarter, up 117 percent from last year's $872 million. Each of the companies was solidly in the black.

American Motors, however, continued to swim in red ink. AMC's loss cut net income to $1,816 million for the four manufacturers, a gain of 126 percent over $803 million in 1982.

For Chrysler Corp., the second quarter was the best three-month period in history with a profit of $310 million. It was nearly triple the $107 million earned in the April-June span a year ago.

Ford Motor Co. jumped to a profit of $542 million in the second quarter, more than 2½ times as much as the $205 million it earned in the corresponding period of 1982.

General Motors made its best showing in four years and had its fifth highest quarterly earnings ever. The total was $1,043 million, up from $560 million a year ago.

AMC reported its 13th consecutive quarterly loss. The second-quarter deficit was $79 million, compared with a loss of $69 million last year.

GM's billion-dollar profit is fifth highest in history

By Kathleen Hamilton
Financial Editor

General Motors reported second-quarter earnings of $1.04 billion ($3.32 a share), its best showing in four years and the fifth-highest quarterly earnings ever on record sales.

Earnings were up better than 86 percent compared with $560 million in the year-earlier quarter, but sales were up only 12 percent in unit volume and 13 percent in dollar volume.

One big contribution to earnings was another record quarter by GMAC. The finance subsidiary and its insurance arm reported earnings of $250.9 million, a second-quarter record. The total was down by about $6 million from the first quarter, but was almost double the year-earlier figure of $130.9 million.

GM improved its cash position by $2.3 billion during the quarter.

Sales of $19.4 billion were 13 percent above last year's $17.1 billion, and unit sales of 2.05 million vehicles were up 12 percent from the second quarter of 1982, when GM sold 1.83 million cars and trucks.

• Analysis of the company's preliminary financial reports shows GM did make some improvements during the quarter in reducing its inventories and interest expenses, but most of its gains seem to be from higher profits per sale.

Certainly the public's shift toward larger cars has benefited GM more than any other auto company, but it is also clear that GM has passed its (undisclosed) breakeven point. Above that level of production, it makes considerably more profit per car.

For the half, GM earned $1.70 billion ($5.40 per share) on sales of $36.14 billion. Earnings were almost 2½ times as much as last year's $688.3 million ($2.23 a share). Sales were up more than 13 percent from last year's $31.87 billion.

Mexico approves 13.5 pct. hike in vehicle prices

MEXICO CITY. — The Secretariat of Commerce and Industrial Promotion has authorized the automotive industry to increase vehicle prices by 11.37 to 13.5 percent, depending upon the needs of each company, according to Arturo Guerra, technical director of auto manufacturers association.

Guerra also said that 55 to 60 percent of the parts the industry is using are made in Mexico and the other 40 or 45 percent are imported, which raises costs considerably for each unit.

He said the 45 percent imported parts means that manufacturers lose money on each unit delivered to dealers.

"According to the government's plans," Guerra said, "this problem will be solved by 1986. By then, imported parts for automotive production will represent only 20 percent and the other 80 percent will be parts made in Mexico."

AUTO MAKERS' SALES, PROFITS

(In millions of dollars)

	— Second Quarter —				— First Half —			
	1983		1982		1983		1982	
	Sales	Profit (Loss)	Sales	Profit (Loss)	Sales	Profit (Loss)	Sales	Profit (Loss)
American Motors	$ 762	($ 79)	$ 536	($69)	$ 1,399	($145)	$ 1,023	($120)
Chrysler Corp.	3,569	310	2,865	107	6,669	482	5,376	257
Ford Motor	11,732	542	10,930	205	21,767	753	19,846	(97)
General Motors	19,400	1,043	17,145	560	36,144	1,697	31,866	688
TOTALS	$35,463	$1,816	$31,476	$803	$65,979	$2,787	$58,111	$728

Mancuso Chevrolet celebrates 30th year

SKOKIE, Ill. — Mancuso Chevrolet celebrated its 30th anniversary as an auto dealership in Skokie with an open house.

Music, dancing, door prizes and refreshments were featured. Jim Mancuso is president.

factories list auction dates

American Motors

Aug. 2—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 3—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Aug. 4 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Aug. 10—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Aug. 11 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Model breakdown

Auction Averages

	JULY	JUNE	MAY
1983.....	$11,178	$10,012	$10,203
1982.....	7,622	8,070	8,011
1981.....	6,164	6,142	6,258
1980.....	5,281	4,906	5,198
1979.....	4,529	4,644	4,630
1978.....	3,353	3,475	3,444
1977.....	2,645	2,779	2,705
1976.....	2,113	1,877	2,199
Overall Average	$ 5,172	$ 5,138	$ 5,173

Nissan increases U. S. parts purchases

CARSON, Calif.—Nissan Motor Co., Ltd., imported $116 million in auto parts from the U. S. in the fiscal year ended March 31, according to Nissan U.S.A., the company's U. S. distributor.

The procurements were up 12 percent from a year earlier.

Ford Motor Co.

Aug. 3—Southwest Auto Auction, Phoenix, Ariz.

Aug. 4—Nashville Auto Auction, Nashville, Tenn.

Aug. 9—Dallas Auto Auction, Dallas, Tex.

Aug. 10—Clanton's Auto Auction, Darlington, S. C.

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Used Car Sales

Auction Averages

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Year ago	$4,885

Optional test is proposed for meeting brake standard

WASHINGTON. — An optional brake-test procedure for trucks and some buses over 10,000 pounds has been proposed by NHTSA for its standard on hydraulic brake systems.

NHTSA said the change would allow certain vehicles built by GM to pass the government's braking safety standard for partial braking failures.

GM recently told NHTSA that some of its vehicles could not pass the limited test sequence for braking, but qualified under the more extensive test.

NHTSA said the increased stringency of the limited test was unintentional, and resulted from the tendency of cold, or untested brakes, to be less effective than those tested after use has created heat-induced friction.

NHTSA's proposal would allow manufacturers to meet partial failure requirements after conducting the standard's full test sequence, instead of the abbreviated test now specified.

The full test is mandated for all school buses and is considered more thorough. It calls for three effective tests, brake conditioning procedures and the use of the parking brake. The abbreviated version calls for brake conditioning only.

GM said redesign of its vehicles under the limited test sequence would have cost at least $100 per vehicle without improving user service.

Chevy signs Proffitt

GALLUP, N. M. — Terry L. Proffitt has been franchised by Chevrolet to operate Amigo Chevrolet here.

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As West Germany breaks ranks to require its use

Lead-free gas confuses Continent

BONN, West Germany.—The decision by the West German Government to introduce lead-free gasoline for the 1986 calendar year has caused widespread confusion throughout Europe's auto industry.

It followed a few weeks the European Commission's latest gathering in Stuttgart, where it was agreed to investigate the possibilities of introducing lead-free fuel across Europe. That report was due to be heard on April 1 next year.

It also followed independent actions by governments in Sweden, Switzerland and the UK. But while the UK's concern about lead in gas centered on possible brain damage to young children, West Germany's was on acid rain, which is believed to be ruining the forests which form part of the country's national heritage.

"It really took us by surprise — and in the middle of our works holiday," reports a spokesman for Germany's largest auto maker, Volkswagen.

• Until recently, European countries have been able to solve their exhaust emission problems with considerable cooperation.

Carbon monoxide emissions have been reduced to 30 percent of their 1972 value, unburned hydrocarbons to 50 percent, and, since 1977, a gradual reduction of NOx emissions has been added to the program.

Regulations have been met without the use of catalytic converters, lead-free gas, exhaust-gas recirculation, low-compression ratios and other fuel-consuming devices. Even without downsizing, most European cars use 15 percent less fuel than four years ago.

Lead in gas content is set at a maximum of 0.4 grams per liter and a minimum of 0.15 — the latter to prevent any government from trying to close its market to competition by offering only lead-free gas on its territory.

Any changes in regulations have to be at EC level and with the consent of all members. Also, non-EC countries are considered party to the agreements, provided they do not change the rules.

But, the lobby for lead-free is growing. Most politicians and auto makers agree, though: It should be introduced across the continent at the same time. If not, trans-European border crossing to countries where no lead-free is available will become impossible.

• Most reluctance seems to emanate from France and Italy, where the additional burden of fitting catalytic converters is a bigger consideration on their smaller, less expensive cars than it is on the higher-priced models from West Germany.

Sweden was first to decide it needed more stringent regulations. It was followed by Switzerland, which last year introduced its own, more strict regulations and test procedures. They did not, however, require the fitting of catalytic converters.

In the UK, the Government finally accepted the evidence about environmental lead being a health hazard to children and announced lead-free gas from 1990 at the latest.

In Germany, the acid-rain destruction of trees has in part been traced to car emissions. But, according to Prof. Werner Breitschwardt, head of R & D at Daimler-Benz, "Only 2 percent of total NOx emissions, natural emissions included, can be traced back to car tailpipe exhausts, and any further reduction of NOx emissions is only possible by fitting catalytic converters and using lead-free fuel."

Most of Germany's auto makers are familiar with the technology which the proposals will require. They are substantial exporters of cars to the U. S., though ironically the two major American - owned companies, Ford and General Motors (Opel), send no cars to the U. S. from Europe.

• A VW executive points out that to meet the regulations cars will cost $500 more each and use 10 percent more fuel.

"I hope the government has taken that into consideration," he says.

Some executives also foresee a massive rush to buy the last of the cheaper and more economical models at the end of 1985. They predict a major sales slump in the early part of 1986 and the possibility of having to lay off auto workers.

A political analyst at BMW comments, "It is my guess that it will take the Government the best part of next year to turn this proposal into a proper law and to come up with detailed emission standards, test procedures and so on. That will leave the manufacturers less than a year to modify and adapt their models."

The country's auto makers' association, the VDA, does not think those are the only problems. It will take officials many months simply to handle the stream of demands for new type approval for all models on the German market.

A Daimler-Benz official insists that lead-free gas must be made available in 98 octane quality.

The legal aspect is puzzling auto makers, too. No country can make such a decision independent of others. The only possible deviation is in the case of a very special and severe local health hazard, which can be solved with specific local regulations.

Whether this instance will be employed remains to be seen. Some auto makers feel that the final say will come only from the European Court in Strasbourg.

T-bird moonroof

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the 1983 Ford Thunderbird. The electrically operated, glass panel, sliding sunroof features a wide opening with an unobstructed view, the company said.

Nissan names Hankins

CARSON, Calif. — Howard Hankins has been named general auditor, assistant treasurer of Nissan U.S.A. He has been with Deloitte Haskins & Sells, an international public accounting firm, for 33 years.

Shell, Calif. bank use funds transfer for gas purchases

SAN FRANCISCO. — Wells Fargo Bank and Shell Oil Co. have created a joint venture utilizing 23 Shell service stations in the San Francisco Bay Area in a pilot program involving electronic funds transfer for purchase of gasoline and oil.

Each of the 23 station operators will become Wells Fargo customers and have a bank-provided electronic terminal installed. The station operator will have the amount of a sale credited immediately to his account at Wells Fargo, obviating need to visit a branch bank during working hours with sales slips.

Bank officials explained that "when a customer buys $20 worth of gas and his Gold Account Wells Fargo card is inserted in the terminal, the $20 will be deducted immediately from the purchaser's checking account at Wells Fargo."

A somewhat similar program is being considered by Bank of America and Standard Oil Co.'s Chevron USA. Bank of America has 5.4 million cards in its Versateller electronic network and Chevron has 2,000 stations in California.

Under the Chevron-Bank of America proposal, Chevron stations would install a newly developed NCR electronic device that can be attached to service station gas pumps.

IMPORT SALES BY MODEL: May '83 vs. May '82

	May, 1983	May, 1982	5 Mos., 1983	5 Mos., 1982
Alfa Romeo	340	165	1,238	737
Audi	3,675	3,593	16,410	18,492
4000	1,120	964	4,779	5,286
4000d	76	193	716	1,336
5000	987	1,313	5,057	6,854
5000/TD	694	492	2,846	1,438
5000 Turbo	238	318	1,145	1,972
5000 S	191	.....	191	.....
Coupe	357	276	1,370	1,569
Quattro	12	37	212	37
Tourist	.....	.....	94	.....
BMW	4,706	4,167	20,647	19,955
320	2,653	2,955	11,565	13,432
528	1,357	824	5,911	4,326
633	186	138	1,018	730
733	510	250	2,153	1,467
Chrysler/Mitsubishi	7,900	6,353	37,793	39,989
Colt	4,982	4,187	25,927	20,078
Sapporo	1,294	916	5,170	4,742
Challenger	1,624	1,250	5,696	6,169
DeLorean	60†	236	300†	1,217
Ferrari	74	76	213	317
Fiat	685	1,369	3,226	8,199
Strada	30	432	272	3,150
Brava	7	222	58	1,590
X-1/9	227	268	912	1,295
Spider	421	447	1,974	2,164
Honda	33,658	33,917	149,350	159,113
Civic	11,677	12,076	59,805	55,559
Accord	16,065	18,229	81,048	86,411
Prelude	5,916	3,612	8,497	17,143
Isuzu	1,098	930	7,755	5,397
Jaguar	1,658	791	6,152	3,569
Lancia	67	401	54	322
Mazda	14,515	11,980	73,815	62,834
GLC	4,649	3,764	21,500	21,567
626	5,270	4,444	28,839	21,107
RX-7	4,596	3,772	23,476	20,160
Mercedes-Benz	6,630	5,684	28,952	26,548
240D	1,299	1,256	5,645	6,449
300D	1,643	1,260	7,550	5,667
300CD	169	160	737	751
300TD	277	248	1,116	1,279
300SD	1,807	1,544	7,151	6,726
280E	.....	.....	.....	25
280CE	.....	.....	.....	1
380SEL	447	336	2,132	1,413
380SL/SLC	818	713	3,863	3,424
380SEC	170	162	757	800
Miscellaneous	.....	5	1	13
Mitsubishi	2,300	.....	11,249	.....
Starion	558	.....	2,304	.....
Cordia	781	.....	4,391	.....
Tredia	961	.....	4,554	.....
Nissan	44,621	40,261	221,465	184,374
210	.....	5,120	336	53,245
Sentra	16,854	15,883	89,357	15,883
310	101	2,943	1,855	21,589
Pulsar	4,053	.....	23,881	.....
Stanza	6,361	3,891	25,902	23,379
Maxima	6,533	3,906	28,735	19,048
200SX	3,154	3,506	17,911	23,143
280ZX	7,220	4,693	31,731	26,332
Hawaii	345	319	1,757	1,365
Other	.....	.....	.....	390
Peugeot	1,173	972	5,990	5,673
504	.....	129	.....	699
505	.....	318	.....	1,575
505D	.....	47	.....	484
505TD	.....	398	.....	2,495
604	.....	54	.....	310
Tourist	.....	26	.....	110
Porsche	1,616	1,258	8,923	5,569
924	.....	152	.....	1,489
924 Turbo	.....	34	.....	543
944	901	532	4,839	631
911SC	294	391	1,954	1,937
911 Cabriolet	199	.....	668	.....
928	222	149	1,261	969
Tourist	.....	.....	201	.....
Renault	3,330	3,580	12,342	15,513
Le Car	2,016	1,425	6,179	6,988
18i	265	1,597	1,248	2,967
Fuego	1,049	558	4,915	5,558
Saab	2,019	1,624	10,791	7,086
900	565	416	2,820	1,793
900S	547	371	2,823	1,429
Turbo	835	801	4,990	3,784
Tourist	72	35	158	80
Subaru	12,995	10,683	65,089	60,002
Toyota	50,147	50,141	225,631	217,258
Starlet	524	1,632	4,390	8,209
Corolla	13,277	17,901	58,615	72,027
Tercel	13,414	12,656	66,349	52,839
Celica	10,719	11,743	47,215	51,2[illegible]
Supra	2,312	3,009	13,361	13,5[illegible]
Corona	.....	65	12	3,[illegible]
Cressida	3,367	3,257	16,257	1[illegible]
Land Cruiser	380	259	2,123	1,319
Hawaii	445	411	2,059	1,873
Camry	5,709	.....	15,250	.....
Volkswagen	4,907	5,415	31,514	26,709
Rabbit Convertible	599	898	4,441	3,718
Jetta	1,642	1,568	8,285	8,336
Vanagon	966	1,145	5,692	5,121
Quantum	1,081	967	7,055	3,596
Dasher	.....	48	.....	493
Scirocco	619	789	6,041	5,443
Volvo	8,421	6,611	39,524	33,996
DL	3,989	3,798	19,674	19,249
GL	1,474	867	7,426	4,740
GLT	.....	6	.....	189
GLT Turbo	1,167	839	5,479	4,735
GLE	13	229	187	1,093
DL Diesel	.....	27	.....	326
GL Diesel	415	735	2,382	3,125
Coupe	1	6	3	63
760 gas	932	.....	2,515	.....
760 TD	203	.....	932	.....
Tourist	227	104	920	476
TOTAL	206,591	189,860	978,766	902,869

† Estimate.

Makers build 117,187 cars for week

Eight plants down; production slips

By Mary Beth Mayer
Staff Writer

With eight facilities closed last week, domestic car production fell 6.15 percent from the previous week's total.

Output last week was targeted at 117,187 units, down from the prior week's 124,870, but up 7.27 percent from the 109,247 built in the year-ago week.

Breakdown for the week by companies was: General Motors, 60.69 percent; Ford Motor Co., 25.71 percent; Chrysler Corp., 8.82 percent; American Motors, 3.50 percent, and Honda, 1.28 percent.

For July, the makers estimate production at 464,501, up 6.38 percent from 436,644 units built that month last year.

Year-to-date, the auto makers have assembled 3,757,099 units, a 20.57 percent gain from last year's 3,116,012.

The eight facilities which were closed last week include five GM plants, one Ford plant, one Chrysler point and the Volkswagen of America facility.

The five GM facilities — Detroit, Flint, Norwood, Tarrytown and Willow Run — are down for model changeover. By Aug. 22, all will be back in operation.

Ford's Dearborn plant and Chrysler's Jefferson plant were down last week for inventory control.

Volkswagen's Westmoreland point will return today after three weeks of downtime for model changeover.

GM's Arlington, Lansing and Lordstown points worked last Saturday (July 20). Saturday overtime at Ford was logged at the Kansas City and St. Louis plants.

UAW and Chrysler fail to agree on new contract

Continued from Page 1

expires Jan. 14, 1984.

The proposal would have raised Chrysler's labor costs from $20.81 an hour today to $25 by the end of the contract, he said.

The Chrysler proposal provided the union with a $1 an hour raise up front and then raised the Chrysler workers to current parity with their counterparts at GM and Ford in two years in wages and benefits. Cost-of-living adjustments were not included.

According to both Chrysler and the UAW, Chrysler workers currently make $2 an hour less than those at GM and Ford.

Workers at the Big Two will also get an additional 41 cent-an-hour raise by June 1, 1984, because of COLA deferred in the 1982 contract.

According to both Chrysler and the UAW, the company proposal would have put the Chrysler workers at least $1 behind those at Ford and GM when the contract expired in two years. Ford and GM negotiate new agreements in September, 1984.

• Chrysler workers gave up COLA adjustments in 1981 and are currently $1.71 behind GM. The annual improvement factor (AIF) was also eliminated then and the Chrysler workers are currently 30 cents behind GM.

Under the proposal, Chrysler would have given the workers back 70 cents in COLA and the entire 30 cents AIF.

According to Miner, the company was also willing to match the 41-cent COLA increase at Ford and GM by September, 1984, bringing the total Chrysler raise to $1.41, but still $1.01 behind the current wages of those at Ford and GM.

Besides the $1 up front wage increase, Chrysler also wanted to tie health-care benefits to COLA. That plan called for $15 million to be cut from the company's annual $370 million health-care cost. If they failed to reach that target, the shortfall would be deducted from future COLA.

Chrysler also wanted to defer COLA payments for any quarter the company doesn't make a profit. They would be picked up in the next profitable quarter.

Iacocca says he's disappointed by failure of talks

WASHINGTON. — Commenting on the failure of the Chrysler-UAW talks, Chrysler Chairman Lee Iacocca said last week, "I'm disappointed. I thought after we'd been through the fires of hell together that we'd learned a lesson.

"Who knows what will happen in the future. I can't come into a contract with locked in costs that could exceed my ability to pay."

He said he was ready to reopen negotiations at any time.

Chevrolet for Dimon

AUBURN, Ill. — David A. Dimon has signed a Chevrolet franchise and is doing business as Heritage Chevrolet, Inc.

Truck production slips for week; 45,547 assembled

Last week's estimated domestic truck production was 45,547, down 4.48 percent from the previous week's 47,682, and down 2.06 percent from the year-ago week's 46,505.

Year-to-date, the makers have built 1,296,351 units, up 8.13 percent from 1,198,937 completed in the 1982 period.

General Motors' Flint facility is down for model changeover until Aug. 8.

Volkswagen of America's Westmoreland point returns today after three weeks of vacation.

International Harvester's Ft. Wayne plant has closed. Since 1923, Ft. Wayne has built 1,527,299 vehicles.

GM's Pontiac point worked last Saturday (July 30).

Canadian output up 11 pct. for year to date

Last week's Canadian auto production was targeted at 14,239 units, up 9.61 percent from the previous week's 12,991 units and 30.76 percent above the 10,889 cars assembled in the year-ago week.

So far this year, 586,080 cars have been completed in Canada, up 11.74 percent from 524,491 built in the comparable 1982 period.

Canadian truck makers estimated last week's output at 5,097, up 36.61 percent from 3,731 the previous week—which was the year's low—and down 7.75 percent from 5,525 assembled in the year-ago week.

General Motors' Oshawa Plant No. 2 was down last week and will remain closed this week for vacation. Next Monday (Aug. 8), GM's Oshawa Plant No. 1 will begin a two-week vacation.

At the Oshawa truck facility, the first shift's two- week vacation began last week and the second shift's vacation will extend from Aug. 8 to Aug. 22.

Chrysler Corp.'s Windsor car point is retooling for the T-115 van/wagon, which it will begin to produce during the first week of October. Chrysler's Windsor truck facility resumes production today (Aug. 1) after a two-week vacation.

Volvo's Halifax plant is in the midst of a three-week vacation and will return to work Aug. 8.

Last week, Ford Motor Co. car and truck points returned to work after a three-week break and International Harvester resumed production after being down for model changeover.

U. S. CAR PRODUCTION

	Week Ended July 30, 1983	Week Ended July 31, 1982	Week Ended July 23, 1983	July Est.	Jan. 1 to July 31, 1982	Jan. 1 to July 30, 1983
AMERICAN MOTORS	4,100	2,456*	3,009	9,480	35,519*	99,335
AMC Total	.....	2,456*	.....	.....	35,519*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,100	.....	3,009	9,480	.....	95,264
Alliance	2,700	.....	2,131	7,202	.....	92,986
Encore	1,400	.....	878	2,278	.....	2,278
CHRYSLER CORP.	10,340	7,709	14,077	57,355	355,344	492,610
Plymouth Total	5,600	3,152	6,025	24,023	146,304	179,037
Horizon	2,600	1,854	2,364	9,748	46,606	64,079
Reliant	3,000	1,298	3,661	14,244	99,698	112,024
Caravelle ('83)	.....	.....	.....	31	.....	2,934
Chrysler Total	240	680	1,705	8,274	68,487	113,692
LeBaron	240	680	373	3,135	68,487	51,913
Chrysler E-Class	.....	.....	1,332	5,139	.....	61,779
Dodge Total	4,500	3,877	6,347	25,058	140,553	199,881
Omni	2,900	1,706	2,846	11,316	43,965	73,448
Aries	1,500	1,820	2,917	9,258	75,893	82,464
Dodge 400	100	351	271	939	20,695	18,578
Dodge 600	.....	.....	313	3,545	.....	25,391
FORD MOTOR	30,127	29,239	32,869	69,331	671,254	831,804
Ford Division	17,821	17,183	19,512	41,178	426,534	530,748
Escort	4,588	6,416	5,428	10,691	168,931	146,960
Fairmont	.....	2,866	.....	.....	74,271	23,728
Mustang	.....	3,073	3,534	4,228	79,304	67,478
LTD/Granada	2,704	3,376	3,196	6,590	74,336	98,025
Thunderbird	3,691	1,278	1,634	6,065	25,196	112,282
Crown Victoria/Ford..	2,681	.....	2,272	5,352	.....	52,751
EXP	.....	174	.....	.....	4,496	1,184
Tempo	4,157	.....	3,448	8,252	.....	28,340
L-M Division	12,314	12,056	13,437	29,241	244,720	301,144
Mercury Total	9,828	10,185	10,879	23,610	188,881	237,785
Lynx	2,119	3,159	2,840	6,314	52,665	40,889
Capri	.....	1,605	557	694	20,773	12,892
Zephyr	.....	1,095	.....	.....	24,884	8,601
Marquis, Cougar	1,248	2,063	1,543	3,084	35,845	42,267
Cougar/XR7	3,268	355	3,382	7,301	8,369	67,344
Gr. Marquis/Marquis..	1,519	1,841	1,358	3,183	45,267	56,548
LN7	.....	67	.....	.....	1,078	290
Topaz	1,674	.....	1,199	3,034	.....	8,954
Lincoln Total	2,486	1,871	2,558	5,631	55,839	63,359
Continental ('82)	.....	372	277	339	11,696	8,793
Lincoln	2,486	923	1,483	4,315	25,353	34,375
Mark VI	.....	576	798	977	18,790	20,191
GENERAL MOTORS	71,120	66,204	73,554	321,482	1,991,654	2,261,324
Buick Division	12,866	15,381	12,950	67,899	462,997	521,799
Skylark	.....	4,025	.....	5,612	87,400	61,382
Skyhawk J	1,585	.....	1,609	6,609	47,992	43,221
Century	3,420	3,479	3,527	14,397	81,282	95,375
Regal	4,120	4,650	4,070	17,965	121,980	145,402
Buick	2,521	3,227	2,561	18,568	103,205	148,795
Riviera	1,220	.....	1,183	4,748	21,208	27,624
Cadillac Division	2,260	474	2,194	17,044	138,733	184,051
Cimarron	340	474	338	1,362	3,392	11,991
Seville	580	.....	560	2,258	12,590	20,146
Eldorado	1,340	.....	1,296	5,216	34,312	44,419
Cadillac	.....	.....	.....	8,208	88,439	107,495
Chevrolet Division	27,190	25,266	29,850	119,865	635,839	736,121
Chevette	3,888	5,515	3,737	15,733	138,775	109,441
Cavalier	7,872	2,505	8,097	32,698	53,885	169,506
Celebrity	4,791	193	5,119	20,152	40,684	80,219
Camaro	2,735	5,344	4,750	17,058	136,601	117,566
Citation	.....	4,746	1,184	4,076	112,035	60,950
Malibu	3,701	3,221	3,123	13,532	73,066	92,783
Monte Carlo	2,174	1,421	1,872	8,285	41,883	54,724
Chevrolet	1,404	1,719	1,350	5,850	21,329	36,747
Corvette	625	599	618	2,481	17,581	13,735
Oldsmobile Division	19,988	11,830	19,735	83,020	457,444	588,913
Omega	.....	2,492	.....	2,879	53,226	36,269
Firenza	875	.....	859	3,679	34,011	28,385
Cutlass	6,360	3,658	6,308	25,327	119,544	170,502
Cutlass/Ciera	4,037	1,694	3,839	16,760	70,066	116,982
Oldsmobile	7,856	3,786	7,894	31,025	161,246	213,043
Toronado	860	.....	835	3,350	19,351	23,732
Pontiac Division	8,816	13,256	8,825	33,654	296,641	230,440
Acadian†	.....	461	310	870	8,037	10,264
2000	2,326	1,811	2,170	8,461	27,299	60,404
1000	1,317	1,590	1,354	4,612	23,930	25,750
Firebird	1,605	3,929	2,374	8,501	82,118	56,801
Phoenix	.....	1,599	573	1,911	32,964	16,265
G. Prix/B'ville ('83)	2,068	3,866	2,044	7,799	97,523	59,456
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,361	4,469	.....	22,689
VOLKSWAGEN	.....	3,663	.....	2,384	60,078	49,337
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	117,187	109,247	124,870	464,501	3,116,012	3,757,099

TRUCK PRODUCTION IN U. S.†

	Week Ended July 30, 1983	Week Ended July 31, 1982	Week Ended July 23, 1983	July Est.	Jan. 1 to July 31, 1982	Jan. 1 to July 30, 1983
CHEVROLET	14,389	15,151	15,828	66,483	421,990	460,622
DODGE	2,200	2,512	2,262	10,373	80,421	78,781
FORD	21,018	19,139	21,160	46,206	423,530	503,940
GMC	3,920	5,462	4,809	19,312	153,580	149,151
INTERNATIONAL	970	1,185	945	2,655	27,222	28,205
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,000	2,006*	1,628	5,049	48,711	43,543
AM GENERAL	50*	50*	50*	200	1,380*	1,430*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000	34,000*	28,600*
Total Trucks, U. S.	45,547	46,505	47,682	154,278	1,198,937	1,296,351

CANADIAN TRUCK PRODUCTION

	Week Ended July 30, 1983	Week Ended July 31, 1982	Week Ended July 23, 1983	July Est.	Jan. 1 to July 31, 1982	Jan. 1 to July 30, 1983
CHRYSLER CORP.	.....	.....	.....	4,908	59,279	72,803
FORD MOTOR	3,287	3,360	205	4,506	83,081	77,134
GENERAL MOTORS	1,800	1,902	3,526	17,787	159,578	147,294
INTERNATIONAL	10	263	.....	10	6,425	3,226
Total Trucks, Canada	5,097	5,525	3,731	27,211	308,363	300,457
N. American Trucks	50,644	52,030	51,413	181,489	1,507,300	1.596,808

†—How includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended July 30, 1983	Week Ended July 31, 1982	Week Ended July 23, 1983	July Est.	Jan. 1 to July 31, 1982	Jan. 1 to July 30, 1983
AMERICAN MOTORS	577	1,152	448	1,025	16,117	16,557
CHRYSLER CORP.	.....	.....	.....	.....	95,715	103,857
FORD MOTOR	8,862	8,111	275	11,274	180,281	129,770
GENERAL MOTORS	4,800	1,489	12,268	43,560	225,886	329,961
VOLVO	.....	137	.....	535	6,492	5,935
Total Cars, Canada	14,239	10,889	12,991	56,394	524,491	586,080
N. American Cars	131,426	120,163	137,861	520,895	3,640,503	4,343,179
N. American Trucks	50,644	52,030	51,413	181,489	1,507,300	1,596,808
North American Cars and Trucks	182,070	172,193	189,274	702,384	5,147,803	5,939,987

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

8/9/83
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Automotive News

August 8, 1983

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58th year—$40 per year, $1.00 per copy

First-half dealer decline is 76; lowest since 1977

By John K. Teahen Jr.
Managing Editor

Stronger sales and an improving business climate brought a high degree of stability to the domestic dealership population during the first six months of this year.

It was another sign that the industry is working its way out of the prolonged depression.

The dealer total was down, but it was the kind of decline that the industry can live with, as opposed to the monumental slides of the past three years.

The semiannual AUTOMOTIVE NEWS census found 20,723 dealerships handling domestic makes of passenger cars on July 1, a drop of 76 from the 20,799 counted at the beginning of 1983.

It was the smallest first-half dip since 1977 which saw a loss of 72, and it was only a fraction of the 556 outlets that faded away in the first six months of 1982.

Going back to the beginning of the current auto slump, the industry lost a staggering 930 domestic-car locations in the first half of 1980 and another 325 in the same period of 1981.

The quarterly results also were favorable this year. There was a decline of 48 outlets in the first quarter of 1983, and that was cut to 28 in the ensuing three months. It was the best second-quarter performance since 1973.

And it was the lightest loss for any quarter since the fourth stanza of the halcyon year of 1978.

The quarterly downturns of 48 and 28 compared with losses of 276 and 280 for those periods of 1982.

Chrysler Corp. was the star of the show in the first half with a solid gain of 62 dealerships. Ford Motor was up 10, marking the first time since 1974 that Ford has had a first-half advance.

Elsewhere, General Motors was down 75 for the half, and there were dips of 48 for American Motors-Renault and 19 for Volkswagen.

That's an aggregate of 70. A change in the number of intercorporate duals increased the industry's dip to 76 for the first half.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

If, as hoped, the long decimation of the domestic dealer ranks has ended, it's not a moment too soon. The past four years have taken a frightful toll.

On July 1, 1979, the AUTOMOTIVE NEWS census showed 23,918 establishments handling domestic passenger cars. Today's 20,723 represents a loss of 3,195 outlets, or 13.36 percent of the total.

The franchise count was up for 10 of the 15 domestic makes during the first half, with the Chrysler Corp. lines leading the way. Dodge added 85 franchises; Plymouth was up 70, and Chrysler was up 60.

At Ford Motor, there were gains of 38 franchises for Lincoln, 31 for Mercury and two for Ford. Four of the five GM makes were up. Buick added 25 outlets, and there were increases of 20 for Pontiac and 15 apiece for Cadillac and Oldsmobile.

Chevrolet had a decline of 35 franchises for the first half. Also down were AMC, 27; Volkswagen, 19; Imperial, 9, and Renault, 3.

An analysis of the franchise

Continued on Page 45, Col. 1

U. S. CAR OUTLETS

	July 1, 1983	Jan. 1, 1983
American Motors-Renault	1,541	1,589
Chrysler Corp.	3,699	3,637
Ford Motor Co.	5,424	5,414
General Motors	10,085	10,160
Volkswag...	915	934
TOTALS	21,564	21,734
Minus Intercorporate Duals	941	935
NET OUTLETS	20,723	20,799

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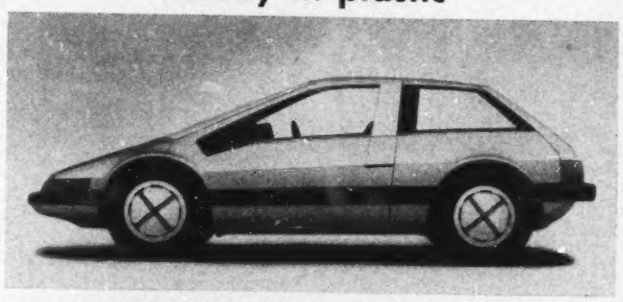
Study in plastic



Westcott SURV II seats two

The Westcott SURV II (Sports/Urban Research Vehicle) is a design prototype built on an 86.4-inch wheelbase by Westcott Design Associates, Automotive Group, Westport, Conn. The SURV seats two and has exterior panels made of Kevlar and molded ABS. Doors pivot forward and upward. Note the integrated rear-view mirrors. A running prototype will be built this month.

Allocation pinches on '84s, Chrysler dealers complain

By Joseph Bohn
Marketing Editor

While most domestic new-car dealers are currently suffering product shortages, many Chrysler Corp. dealers don't expect things to improve for them even by October.

Paradoxically, Chrysler dealers who traditionally have had to be coaxed into stepping up to new-model orders are now complaining bitterly that they can't — and won't — get enough new product in the fall.

Marvin Tepper, owner of Ace Dodge, Brooklyn, N. Y., said "there's no way to meet our overhead" with the 11 domestic cars and five trucks he's been allocated for October.

According to a contest goal set for him by factory people in the area, he's supposed to sell 29 cars and 20 trucks in October. But, with his allocation, he won't hit that. And worse, "There's no way we can make money. It's a matter of losing a lot of money," Tepper said.

"I've got seven domestic cars, eight trucks and a few imports to last me through September," he said. "September (shipments) won't be enough, and October is worse than September.

"I talked to everybody. Most of the dealers in this area are screaming that nobody has any K-cars," Tepper concluded.

On Long Island, N. Y., Reese Dodge is getting six Dodge Aries for October. But owner Harold Reese Jr., said five have already been sold.

• He added that his distribution manager tried to "pacify me" by offering him twice as many subcompact Omnis as Aries to compensate.

He said officials told him a "super advertising campaign" was being planned to help sell subcompacts.

"But traditionally we've sold

Continued on Page 7, Col. 1

breaking news

Chrysler T-115 to have 10-year rustguard

DETROIT.—Chrysler Corp.'s 1984 T-115 garageable van/wagon will have full 10-year corrosion protection for outer body rust-through. Now, all Chrysler cars carry five-year corrosion warranty protection. The van/wagon, as the Plymouth Voyager and Dodge Caravan, is scheduled to go on sale in January.

First ARNA autos go into production

POMIGLIANO, Italy.—ARNA, the joint venture between Alfa Romeo and Nissan, has begun operations here. Alfa Romeo is responsible for the manufacture and supply of engines, transaxles, steering units, front suspensions and other major components, as well as for all painting and final assembly activities, while Nissan supplies body panels, instruments and rear suspensions. ARNA manufactures the bodies of the new front-wheel-drive cars in the 1,200 cc-to-1,500 cc class.

See BREAKING NEWS, Page 8, Col. 1

Suit alleges brake defects and 'false responses' to inquiries; company denies charges

NHTSA sues GM to force 1.1-million X-car recall

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Department of Justice, on behalf of NHTSA, has sued General Motors to force recall and repair of at least 1.1 million 1980 X-body cars with allegedly faulty braking systems.

In addition, the government is asking $4,027,000 in damages since NHTSA says GM filed "false and misleading responses" to its inquiries in "at least 18 instances."

J. Paul McGrath, assistant attorney general, said this is the first time the U. S. has asked for civil penalties against an auto maker for providing false data to the safety agency during a defect investigation.

NHTSA has received more than 1,740 complaints of premature rear brake lockup, with 71 complaints involving personal injury including 15 deaths.

Despite earlier recalls, which NHTSA has called inadequate, complaints from the Center for Auto Safety and Rep. Tim Wirth, Colorado Democrat, have continued. The General Accounting Office, Congress' watchdog agency, has been making an investigation and its report is now in draft form. Wirth has announced he will hold additional hearings.

In Detroit, Wiliam L. Webber Jr., GM assistant general counsel, issued the following statement concerning the lawsuit:

"We are surprised by the unexpected filing of the Justice Department suit. It is especially unwarranted in view of the fact that GM has cooperated extensively with NHTSA to develop the facts which will show clearly that no further recall or corrective action is appropriate.

"GM has voluntarily recalled about 240,000 vehicles. We believe such action was appropriate to allay customer concern. Also, we categorically deny the government's assertion of misrepresentation. Accordingly, we will vigorously defend the lawsuit."

GM also announced it had decided not to appear before Wirth's subcommittee because the corporation had been invited to discuss matters which are related to the lawsuit.

"The lawsuit was filed despite our clear understanding with counsel for NHTSA, which had been conducting an administrative investigation, that we would be given the opportunity to present our case through

Continued on Page 6, Col. 1

War over warrants

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Functional Fiero

Pontiac's mid-engine, two-seat Fiero, which debuts this September, features separate reinforced body panels which Pontiac has named Enduraflex. The Fiero also offers optional cast aluminum wheels.

Domestics climb 34 pct. in July; imports, 7 pct.

New-car sales recovery continues

By Jenny L. King
Staff Writer

The automotive retail sales recovery moved ahead strongly in July, with domestic auto makers posting a 34.18-percent sales increase and imports up 7.60 percent. Domestic sales were up each of the three periods in July and have been on the rise steadily since mid-May when they missed by only 3.12 percent the year-ago mark.

Domestic sales have been up on a monthly basis six of the seven months so far this year, and there have been sales increases in 17 of the 21 10-day periods.

U. S. auto makers sold 576,864 new cars in July, up 34.18 percent from 429,908 a year ago. It was their best July since 1979 when 688,377 new cars were moved. Year-to-date domestic sales climbed to 3,911,893, up a healthy 16.26 percent from 3,364,732 in 1982.

Import sales of 214,446 were up 7.60 percent from 199,295 in July of 1982. Import penetration plunged from the July record of

Tables on Page 43.

1982 — 31.68 percent — to 27.10 percent. Import sales for the first seven months were up 9.79 percent, to 1,428,180 from 1,300,795. They represented 26.74 percent of the total market.

Combined sales in July numbered 791,310, up 25.76 percent from 629,203 in 1982. Year-to-date sales totaled 5,340,073, up 14.66 percent from 4,665,527.

• On a daily-rate basis, domestic sales were up 39.55 percent in July. There were 25 selling days this July compared with 26 a year earlier, yielding averages of 23,075 vs. 16,535, respectively.

General Motors celebrated a 40.53-percent sales increase for the month, expanding its total to 347,966 from 247,602 in 1982 (up 46.16 percent daily rate).

Ford Motor Co. was up 16.55 percent, to 129,358 from 110,988 (up 21.20 percent daily rate). Chrysler Corp. sales of 74,785 U. S.-built cars were up 35.84 percent from 55,052 (up 41.28 percent daily rate). Chrysler sales have been up for 10 consecutive months.

At American Motors, retail sales soared 67.59 percent, to 14,007 from 8,358 (up 74.45 percent daily rate). Renault Alliance sales of 11,161 represented almost 80 percent of the American Motors July total..

Volkswagen of America was the only domestic manufacturer to report a sales decline. VWoA was down 22.32 percent, to 6,143 from 7,908 (down 19.08 percent daily rate). Honda dealers retailed 4,605 Ohio-built Accords in July.

GM earned 60.32 percent of the domestic market for the month, up from 57.59 percent in 1982. Ford had 22.43 percent, down from 25.82 percent. Chrysler edged up to 12.96 percent from 12.81 percent.

American Motors sales accounted for 2.43 percent, up from 1.94 percent. VWoA had 1.06 percent compared with 1.84 percent a year earlier, and Hon-

Continued on Page 43, Col. 1

Where Auto Market was in July, 1983

	Total Sales	Pct. of Total
SUBCOMPACT	93,052	11.76
COMPACT	135,553	17.13
INTERMEDIATE	206,156	26.05
STANDARD	101,659	12.85
LUXURY	40,444	5.11
IMPORT	214,446	27.10
TOTAL	791,310	100.00

AMC, Chrysler, Ford, GM cover selected models

New finance programs put in place

By Joseph Bohn
Marketing Editor

Low-interest financing, although phasing down, is still there for selected General Motors, Ford Motor Co., Chrysler Corp. and American Motors models under new programs that run into September.

Ford also has a dealer cash incentive, and Nissan extended its 8.8 percent financing program on trucks from Aug. 1 to Sept. 30.

Generally, GM's new program reflects its desire to wean the public off incentives.

Its 10.9 percent financing offer on T, X and A-body models and compact pickup trucks, delivered from Aug. 1 to Sept. 21, is not as lucrative as the 9.9 percent financing offer that preceded it.

GM is offering 10.9 percent on Chevette/Pontiac 1000 (T-cars); Citation, Phoenix, Omega and Skylark (X-cars); Celebrity, Pontiac 6000, Cutlass, Cutlass Ciera and Century (A-cars); also, Chevrolet S-10 and GMC S-15 pickups.

As with previous programs, dealers give up 70 percent of their finance reserve on these models to participate. During the period, buyers of Chevette/Pontiac 1000, Chevrolet S-10 and GMC S-15 pickups can opt for a $300 rebate in lieu of the financing.

GM through GMAC is also offering an unadvertised special of 12.9 percent financing on all J-cars and F-cars and on two and four-wheel-drive 10-Series pickups on contracts of 36 months or less, Aug. 1-Sept. 21.

J-cars are the Chevrolet, Pontiac 2000, Oldsmobile Firenza, Buick Skyhawk and Cadillac Cimarron. F-cars are the Chevrolet Camaro and Pontiac Firebird. The 10-Series pickups are the standard size light-duty pickups.

• Meanwhile, Chrysler, although generally in tight supply across the board, extended its previous 9.8 percent financing or alternative $400 rebates on subcompact Horizon, Omni, Turismo and Charger models through Aug. 10.

Chrysler dropped the K-cars from the program, however, because of tight supply.

On '84 subcompacts, Chrysler is offering more product content to bolster their appeal.

The company is offering a free automatic transmission package, worth $461 at retail, or alternative free five-speed transmission/2.2-liter engine package worth $220 at retail on all '84 Omni/Horizon and Turismo/Charger models, with the exception of highline premium Charger 2.2, Turismo 2.2 and Shelby models.

To get the free packages, offered since the beginning of '84 dealer orders, the car must be ordered with other selected equipment.

GM and Ford are expected to have some special value packages like this when '84 prices are announced.

• Ford is offering both low-interest financing and alternative rebates and dealer cash incentives under separate programs that run from Aug. 1 to Sept. 21.

Ford is offering either 10.9 percent APR financing, through Ford Motor Credit only, or $350 cash rebates on eligible 1983 four-cylinder Ranger pickups sold or leased during the program period. (There's a rule of one unit per customer.)

The 10.9 percent financing is on contracts of 12 to 48 months.

Six-cylinder Rangers are eligible for $300 rebates, plus 13.9 percent financing.

Ford is also offering 13.9 percent financing on all other new '82/'83 cars and light trucks, except for Mustang/Capri and Thunderbird/Cougar, which are covered separately by dealer incentives.

The 13.9 percent financing covers only contracts of 12 to 36 months.

On the 13.9 percent, dealers get their normal finance reserve. On the 10.9 percent financing, they get 1.614 percent of the amount financed for recourse paper and 0.71 percent of the amount financed for nonrecourse paper.

Ford is paying cash to dealers on sales of Mustang/Capri and Thunderbird/Cougar.

Payments are: Zero to 30 percent of objective, nothing; 30.1-55 percent, $300 per unit; 55.1-90 percent, $450 per unit, and 90.1 percent and over, $700 per unit.

To cover extremely small dealerships with very low objectives, Ford stipulated that there is a one-unit no-pay qualifier in its program for dealerships, regardless of size, and that maximum payment on the second unit can be no more than $450.

American Motors is offering 10.9 percent financing for contracts up to 36 months on '83 Renault Alliance and Jeep CJ-5, CJ-7 and Scrambler models, sold and delivered during Aug. 2 to Sept. 21.

A 12.9 percent rate is available on contracts from 37 to 48 months, also through Sept. 21.

AMC dealers are required to give up their entire finance reserve to participate.

Datsun's 8.8 percent financing program is called "Nissan Truck Stampede" and covers new '82, '83, '83½ and '84 trucks financed during the period.

Contracts up to 48 months are covered, and Nissan pays the full amount. Customers have a choice of $300 rebates in lieu of the financing.

$300-million credit line pursued by Chrysler

By Kathleen Hamilton
Financial Editor

Chrysler Corp. is in the early stages of trying to set up a $300 million line of credit—while planning to never actually borrow the money—so it can quickly get out from under U. S. Loan Guarantee Board control.

Chrysler plans to repay the last $800 million of its government-guarantee loans on Aug. 15.

But the terms of the loan guarantees say the U. S. government will retain a lien on virtually all property owned by Chrysler in the U. S. and Canada for a year and a day after the loans are repaid.

That clause was written to avoid potential problems in bankruptcy court, according to a spokesman for the Department of Treasury. In some cases, a judge may order creditors to pay other creditors of a bankrupt firm with the funds they received recently from the defunct firm.

At the time of the guarantees, bankruptcy was a very real possibility for Chrysler.

Although it is healthier now (and, in fact, has just turned in two record profit quarters), the loan board said it would waive the provision on the liens only if one of two conditions are met. Either Chrysler must issue $200 million worth of bonds in the public debt market or it must get $300 million in a bank line of credit.

• The latter is preferable at this point because of interest rates. Talks with bankers are in such an early stage that it is unclear whether it will cost Chrysler anything to get this line of credit it doesn't plan to use, according to a company spokesman.

A bank line of credit for Chrysler is considered somewhat of a milestone in financial circles. Since the first government-backed loans were issued in 1980, Chrysler hasn't been able to shop for credit like other companies.

In these recent negotiations, the bankers approached Chrysler, not the other way around, the spokesman said. That is another novelty for the resurrected company.

The line of credit is expected to be firmed up perhaps six months from now, after $1.2 billion worth of Chrysler Financial Corp. debt is restructured.

Getting rid of the liens is an attempt to get Chrysler back into the private sector, not necessarily an attempt to woo a partner.

"We will do that by becoming more profitable," the Chrysler spokesman said, citing Chairman Lee A. Iacocca's past statements to that effect.

Telstar from Ford of Australia

Ford Motor Co. of Australia, Ltd., has introduced the Telstar, a front-wheel-drive, two-liter sedan which is based on the Mazda 626.

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58th year — No. 4980

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Chrysler is seeking delay in U. S. sale of stock warrants

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Chrysler Corp. will ask the government to postpone selling the 14.4 million Chrysler stock warrants it holds until Chrysler seeks a Congressional review of the matter.

Iacocca is sending a letter to Treasury Secretary Donald Regan asking for the postponement.

After Regan informed the auto maker that the Chrysler Loan Guarantee Board had decided to sell the warrants in open-market bidding, Chrysler Vice Chairman Gerald Greenwald told a House Banking subcommittee that the decision was the "wrong example of how to conduct an industrial policy."

It was expected that details of the bidding procedure could be made public this week.

The government received the warrants as part of the Chrysler loan guarantee package in 1981. Each warrant permits the holder to purchase one share of Chrysler common stock for $13 by 1990.

Chrysler stock was selling for $5 a share when the warrants were issued. It closed at $26 last Thursday. The Chrysler warrants were selling at $17.50 when Greenwald spoke to the subcommittee.

The decision to sell the warrants was announced following Treasury receipt of an unsolicited bid from Shearson-American Express. Shearson reportedly offered the government $300 million for the warrants, $50 million more than a buyback proposal made by Chrysler.

The bidding announcement drew immediate criticism from the auto maker. Chrysler Chairman Lee A. Iacocca said he was "shocked."

Chrysler had earlier made shock waves of its own, first by suggesting the government forego a profit by simply handing the warrants back to the corporation, and then by announcing it would pay off its remaining debt seven years ahead of schedule.

During the House Banking Subcommittee hearing, Greenwald conceded the warrant giveback idea was a bad one.

Prof. William J. Abernathy, management of technology professor at Harvard University; Martin L. Anderson, of M.I.T.'s Future of the Automobile Program, and Maryann Keller, auto industry analyst from Vilas-Fischer, all expressed doubts about the government's decision in terms of promoting Chrysler's long-term profitability.

Subcommittee Chairman John J. LaFalce, New York Democrat, said he intended to have discussions with the loan board concerning the warrant sale.

He said, "I wish the loan guarantee board had consulted this committee before making its decision to go to the market."

Greenwald told the subcommittee, "The government's role should not be to maximize profit, but rather to use levers to move that company away from assistance promptly, away from risk."

• Greenwald said the government had abandoned the "equality of sacrifice" that had made Chrysler a success and that Chrysler's unions, suppliers and bankers could soon follow suit. Those demands could turn money away from badly needed product and plant investment, he said.

Suggesting that the government at least speed up the expiration date of the warrants so they would be exercised in six months instead of seven years, Greenwald said any modification of the present plan would be an improvement.

Industry analysts appeared sympathetic to the Chrysler case. Keller told the subcommittee "the warrants are a continuing disadvantage to the company" and "an investor doesn't want to think that his interest in the company is going to be diluted by exercise of the outstanding warrants."

But in a letter, Regan told Iacocca the government had an "obligation to deal with the warrants in a manner that is fair to the interests of both Chrysler and the American people."

Congressmen eye warrant proceeds for retraining

WASHINGTON. — Proceeds from the sale of the Chrysler warants should be used to retrain laid-off UAW workers, 19 members of the House Banking Committee told President Reagan last week.

The congressmen, who have oversight powers governing the Chrysler Loan Guarantee Board, said in a letter to the President:

"There is no doubt that the entire auto industry is in transition. Since government-guaranteed loans played such a vital role in helping Chrysler begin this transition, it makes eminent good sense to us to use the 'rescue fee' — as the warrants may be viewed — to help those people who will give up the most in the industry's transition."

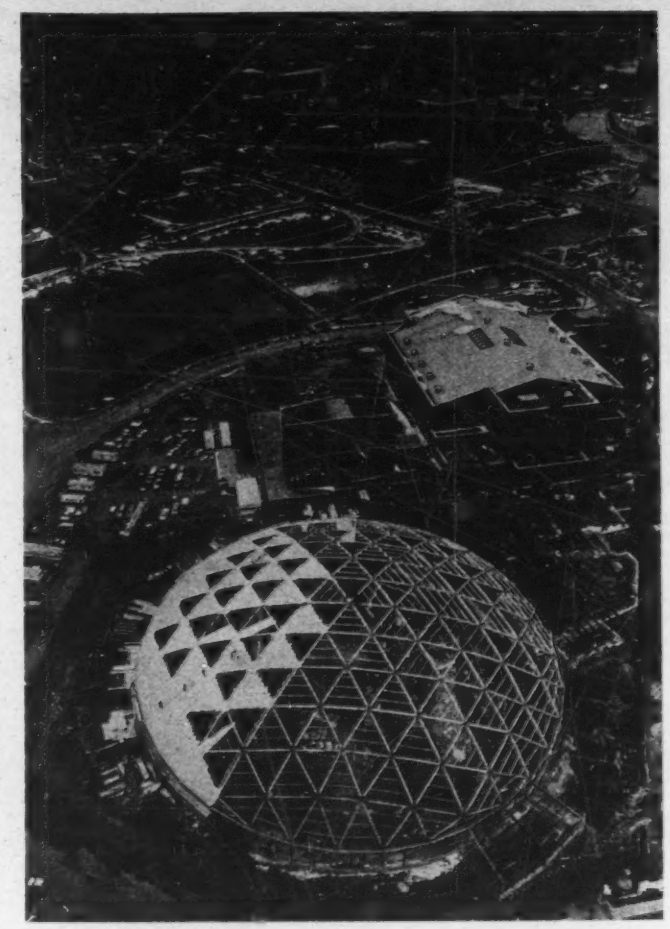
The congressmen said that many of the jobs that have been lost have been lost permanently.

The letter did not indicate how the workers were to be retrained, nor did it express dissatisfaction with the loan board's decision to sell the warrants.

Buyer gets new truck, dealer gets his goat

AVON, Ill. — When Pat McKinley, operator of Avon Motor Sales, Inc. (Chevrolet-Oldsmobile) here, advertised "We trade for anything," Richard Frakes took him up on the deal.

The result: The dealer took a two-year-old nanny goat in trade and Frakes drove away in a new Chevrolet pickup.



Flint's AutoWorld

Major construction for AutoWorld's $70 million facility in Flint has been completed. The entertainment center, which is a tribute to the automobile, is slated to open July 4, 1984.

GM donates $1 million to AutoWorld

FLINT. — A $1 million donation from the General Motors Foundation kicked off a $10 million fund-raising campaign to complete financing of AutoWorld, an urban entertainment center dedicated to the auto.

Major construction for the $70 million facility has been completed, and the center is expected to open July 4, 1984. It is expected to draw more than 900,000 visitors in its first year of operation.

The C. S. Mott Foundation has already contributed $11 million to the AutoWorld project. Other funding has been provided by the city, state and federal redevelopment funds as well as some private sources.

AutoWorld is part of a new generation of entertainment centers providing a blend of theme parks, science centers and museums.

When completed, AutoWorld will include a dome 70 feet high and covering an area the size of a football field, with its own pine forests and river to recreate historic Flint.

At night, special effect fireworks and laser light shows will be offered.

AutoWorld is part of the revitalization of downtown Flint which includes more than $350 million of capital development during the last decade.

Shop volume up 15.6 pct. for June

Another big gain for Service Index

By Francis J. Gawronski
Service Editor

For the second month in a row, the rate of growth of service and parts business in new-car dealerships has been above 15 percent, according to the Automotive News Service Index.

In June, shop volume amounted to 115.6 percent of the business recorded in the same month the year before. The May index was 115.3 percent of year-earlier volume.

The increase in June was the biggest since January, 1979, when the combined service and parts business at dealerships was 21.1 percent over the same month the previous year.

June's increase also marked the fourth consecutive month in which service-parts volume has shown an increase over the comparable year-earlier period.

For the second consecutive month, all five indicators used in the Service Index were up impressively, led by shop parts sales, those used on both customer-paid and warranty work, which climbed 18.9 percent over the year-ago figure.

The next biggest hike was recorded by sales of parts and accessories with an increase of 18.4 percent, followed by gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint — topping last year's figure by 14.8 percent.

Total labor sales (customer-paid and warranty) moved ahead of last year's figure by 14.7 percent, while repair orders written were up 11.5 percent, the biggest jump since July, 1978, when ROs topped the year-ago volume by 16.9 percent.

Figures used in the Service Index are averages compiled from dealer reports on shop operations from a cross-section of the nation's new-car dealers.

Because of June's impressive showing, service and parts business for the first six-months of 1983 jumped to 107.3 percent of the volume for the same period in 1982. Business in dealers' shops during the January-May period of this year amounted to 106.3 percent of the year-earlier business.

SERVICE INDEX
115.6*

	June, '83 vs. June, '82	6 mos., '83 vs. 6 mos., '82
Gross Profit on All Labor and P&A Sales	+14.8%	+ 9.5%
Repair Orders Written	+11.5%	+ 0.4%
Total Labor Sales (Customer & Warranty)	+14.7%	+ 7.4%
Shop Parts Sales (Customer & Warranty)	+18.9%	+ 8.8%
Sales of All Parts and P&A	+18.4%	+ 7.7%

*—Survey by Automotive News shows that dealers' service and parts business in June, 1983, was 115.6 percent of business in June, 1982. Service business in the six months of 1983 was 107.3 percent of business in the corresponding period in 1982.

All-Japanese automatic uses new techniques

Isuzu Motors, Ltd., together with Fujitsu, Ltd., and Diesel Kiki Co., has developed an innovative automatic transmission whose fuel economy is far superior to the conventional models of the torque converter type, according to the Japan Economic Journal.

Isuzu is planning to install the new transmission on its subcompact Florian Aska series this year and is ready to start selling it to Japanese and foreign auto makers and also grant them production licenses.

An Isuzu spokesman told the Japan Economic Journal that the new automatic transmission may entirely supersede the existing models — either automatic or manual.

While using the mechanism of the manual transmission, Isuzu's new automatic equipment has done away with clutch and gear change operations by employing electronics and automatic control skills, the Japan Economic Journal said.

In this joint project, Isuzu undertook the development of the total system; Fujitsu, the control unit programming, and Diesel Kiki, the development of the hydraulic operating apparatus, it was reported.

Before this development, U. S. enterprises had monopolized the area of automatic transmission design. As a result, Japanese auto and parts makers have had to tie up with U. S. companies in producing automatic transmissions.

shop talk

Continued from Page 14

pete effectively in each of those subareas.

Citing the area of shop sales, Campbell said Toyota has devised programs to attract as many as possible of the more than 5 million Toyotas in operation and their owners back to Toyota dealerships.

"To do this, we have gone to an ongoing direct-mail program to Toyota owners twice a year or we encourage the dealers to do it," he said. "We have a national program and the dealers have a program. We suggest either, or a combination of both."

Campbell said the programs offer the owners an incentive, such as a filter with an oil change or free spark plugs, to remain loyal to Toyota dealerships.

Campbell said direct-mail may not be the most glamourous way of advertising but it is the most cost-effective way of getting the job done.

He said the redemption rate on direct-mail averages 10 percent. About 90 percent of the dealers participate in the programs.

Campbell said Toyota also has a cooperative ad program with dealers, called Cheap-2-Keep.

"We co-op with the dealer. We give him the ad material with a national theme and he can advertise in newspapers and on radio and we share the advertising expenditure with him," he said.

"The dealers have to spend their money first before we will co-op with them. About 70 percent of the dealers participate in the program on an ongoing basis. We pay about 30 percent of the cost. At one time, it was 100 percent.

• "This is the thrust of what we are doing to get Toyota owners back into the dealerships," he said. "It is unrealistic that all 5 million owners will come back to the dealerships. Some will do their own work and others will go elsewhere. So we have programs to help the dealers meet these needs."

For the do-it-yourselfer, Toyota has undertaken a parts package program and is trying to get the dealers to display them properly.

"We want dealers to be mini jobbers," Campbell said. "To do this, some have to increase their parts areas, others will have to put in special counters."

Campbell said Toyota also offers special training on retail merchandising to dealers and their personnel.

He also noted that Toyota's STAR (Support to Aftermarket Repairs) parts wholesale program has been revised to include a new field contact plan, expanded training and new support material.

Under the program, dealers are allowed a discount on parts and sheet metal to make them competitive with other shops.

"Individual orders for parts can be small, in the $50 category, whereas a crash part order can run $400 or more," Campbell said. "About 280 of our dealers are involved in the STAR program, a little more than a quarter of the dealer body. The program, as all parts programs, is supported by the best parts fill rate in the industry, better than 95 percent."

• The push for higher dealer profits also includes special accessory programs "to help achieve greater sales of these high-profit items, an incentive program for remanufactured parts and, starting in September, batteries will get a boost with new pricing and a new merchandising program."

"Parts sales are big business," Campbell said. "Already, the combined sales of parts and accessories by all U. S. Toyota dealers exceed $670 million per year at the retail level.

"However, this is only 54 percent of the $1.3 billion potential market for our dealers if all 5 million Toyota owners came back to the dealerships," he said. "There is room for improvement."

There are now some 200 Toyota dealers who achieve parts and accessories sales of at least one million dollars a year and, for each of them, this is equivalent to selling an extra 420 vehicles per year. The average Toyota dealer sells $50,000 worth of parts each month, with a gross profit of 33 percent.

Campbell also noted that parts and service are not only a highly profitable business but also help sell more vehicles. Surveys indicate that customers who are satisfied with the parts and service support they receive are 40 times more likely to return to that dealer when they buy their next vehicle.

auction directory

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Newest Auction—Empire State Auto Auction. Sale every Weds., 6 PM & every Sat., 10:30 AM. Fleet & lease accts. welcome. 3 lanes. 400 cars. 516-968-8832.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

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Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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Flxible Metro transit bus

The Flxible Metro, which will be built now by an Ann Arbor (Mich.) firm, is an advanced design city transit bus which the company said meets the need for a basic, reliable vehicle for today's modern urban development.

Michigan firm completes purchase of Flxible Bus

Continued from Page 16

self to remanufacturing older buses at a cost much lower than the purchase of a new bus."

He said the service parts operations in Loudonville have been reorganized to provide better parts distribution services. Flxible has parts-distribution centers in South Plainfield, N. J., Compton, Calif., and Seattle, and is currently considering a fourth center in the Southwest.

Obert said Flxible will begin operations profitably, with a backlog of approximately 600 transit buses at an estimated value in excess of $100 million.

"General Electric Credit Corp. has established a $45 million line of credit for Flxible Corp. to fund present operations as well as planned growth," he said.

There has been no interruption of production during the transition period, he added. Flxible currently is producing three buses a day at the Delaware plant, and the rate will be increased significantly within 90 days, he said.

Besides remanufacturing older buses, Obert said the company is exploring other avenues of business that are consistent with its expertise.

"We are considering new bus models to expand our participation in the transportation industry," he said. "Among the possibilities are executive coaches, inter-city coaches as well as articulated buses."

factories list auction dates

American Motors

Aug. 10—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Aug. 11 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 12 — Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 16—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 17—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Aug. 18—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Aug. 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, East Windsor, Conn.

Aug. 25—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 30—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Ford Motor Co.

Aug. 9—Dallas Auto Auction, Dallas, Tex.

Aug. 10—Clanton's Auto Auction, Darlington, S. C.

Aug. 16—Arena Auto Auction, Chicago, Ill.

Aug. 17—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

General Motors

Aug. 9—Southern Auto Auction, East Windsor, Conn.

Aug. 11—Nashville Auto Auction, Nashville, Tenn.

Aug. 18—Butler Auto Auction. Gibsonia, Pa.

Aug. 23—Aptco Auto Auction, Taylor, Mich.

Aug. 24—Hatfield Auto Auction, Hatfield, Pa.

Aug. 24—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 25 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 30—Arena Auto Auction, Chicago, Ill.

Aug. 31—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Dana division develops system for driveshafts

Continued from Page 16

three pieces can be purchased directly or leased by Drivetrain Specialist distributors of the Dana division, Fox said. The equipment will not be available until the fall and no firm prices have been set, but it was estimated that the total system could cost about $80,000.

A new training program for distributor personnel also has been developed by DSD. The four-day course will be given at Dana's Tech Center in Ottawa Lake, Mich.

DSD supplies products and services to two basic market segments — the on-highway heavy-truck market and the on-highway mobile fluid-power equipment market.

Products are sold under two brand names, Spicer and Chelsea, through a nationwide network of about 160 independent distributors known as Spicer Drivetrain Specialists and Chelsea Mobile Equipment Specialists. They are a single source for the entire drivetrain system in the replacement-parts market.

Spicer heavy-truck products include heavy-duty clutches, axles, transmissions, transfer cases, driveshafts and driveline components.

Mobile-equipment products include Chelsea power takeoffs, hydraulic pumps and valves, air controls and a line of hoses and fittings.

3-month revenues of motor carriers lowest since '78

Continued from Page 16

posted during the first quarter of the year.

Results for the second quarter include a $1.5 million pretax LIFO benefit resulting from planned inventory reductions. This benefit was $17.7 million less than reported in the comparable period last year.

• Clark Chairman James R. Rinehart said reduced sales volume is a result of the continued depressed state of the economy, but added that the company's plant consolidation efforts are proceeding rapidly.

"We are optimistic that we will reach our goal of a 35 percent reduction in our break-even point by 1984," he said.

Used Car Sales

Auction Averages

August to date	$5,089
Month ago	$4,810
Year ago	$4,831

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1983	$11,069	$11,178	$10,012
1982	7,632	7,622	8,070
1981	5,898	6,164	6,142
1980	4,957	5,281	4,906
1979	4,513	4,529	4,644
1978	3,767	3,353	3,475
1977	3,002	2,645	2,779
1976	1,821	2,113	1,977
Overall Average	$ 5,089	$ 5,172	$ 5,138

Domestics climb 34 pct. in July; imports, 7 pct.

New-car sales recovery continues

Continued from Page 3

da held the remaining 0.80 percent of the current year's July market.

Oldsmobile and Buick basked in the glory of record July sales, both makes beating out former sales in pinnacles reached in 1978. Cadillac announced its second-best July. Oldsmobile was up 45.60 percent, to 82,051 from 56,352 last year. Buick was up 49.33 percent, to 73,221 from 49,032, and Cadillac was up 40.52 percent, to 24,676 from 17,561.

Other makes with sales increases were: Plymouth, up 18.68 percent; Chrysler, up 47.47 percent; Dodge, up 44.95 percent; Ford, up 8.50 percent; Mercury, up 35.34 percent; Lincoln, up 38.27 percent; Chevrolet, up 28.95 percent, and Pontiac, up 50.96 percent.

Imperial sales were off 41.51 percent, AMC was down 65.95 percent and VWoA was down 22.32 percent on a year-to-year basis. Renault Alliance and Honda Accord have no year-ago figures.

Once again, it was the European auto makers that set record after record in July as their Japanese counterparts were hampered by that nation's export restraints.

Volvo reported record sales in July (up 10.80 percent) and its best month ever with 8,549 units, including tourist deliveries. Saab had its 16th consecutive month of record-setting sales and Jaguar its 33rd month.

• BMW enjoyed record sales of 5,102, up 10.72 percent from 4,608 in 1982; Mercedes was up 12.43 percent; Peugeot was up 11.30 percent; Porsche was up 128.05 percent; Volkswagen was up 18.89 percent; Renault was up 7.86 percent, and Audi was up 33.77 percent.

Top-import Toyota was up 4.10 percent for the month and 6.36 percent for the calendar year. "Our car sales are limited by low inventories — the direct result of import restrictions," said Norman D. Lean, senior vice president and chief operating officer, Toyota Motor Sales, U.S.A. Inc.

Nissan, the second-in-command among imports, had a 9.32-percent sales increase in July; Honda stayed at its 1982 level; Mazda was off 5.17 percent; Subaru was up 6.51 percent, and Isuzu was up 62.19 percent.

Imports accounted for the largest single segment of the July market with 27.10 percent of the whole. Intermediates had 26.05 percent, compacts had 17.13 percent, standards had 12.85 percent, subcompacts had 11.76 percent and luxury models had 5.11 percent.

In the domestics-only breakdown, intermediates accounted for 35.74 percent, compacts had 23.50 percent, standards had 17.62 percent, subcompacts had 16.13 percent and luxury models had 7.01 percent.

• In the final 10-day period, domestic sales climbed 24.54 percent, to 234,386 from 188,194 last year. On a daily-rate basis sales were up 38.39 percent: Nine selling days this year averaged 26,043 per day compared with 18,819 per day for 10 selling days in late July, 1982.

GM was up 29.86 percent for the period; Ford was up 5.34 percent; Chrysler was up 33.70 percent; AMC was up 96.90 percent; VWoA was off 18.02 percent, and Honda dealers sold 1,619 Accords during the period.

GM earned 59.49 percent of the late-July domestic market; Ford had 23.02 percent; Chrysler had 12.86 percent; AMC had 2.52 percent; VWoA had 1.42 percent, and Honda captured the remaining 0.69 percent.

U. S. CAR SALES BY MARKETING UNITS

	July, 1983	July, 1982	7 Mos., 1983	7 Mos., 1982
Chevrolet	118,149	91,623	785,108	749,372
Ford	84,994	78,332	599,382	559,218
Oldsmobile	82,051	56,352	587,077	465,019
Buick	73,221	49,032	498,704	410,031
Toyota	50,191	48,215	332,308	312,450
Pontiac	49,869	33,034	301,079	288,359
Nissan	47,946	43,857	323,800	274,978
Honda	35,131	30,471	233,955	220,091
Mercury	38,524	28,986	232,080	196,113
Dodge	34,134	25,098	221,071	181,839
Plymouth	28,978	25,223	194,755	182,141
Cadillac	24,676	17,561	169,325	133,856
VW of America	19,482	17,869	133,263	125,959
Chrysler/Imperial	22,089	15,039	150,414	98,975
Mazda	14,353	15,136	103,454	92,018
Subaru	13,457	12,634	92,776	85,082
AMC-Renault	18,110	12,162	135,278	78,284
Lincoln	7,849	5,670	56,159	49,354
Volvo	8,549	7,716	56,561	49,504
Mercedes-Benz	6,060	5,390	41,840	37,359
BMW	5,102	4,608	31,782	29,168
Saab	2,188	1,710	16,114	10,555
Isuzu	2,042	1,259	11,879	7,781
Fiat	432	1,851	5,002	11,635
Peugeot	1,399	1,257	8,721	8,106
Jaguar Rover Triumph	1,057	758	8,790	5,231
Mitsubishi	3,043	——	17,034	——
DeLorean	20†	361	355†	1,910
Alfa Romeo	223	199	2,007	1,139
TOTAL	791,310	629,203	5,340,073	4,685,527

† Estimate.

IMPORTED CAR SALES

	July, 1983	July, 1982	7 Mos., 1983	7 Mos., 1982
Alfa Romeo	223	199	2,007	1,139
Audi	4,532	3,388	26,923	26,140
BMW	5,102	4,608	31,782	29,168
Challenger	1,645	1,392	10,229	8,910
Plymouth Colt	3,571	3,847	18,742	20,320
Dodge Colt	3,754	3,882	21,496	21,716
DeLorean	20†	361	355†	1,910
Fiat	386	1,582	4,480	11,085
Honda	30,526	30,471	212,489	220,091
Isuzu	2,042	1,259	11,879	7,781
Jaguar	1,057	758	6,798	5,231
Lancia	48	80	513	540
Mazda	14,353	15,136	103,454	92,018
Mitsubishi	3,043	——	17,034	——
Mercedes-Benz	6,060	5,390	41,840	37,359
Nissan	47,946	43,857	323,800	274,978
Peugeot	1,399	1,257	8,721	8,106
Porsche	2,073	909	13,241	7,880
Renault	4,103	3,804	28,151	23,941
Saab	2,188	1,710	16,114	10,555
Sapporo	1,448	1,197	9,174	8,979
Subaru	13,457	12,634	92,776	85,082
Toyota	50,191	48,215	332,308	312,450
Volkswagen	6,734	5,884	44,312	37,902
Volvo	8,549	7,716	56,561	49,504
TOTAL	214,448	199,295	1,428,189	1,300,795

† Estimate

Polyglycoat wins 11th-hour reprieve on liquidation

BOCA RATON, Fla. — Polyglycoat Corp. has won an 11th hour reprieve from creditors demanding liquidation of the troubled auto-paint sealant manufacturer.

The firm offered a reorganization plan calling for a payback of the $1.7 million in claims against the company.

Creditors must still approve the plan, but at a court hearing in West Palm Beach, Fla., the company convinced the court-appointed trustee to drop a request to convert the firm to a Chapter 7 bankruptcy.

Polyglycoat filed for Chapter 11 protection Feb. 25 as creditors and warranty claims began to mount against it.

Part of the money to pay creditors will come from the sale of the company's $1.3 million headquarters, which should net $150,000, according to court documents.

Other sources for the five-year payback include accounts receivable of $300,000, sale of a joint venture which will realize $57,000 and an IRS refund of $150,000.

Although filing for Chapter 11 cost the company in both distributors and sales (projections for 1983 call for $2.9 million in sales compared with $3.7 million last year and $13.1 million in 1980), the move was necessary to shield the company from the dozens of lawsuits it faced and to allow a reorganization, said President Gloria Fiveson.

• The company will no longer operate its application centers in Fort Lauderdale, New York and New Jersey and will shift its emphasis from a car-dealer-dependent distribution system to a network of independent Polyglycoat dealers who will service both new and used cars.

New-car owners will receive a three-year warranty with coupons for a free inspection every six months, said Dick Shalla, a former Chevrolet and American Motors dealers who is setting up the master distributorship for the Southeast for Polyglycoat under his independent firm of Automotive Custom Services, Inc.

Used-car owners, boat owners and plane owners who have their vehicles treated with Polyglycoat will receive a two-year warranty, he said.

DOMESTIC CAR SALES

	July 21-31, 1983	Same Period, 1982	July, 1983	Same Month, 1982	Jan. 1 to July 31, '83	Same Period, 1982
Renault Alliance	——	——	11,181	——	31,931	——
Spirit	——	——	348	1,100	3,884	11,986
Concord	——	——	249	4,538	10,878	20,424
Eagle	——	——	2,249	2,620	18,434	21,953
AMC	——	——	2,846	8,358	33,196	54,343
AMERICAN MOTORS*	5,907	3,000	14,007	8,358	115,127	54,343
Horizon	2,361	1,103	5,490	2,836	30,434	29,911
Turismo/TC-3	1,417	1,400	3,563	3,182	21,769	23,508
Reliant	5,089	4,287	13,749	11,493	102,699	87,323
Gran Fury	348	1,077	1,159	2,678	12,937	14,100
Total Plymouth	9,215	7,847	23,961	20,189	167,830	154,842
LeBaron	——	——	——	——	——	912
LeBaron K	2,951	3,446	7,035	7,887	48,688	52,654
Cordoba	315	526	836	1,229	8,750	9,118
New Yorker 5th Ave.	2,904	2,559	6,995	5,817	49,825	34,488
E-Class	1,082	——	2,852	——	21,054	——
New Yorker E	1,923	——	4,309	——	21,049	——
Total Chrysler	9,185	6,531	22,027	14,933	149,386	97,172
Total Imperial	25	43	82	106	1,048	1,803
Omni	2,149	1,019	5,124	2,590	27,512	24,678
Charger/024	1,990	1,327	4,844	3,065	26,579	24,288
Aries	4,786	3,475	10,757	8,424	76,534	65,040
Dodge 400	987	1,200	2,534	2,761	19,767	15,729
Diplomat	587	861	2,297	2,480	18,547	16,948
Mirada	160	204	411	584	3,258	4,532
Dodge 600	1,078	——	2,788	——	17,149	——
Total Dodge	11,706	8,118	28,735	19,824	189,346	151,213
CHRYSLER CORP.	30,132	22,537	74,785	55,052	507,599	405,030
EXP	994	1,374	2,706	2,958	15,086	25,585
Escort	10,613	15,340	25,416	34,296	209,910	214,551
Tempo	5,709	——	13,375	——	31,033	——
Mustang	4,158	4,588	10,035	9,367	71,837	71,161
Fairmont	551	3,525	1,438	8,157	34,827	77,653
Granada	——	4,832	——	9,905	3,751	70,402
Thunderbird	5,438	1,719	12,351	3,721	65,507	26,040
LTD '83	4,990	——	11,861	——	91,157	——
Crown Victoria	2,606	3,678	7,812	9,983	78,274	73,826
Ford Division	35,010	36,056	84,994	78,332	596,362	559,218
LN7	143	379	333	824	3,852	8,867
Lynx	3,304	4,690	7,201	9,324	51,161	60,794
Topaz	1,684	——	4,200	——	9,961	——
Zephyr	823	1,196	800	2,812	11,583	25,033
Cougar	——	2,197	——	4,557	906	31,045
XR-7	3,793	586	8,793	1,257	40,379	9,403
Capri	897	1,157	1,852	2,228	13,793	17,741
Marquis '83	2,479	——	6,091	——	37,597	——
Grand Marquis	2,756	2,457	7,254	5,984	62,848	43,230
Total Mercury	15,659	12,612	36,524	26,986	232,080	196,113
Continental	404	622	945	1,245	8,875	13,467
Lincoln	1,738	1,168	4,111	2,879	29,601	20,578
Mark VI	1,156	773	2,784	1,746	17,683	15,309
Total Lincoln	3,298	2,563	7,840	5,870	56,159	49,354
L-M Division	18,957	15,175	44,364	32,856	288,239	245,467
FORD MOTOR CO.	53,967	51,231	129,358	110,988	887,621	804,685
Skyhawk	2,451	1,658	5,857	3,208	46,091	21,822
Skylark	3,659	4,055	9,587	8,182	66,071	88,272
Century	4,782	2,592	12,639	5,807	75,059	49,497
Regal Sedan	2,516	2,548	6,322	5,718	46,006	47,167
Regal Coupe	5,171	4,587	13,553	10,588	93,879	83,777
LeSabre	5,240	4,082	14,029	8,993	88,357	61,497
Electra	2,722	1,780	7,389	4,050	45,583	32,708
Riviera	1,483	1,181	3,848	2,696	27,658	25,291
Buick Division	27,984	22,483	73,221	49,032	488,704	410,031
Cimarron	629	372	1,502	830	11,852	7,086
Seville	978	425	2,481	1,000	17,130	12,135
Cadillac	6,007	4,352	15,068	11,767	102,292	83,280
Eldorado	2,316	1,804	5,625	3,984	38,051	31,355
Cadillac Division	9,930	6,753	24,676	17,581	169,325	133,856
Chevette	5,587	7,846	13,195	15,786	106,911	136,053
Cavalier	11,173	2,732	25,311	5,948	143,945	68,078
Citation	2,599	5,316	6,387	12,314	62,932	117,587
Camaro	6,351	6,530	16,345	16,255	105,342	112,736
Celebrity	5,585	2,445	14,429	5,878	86,803	48,337
Malibu	3,854	3,415	9,908	8,971	67,117	69,817
Monte Carlo	3,289	2,971	8,210	7,512	58,508	60,745
Chevrolet	8,735	6,998	21,846	17,095	139,507	121,659
Corvette	955	697	2,519	1,866	16,043	14,360
Chevrolet Division	48,128	38,750	118,149	91,623	785,108	749,372
Firenza	1,584	895	3,824	1,782	28,458	13,315
Omega	1,775	1,961	4,631	4,225	35,286	44,954
Cutlass Ciera	6,381	2,511	16,094	5,950	97,889	58,004
Supreme	10,233	8,744	25,790	20,937	195,455	171,804
Olds 88	7,380	6,741	19,247	15,857	141,495	107,342
Olds 98	3,948	2,348	9,464	5,346	66,131	49,264
Toronado	1,221	983	3,001	2,275	22,383	20,146
Oldsmobile Division	32,520	24,181	82,052	56,352	587,077	465,019
1000	1,258	1,850	2,923	3,089	20,828	30,995
2000	3,943	1,645	8,887	3,242	54,051	31,358
Phoenix	923	1,881	2,258	3,227	16,972	31,476
Firebird	3,226	3,113	8,052	7,388	53,059	64,930
6000	3,636	1,397	8,710	3,150	47,899	25,137
Bonneville	3,217	2,568	7,868	5,882	47,721	46,251
Grand Prix	3,472	2,758	8,233	6,549	52,292	54,036
Pontiac	1,204	1	2,920	487	8,257	4,176
Pontiac Division	20,879	15,209	49,869	33,034	301,079	288,359
GENERAL MOTORS	130,441	107,376	347,966	247,602	2,331,293	2,046,637
VOLKSWAGEN	3,320	4,050	6,143	7,908	48,787	54,037
HONDA	1,619	——	4,665	——	21,466	——
DOMESTIC TOTAL	234,386	188,194	576,894	429,908	3,911,893	3,384,732
IMPORT TOTAL	——	——	214,448	199,295	1,300,795	1,428,180
INDUSTRY TOTAL	——	——	791,310	629,203	5,340,073	4,685,527

*—AMC does not issue a nameplate breakdown for 10-day periods.

Auction date changed

DETROIT — The General Motors auction slated for Golden Gate Auto Auction, Fremont, Calif., is moved up to Wednesday, Aug. 24 from the listed date of Wednesday, Aug. 31.

Domestic total down 76 for first half

Dealer decline lightest since 1977

Continued from Page 1

and dealership totals for the Big Three shows that each company is doing more dualing among its own makes. At Chrysler Corp. and Ford Motor, the dealership count is up, but not as much as the franchise count. At GM, the dealership total is down despite a rise in the franchise figure. This means only one thing: More dualing within the corporation.

• The first half was definitely an "up" period for Chrysler Corp.—in the dealership field as well as in the sales and financial areas. The company added 27 dealers in the first quarter and topped that with a gain of 35 in the second. Last year, Chrysler had a loss of 19 for the first half.

The second quarter brought Chrysler Corp.'s largest net upturn in its dealer total since the second quarter of 1965. It was the fourth time in the last five quarters that Chrysler has shown an increase.

The company opened the year with 3,637 car dealerships and had 3,699 on July 1.

Franchise counts at midyear were: Chrysler, 2,725; Plymouth, 2,657; Dodge, 2,577, and Imperial, 416.

In addition to its 3,699 car dealerships, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealer total or in the Dodge car-franchise total.

Ford Motor Co. had a drop of 11 car dealerships in the first quarter but rebounded with a rise of 21 in the second. It was Ford's biggest gain for any quarter in the 22 years that AUTOMOTIVE NEWS has been tabulating dealer changes on a quarterly basis.

In 1982, Ford Motor had a decline of 156 dealerships in the first half.

U. S. FRANCHISES

	July 1, 1983	Jan. 1, 1983
AMERICAN MOTORS - Renault		
AMC	1,430	1,457
Renault	1,319	1,322
CHRYSLER CORP.		
Chrysler	2,725	2,665
Dodge	2,577	2,492
Imperial	416	425
Plymouth	2,657	2,587
FORD MOTOR CO.		
Ford	4,598	4,596
Lincoln	1,516	1,478
Mercury	2,612	2,581
GENERAL MOTORS		
Buick	2,935	2,910
Cadillac	1,590	1,575
Chevrolet	5,160	5,195
Oldsmobile	3,150	3,135
Pontiac	2,965	2,945
VOLKSWAGEN	915	934

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Ford had 5,414 car dealers on Jan. 1 and 5,424 at midyear.

The July 1 franchise totals were: Ford, 4,598; Mercury, 2,612; Lincoln, 1,516.

Ford Motor Co. has 100 outlets that handle only Ford heavy-duty trucks. They are not included in the company's car-dealer total or in the Ford Division car-franchise total.

• GM had declines of 50 and 25 dealerships for the first two quarters of 1983 for a total of 75. Last year, the dips were 145 and 140 for a total of 285.

The second quarter of this year was GM's smallest drop since the second quarter of 1979.

In the first half of this year, GM's dealership total dropped from 10,160 to 10,185.

Franchise totals on July 1 were: Chevrolet, 5,160; Oldsmobile, 3,150; Pontiac, 2,965; Buick, 2,935, and Cadillac, 1,590.

American Motors-Renault opened the year with 1,589 dealerships, added one in the first quarter but lost 49 in the second to wind up with 1,541 at midyear.

The latest count shows 1,430 franchises for AMC cars and 1,319 for Renault. The figures include 1,208 stores that handle both makes, so the corporate dealership total is 1,541.

Volkswagen had a decline of 14 outlets in the first quarter and five in the second to reduce its total to 915 from 934 at the beginning of 1983.

VW's loss was lighter than the drop of 39 dealerships in the first half of 1982.

The latest domestic dealership total of 20,723 is down 401 from the 21,124 in operation on July 1, 1982.

Year-to-year changes show an increase of 34 for Chrysler Corp. and dips of 52 for VW, 103 for Ford Motor and 285 for GM. The current AMC-Renault total is 31 higher than the AMC figure of a year ago. Renault was not included last year because Renault was not a U. S.-built car at that time.

The aggregate decline for the makers is 375. A change in the number of intercorporate duals brought the industry's drop to 401.

Two ways to build it

Antique & Classic Automotive, Inc., Buffalo, offers buyers a choice with its 1937 Jaguar SS-100 replica kit. The vehicle can be assembled with engine in front, using Ford Pinto componentry, or with engine in rear, based on VW Beetle parts. Prices range from $4,495 to $5,995.

Ford says no fire hazard; refuses Escort-Lynx recall

WASHINGTON. — Ford Motor Co.'s refusal to recall 1981-82 Escort, Lynx, EXP and LN7 vehicles for possible fire hazards is in response to inquiries made by NHTSA whenever it opens what is called Engineering Analyses.

In addition to these two, there are six other Ford EAs active at NHTSA compared with 17 EAs for General Motors and 6 EAs for Chrysler Corp., out of a total of 58 involving vehicles. (Another 18 deal with the structural integrity of wheels.)

The Ford EAs in this instance involve between 345,000 and 514,000 cars.

NHTSA opens Engineering Analyses whenever complaints indicate potential safety hazards, and fire is always considered serious.

One Ford EA — based on 13 complaints to NHTSA — concerns 1981-82 vehicles because of the proximity of power steering hoses to catalytic converters. Ford said that in nine out of 13 cases, actual fires may not have occurred, just smoke when power steering fluid hit the hot exhaust system.

During early production, Ford said it found that improper routing could locate the hose closer than 1½ inches from the converter and so on April 17, 1981, it incorporated bundling straps into production and then told dealers to install bundling straps while prepping cars and during any other service on those vehicles produced before April 7.

At the start of the '82 model run, the hose was rerouted and the catalytic converter was placed farther back.

• Neither the technical bulletin sent to dealers nor the rerouting and relocation of the components on '82 models should be read as any sign of a fire hazard, Ford said. Further, Ford said, the latest reported incident was 1½ years ago.

Some 169,000 vehicles are potentially involved, and with only 13 incidents reported — which may have been only puffs of smoke — the incidence is far lower than fires in all vehicles in the field, Ford said.

The other fire-related Engineering Analysis involving '81 and '82 Escort and Lynx models involves reports of electrical short of the rear-window defroster circuit because of the wearing away of a rubber grommet. Ford's fix was to add a nylon washer next to the rubber grommet.

Involved are some 345,000 of the one million produced that have rear-window defrosters. Here, Ford also claims some alleged fires were mere puffs of smoke.

Hammer's 25th

Richard Hammer, Ed Hammer, Inc., Sheridan, Wyo., received a 25-year-dealer plaque from D. B. Domres, Chevrolet Salt Lake City zone manager.

California sales begin this month for Zoe Zipper

LOS ANGELES. — Zoe Motors, Inc., here, has introduced a line of fuel-efficient vehicles and has announced that it has a dealer network in San Francisco and throughout northern California.

The three-wheel Zipper, manufactured by Mitsuoka Motors of Japan, is powered by a 50-cc engine, and is available in single-seat, two-seat, convertible, step van and truck models. The vehicles go on sale this month.

All versions of the Zipper are priced in the $3,000 to $3,500 range and offer fuel economy in excess of 110 MPG in city traffic, according to the company.

Zoe said that it has signed dealers in Hayward, Los Gatos, San Jose, Monterey, Salinas, San Francisco, Turlock, Modesto, Daly City, Burlingame, Sacramento, Fairfield, Stockton, Sunnyvale, Danville and Vacaville.

Mack's common stock on sale at $15 a share

Continued from Page 16

truck manufacturer which builds the Classes 6 and 7 Mack Mid-Liner trucks sold in North American markets, has agreed to boost its ownership of Mack from 20 percent to 45 percent for $100 million.

Renault will assume operating control of Mack and also receive a warrant to purchase an additional 15 percent interest in Mack.

Of the 13.7 million shares on sale, 3,333,334 are being offered by Mack and 10,366,666 by Signal. Mack's proceeds, after underwriting discounts and commissions, were estimated at $46,333,343, and Signal's were placed at $144,096,657.

Mack said its net proceeds — estimated to be $46,169,143 — will be used for working capital and for capital expenditures relating to new products, productivity improvement and quality maintenance.

Mack also said it currently is not permitted under certain loan agreements to pay dividends, and added that none is anticipated in the immediate future due to the need to retain and reinvest cash in its operations. The last time a dividend was paid was in 1980.

• As Harvester plans for the start of debt-restructuring negotiations, there are indications that the builder of heavy trucks and farm equipment will be asked to sell or close parts of the farm machinery operations or enter new joint ventures to cut costs.

The current loan agreement covering the $3.6 billion debt expires Dec. 15, and serious talks on a new agreement aren't expected until early in September.

Some lenders — there are more than 200 — say they want to increase the firm's chances for a long-term survival, and they note this would mean trimming the debt to a level where Harvester could begin to pay interest at or near market rates.

There also is a possibility that if a lower debt level is achieved, a longer-term debt agreement—four to seven years—could be negotiated.

In 1982 negotiations, major concessions were made by dealers and suppliers, and lenders converted almost $350 million of debt into equity. Lenders say a larger debt-for-equity exchange — perhaps $500 million — may be possible this year, probably in the form of warrants on preferred stock convertible to common.

But some observers think Harvester will have a tough time from dealers and suppliers.

Under White's modified reorganization plan, the largest group of creditors — general unsecured creditors — would receive about 50 cents for each $1 of allowed claim.

Creditors with small unsecured claims would be able to choose a single cash distribution, while shareholders of White Motor would get one share of common stock of the reorganized company for each 10 shares they now hold.

Copies of the modified plan, the company said, will be mailed to creditors in September after a hearing in U. S. Bankruptcy Court in Cleveland.

White, which is reorganizing as an automotive components manufacturer, also said agreement has been reached on the terms under which WM Financial Corp. will acquire a minority interest in the reorganized firm and its wholly owned subsidiary, Gemini Mfg. Co.

WM Financial, under the agreement, initially would purchase 26 percent of the common stock and a part of newly issued preferred stock of the reorganized White Motor, plus a 19 percent equity in Gemini.

• In addition, WM Financial would have an option to buy more equity shares in Gemini. Preferred stock also would be issued to certain White Motor creditors. These preferred shares, as well as those acquired by WM Financial, would be subject to redemption starting in 1987.

Under the new plan, the reorganized company, at the option of certain creditors, would be obligated to repurchase the common stock issued to them.

White Motor filed for Chapter 11 status in September, 1980, after it was unable to renegotiate its long-term debt. Under Chapter 11, a company continues to operate under court protection from creditor lawsuits while it works out a plan to repay its debts.

Tiedge to handle Olds

PORTSMOUTH, O. — Frank A. Tiedge has signed an Oldsmobile franchise.

Makers build 461,046 cars for month

July auto production tops '82 total

By Mary Beth Mayer
Staff Writer

The domestic auto makers assembled 461,046 units during July, a month in which many plants ceased production for a few days or a few weeks for model changeover or vacation.

Production for the month was up 5.59 percent over 436,644 cars finished during the year-ago month, but was the second lowest month total of this year, topping only the 435,455 units assembled in January.

Last week, the manufacturers scheduled 88,554 cars, a 22.93 percent drop from the prior week's 114,899 but up 16.90 percent from 75,756 completed in the year-ago week.

Plants closed for changeover to 1984 model production and inventory control accounted for the steep decline from the previous week.

Breakdown for the week by companies was: General Motors, 55.56 percent; Ford Motor Co., 31.61 percent; American Motors, 4.91 percent; Chrysler Corp., 3.57 percent; Volkswagen of America, 2.65 percent, and Honda, 1.70 percent.

So far this year, the auto makers have assembled 3,842,995 units, a 20.48 percent gain from last year's 3,189,985.

Five GM points — Detroit, Flint, Linden, Norwood and Van Nuys — were down last week for model changeover. Flint and Norwood are scheduled to go back to work today.

Ford's Atlanta and Dearborn plants were closed last week for inventory control, and the Kansas City facility worked Saturday (Aug. 6).

Chrysler closed its Belvidere and Newark plants last week for model changeover.

Ford is leader in European sales for first half

DEARBORN. — With sales of 727,000 units, Ford Motor Co. was the No. 1 seller of cars in Europe during the first half of 1983, marking the first time ever that Ford has held car sales leadership for a full six-month period, the company announced.

"Our record share of 12.8 percent is up 0.9 of a percentage point over the previous best set in 1982," said Robert A. Lutz, executive vice president, Ford International Automotive Operations. "In total, we are investing more than $1 billion in Europe on new and improved products during 1983."

Renault was the No. 2 car seller in Europe during the first six months of this year.

Latest available statistics also show that the Ford Escort is Europe's best-selling car, closely followed by the Sierra, while the eighth place Fiesta gives Ford three models in the European Top Ten, according to the company.

Industry estimates for 1983 also indicate that the Western European market, predicted at 10.12 million new cars this year, will be the largest since the record 10.329 million units in 1979.

Sport Chevrolet opens separate truck center

SILVER SPRING, Md. — Sport Chevrolet has held a grand opening for its truck center, across the road from its dealership.

The new truck center doubles the size of Sport's truck department.

Celebrating silver

Frank A. Speney, right, owner of Speney Chevrolet, Inc., West Newton, Pa., received Chevrolet's 25-year dealer award from Lester P. Schinzing, Chevrolet's Pittsburgh zone manager.

4,690 at GM to get U.S. aid

WASHINGTON. — The Labor Department has certified 4,690 former General Motors employees—2,520 at Pontiac and 2,170 at Cadillac—as eligible to apply for cash benefits, training and other assistance under provisions of the Trade Act of 1974.

The department said the certifications were made because increased sales of imported cars were a chief cause of the workers losing their jobs.

The certifications cover Pontiac workers who lost their jobs between April 25 and Oct. 1, 1982 and Cadillac workers who were laid off between May 2 and Oct. 1, 1982.

Canadian output for July dips to 12-month low

July's Canadian auto output was the lowest of any month since July, 1982.

Last month, the makers built 48,193 cars, up 3.84 percent from 46,413 completed in July of last year.

Last week, the manufacturers scheduled 12,333 autos, down 18.97 percent from 15,219 built the week before, and down 9.39 percent from 13,610 finished in the year-ago week.

Year-to-date, 599,393 cars have been completed, up 11.50 percent from 537,575 finished in the year-ago period.

At 24,419, truck production last month was down 6.15 percent from 26,018 assembled in the year-ago month and up 11.35 percent from 21,931 built in July, 1980. It was the lowest for any month since August, 1981, when 16,816 trucks were completed.

The makers estimate last week's truck production at 6,881, up 35.86 percent from 5,065 completed in the previous week but down 3.46 percent from 7,127 in the year-ago week.

So far this year, 307,306 trucks have been assembled, down 2.81 percent from 316,179 completed in the year-ago period.

General Motors' Oshawa Plant No. 2 was down last week for vacation. Today (Aug. 8), GM's Oshawa Plant No. 1 will begin a two-week break.

At the Oshawa truck facility, the first shift finished its two-week vacation last week and the second shift begins its two-week hiatus today.

Chrysler Corp.'s Windsor car point is retooling for the T-115 van/wagon, which it will begin to produce in October.

Volvo's Halifax plant returns today after a three-week vacation.

Truck production for July drops 2 pct. below '82

In July, when many plants missed one or two weeks of production as they closed for model changeover or vacation, the domestic truck makers finished 157,293 units, down from 161,807 completed in the year-ago month.

Although July production dropped 2.79 percent from last year, it rose 29 percent above output of 121,933 during July, 1981.

Last week's production was estimated at 43,926, down 4.41 percent from 45,951 units finished the previous week, but 36.42 percent over the 32,200 assembled in the year-ago week.

Year-to-date, the makers have finished 1,340,681 trucks, an 8.81 percent decrease from 1,232,205 assembled at this time last year.

General Motors' Flint plant was closed last week for its third week of model changeover and is scheduled to resume production today (Aug. 8).

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 6, 1983	Week Ended Aug. 7, 1982	Week Ended July 30, 1983	July Total	Jan. 1 to Aug. 7, 1982	Jan. 1 to Aug. 6, 1983
CHEVROLET	14,887	12,086	14,213	69,115	433,245	475,333
DODGE	2,500	.....	1,917	10,132	80,133	80,998
FORD	18,249	11,780	21,122	46,072	435,412	522,293
GMC	4,070	4,078	3,669	19,271	158,163	152,970
INTERNATIONAL	970	1,200	928	2,402	29,602	29,133
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,006*	3,052	6,101	51,117	46,795
AM GENERAL	50*	50*	50*	200*	1,550*	1,480*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	35,000*	29,600*
Total Trucks, U. S.	43,926	32,200	45,951	157,293	1,232,205	1,340,681

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 6, 1983	Week Ended Aug. 7, 1982	Week Ended July 30, 1983	July Total	Jan. 1 to Aug. 7, 1982	Jan. 1 to Aug. 6, 1983
CHRYSLER CORP.	1,868	1,717	.....	4,548	61,081	74,671
FORD MOTOR	3,214	3,447	3,238	2,957	86,716	80,299
GENERAL MOTORS	1,799	1,754	1,827	16,841	161,482	149,120
INTERNATIONAL	65	209	73	73	6,900	3,216
Total Trucks, Canada	6,881	7,127	5,065	24,419	316,179	307,306
N. American Trucks	50,807	39,327	51,016	181,712	1,548,384	1,647,987

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Aug. 6, 1983	Week Ended Aug. 7, 1982	Week Ended July 30, 1983	July Total	Jan. 1 to Aug. 7, 1982	Jan. 1 to Aug. 6, 1983
AMERICAN MOTORS	4,350	2,456*	3,334	8,714	38,755*	102,919
AMC Total	.....	2,456*	.....	.....	38,755*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	3,334	8,714	.....	98,848
Alliance	2,900	.....	3,337	6,839	.....	95,523
Encore	1,450	.....	997	1,875	.....	3,325
CHRYSLER CORP.	3,160	1,811	8,680	55,644	354,553	494,110
Plymouth Total	1,060	621	4,482	22,915	146,056	178,979
Horizon	.....	.....	2,238	9,386	46,460	63,717
Reliant	1,000	621	2,232	13,497	99,596	112,256
Caravelle ('83)	60	.....	12	32	.....	3,006
Chrysler Total	800	534	392	8,428	68,567	114,644
LeBaron	400	534	392	3,255	68,567	52,465
Chrysler E-Class	400	.....	.....	5,173	.....	62,179
Dodge Total	1,300	656	3,806	24,301	139,930	200,487
Omni	.....	.....	2,281	10,659	43,771	72,829
Aries	900	437	1,385	9,097	75,413	83,249
Dodge 400	.....	219	.....	873	20,746	18,478
Dodge 600	400	.....	140	3,672	.....	25,931
FORD MOTOR	27,996	14,991	29,896	68,947	686,345	859,649
Ford Division	16,768	7,865	17,359	40,637	434,129	547,054
Escort	6,046	.....	4,260	10,398	168,757	152,678
Fairmont	.....	3,157	.....	.....	77,379	23,728
Mustang	.....	2,588	.....	4,237	81,918	67,478
LTD/Granada	2,439	.....	2,454	6,306	74,051	100,214
Thunderbird	1,652	2,120	3,673	6,953	27,525	113,916
Crown Victoria/Ford	1,956	.....	2,716	5,340	.....	54,742
EXP	.....	.....	.....	.....	4,499	1,184
Tempo	4,675	.....	4,256	8,303	.....	33,114
L-M Division	11,228	7,126	12,537	28,[illegible]	252,216	312,595
Mercury Total	8,581	5,537	10,043	22,663	194,711	246,581
Lynx	2,397	.....	2,076	5,262	52,863	43,243
Capri	.....	1,468	.....	683	22,426	12,892
Zephyr	.....	1,113	.....	.....	22,043	81,601
Marquis/Cougar	796	.....	1,481	3,273	35,953	43,296
Cougar/XR7	3,251	1,145	3,279	7,242	9,286	70,606
Gr. Marquis/Marquis	961	1,811	1,526	3,122	47,074	57,516
LN7	.....	.....	.....	.....	1,066	290
Topaz	1,176	.....	1,681	3,081	.....	10,137
Lincoln Total	2,647	1,589	2,494	5,647	57,505	66,014
Continental ('82)	.....	322	.....	333	12,024	8,793
Lincoln	2,647	765	2,494	4,328	26,172	37,030
Mark VI	.....	502	.....	986	19,309	20,191
GENERAL MOTORS	49,198	56,498	71,566	321,335	2,048,048	2,310,518
Buick Division	12,128	16,028	12,695	67,615	478,427	533,756
Skylark	.....	3,977	.....	5,604	91,562	61,382
Skyhawk J	1,400	.....	1,576	6,610	47,922	44,612
Century	3,847	3,412	3,805	14,758	84,673	99,607
Regal	4,000	4,779	3,592	17,388	126,630	148,874
Buick	2,256	3,860	2,476	18,481	106,452	151,006
Riviera	625	.....	1,246	4,774	21,208	28,275
Cadillac Division	963	221	2,217	17,095	139,001	184,971
Cimarron	331	221	436	1,461	3,660	12,418
Seville	100	.....	492	2,169	12,590	20,158
Eldorado	532	.....	1,289	5,165	34,312	44,900
Cadillac	.....	.....	.....	8,300	88,439	107,495
Chevrolet Division	15,139	23,352	27,569	118,727	659,545	751,189
Chevette	.....	5,547	3,620	16,527	144,605	109,173
Cavalier	7,468	1,613	8,351	33,125	55,078	177,453
Celebrity	.....	200	4,917	20,745	40,877	80,345
Camaro	1,101	4,963	2,765	17,224	141,476	118,697
Citation	.....	4,377	.....	4,074	116,692	60,950
Malibu	2,264	3,352	3,661	10,400	76,343	95,007
Monte Carlo	2,431	1,375	2,209	8,331	43,251	57,190
Chevrolet	1,250	1,692	1,435	5,838	23,043	38,028
Corvette	625	233	611	2,465	18,180	14,346
Oldsmobile Division	15,042	7,893	20,872	83,782	465,656	604,839
Omega	.....	2,358	.....	2,674	55,603	36,269
Firenza	770	.....	867	3,686	34,011	29,147
Cutlass	4,423	.....	6,407	25,329	119,636	174,972
Cutlass/Ciera	3,280	1,788	4,451	17,144	71,848	120,676
Oldsmobile	6,065	3,747	8,235	31,367	165,207	219,487
Toronado	504	.....	912	3,402	19,351	24,288
Pontiac Division	5,926	9,004	8,213	34,116	305,419	235,763
Acadian†	.....	.....	189	1,095	8,288	10,453
2000	2,129	.....	2,958	9,756	27,438	63,165
1000	1,020	1,802	1,460	3,888	25,520	26,913
Firebird	572	3,290	1,597	9,127	85,753	57,365
Phoenix	325	1,415	.....	2,055	34,487	16,590
G. Prix/B'ville ('83)	1,880	2,497	2,009	8,197	99,163	61,277
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,423	4,025	.....	24,112
VOLKSWAGEN	2,350	.....	.....	2,381	60,121	51,687
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	88,554	75,756	114,899	461,046	3,189,985	3,842,995

CANADIAN CAR PRODUCTION

	Week Ended Aug. 6, 1983	Week Ended Aug. 7, 1982	Week Ended July 30, 1983	July Total	Jan. 1 to Aug. 7, 1982	Jan. 1 to Aug. 6, 1983
AMERICAN MOTORS	600	1,220	577	925	17,148	17,157
CHRYSLER CORP.	.....	3,652	.....	.....	98,852	103,857
FORD MOTOR	8,261	8,601	9,928	5,353	189,072	139,097
GENERAL MOTORS	3,472	.....	4,714	41,587	225,912	333,347
VOLVO	.....	137	.....	328	8,541	5,935
Total Cars, Canada	12,333	13,610	15,219	48,193	537,575	599,393
N. American Cars	100,887	89,386	130,118	509,239	3,727,560	4,442,388
N. American Trucks	50,807	39,327	51,016	181,712	1,548,384	1,647,987
North American Cars and Trucks	151,694	128,693	181,134	690,951	5,275,944	6,090,375

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

August 15, 1983

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Import stocks slip to a thin 26-day supply

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars, which had seemingly fallen about as far as it could without throttling sales, continued to fall during July to reach — for the third month in a row — the lowest point since AUTOMOTIVE NEWS began keeping track of the import stockpile.

The inventory of new imported cars Aug. 1 totaled 227,819, a meager 26½-day supply, down from 251,787 on July 1, a 28-day supply. A year ago, the new imported-car inventory stood at 429,663 units Aug. 1, a 56-day supply.

The inventory of new imported pickup trucks also dipped during July to a 52-day supply, compared with 54 days a month earlier, although the unit count actually climbed slightly to 88,209 from 86,555. A brisker selling rate accounted for the lower days-supply figure.

The combined imported car and truck inventory Aug. 1 totaled 316,028 units, a 31-day supply, compared with 338,342 a month earlier, which was a 32-day supply. A year ago, the combined inventory was 600,632, a 67-day supply.

• With only a few exceptions, all lines were in short supply Aug. 1. Stocks of Japanese nameplates totaled 157,464, a paper-thin 23-day supply, compared with 171,702 a month earlier, a 24-day stock.

Japanese makes and their days-supply figures Aug. 1 were: Toyota, 15; Honda, 19; Mazda, 20; Nissan, 21; Subaru, 33; Isuzu, 39, and Mitsubishi, 72. In addition, Chrysler Corp. had a 55-day supply of Mitsubishi-built cars, including Sapporo, 47; Challenger, 50; Dodge Colt, 57, and Plymouth Colt, 58.

The total number of West German cars in stock Aug. 1 was 30,594, a 25-day supply, down from 35,990 a month earlier, a 34½-day stock.

German marques and their days-supply figures Aug. 1 were: Porsche, 18; Mercedes-Benz, 23; Audi, 28; BMW, 29½, and Volkswagen, 47. VWoA also had a 67-day supply of U. S.-built Rabbits in stock.

Days-supply figures of other European lines Aug. 1 were: Jaguar, 24; Volvo, 32; Saab, 25; Lancia, 44; Peugeot, 73; Renault, 107, and Fiat, 122.

Days-supply figures for imported pickup trucks Aug. 1 were: Mazda, 26; Nissan, 33½; Toyota, 52; Chrysler Corp./Mitsubishi, 95; Isuzu, 103, and Mitsubishi, 422.

New from Volkswagen

Golf is longer and wider

Despite some disappointment that the new Volkswagen Golf, to be launched in West Germany next month, looks similar to the old one, the wheelbase has been lengthened 2.95 inches and there is a 2.2-inch increase in width, as well as a 6.7-inch stretch in length. All this has added 165 pounds to the car. The North American version is scheduled to debut in the fall of 1984. Story on Page 6.

226-outlet drop in import deals exceeds U.S. dip

By Kathleen Hamilton
Financial Editor

The domestic-car dealer networks fared better during the automotive upswing of early 1983 than did the imports which had done so well during the prolonged slump.

Still, the latest AUTOMOTIVE NEWS import-dealer census reveals a fairly good first half for the majority of import lines: 16 of the 25 increased their dealer populations, and 11 import lines registered record numbers of dealers.

There were 9,785 dealerships carrying import cars on July 1, down 226, or 2.3 percent, from 10,011 at the start of the year. Some of these dealerships also carried domestic lines, of course.

The total number of dealerships in the U. S.—those carrying domestics and/or imports—declined 227, or 0.9 percent during the first half. That represented the smallest numerical and percentage decreases since July, 1979. The figures are 24,502 at midyear and 24,729 on Jan. 1.

Most of the decrease was attributable to dealerships carrying only import lines. Domestic-car dealerships declined by only 76 (AUTOMOTIVE NEWS, Aug. 8); import-only dealerships dropped by 151, to 3,779. The loss was solely among dual-import points; the number of dealerships carrying a single import line actually increased during the first half.

• Exclusive import dealerships numbered 2,700 at midyear, up 57 or 2 percent, from 2,643 at the start of the year. The only significant changes by car line were Honda, which added 23 exclusive dealers, and Toyota, which lost 12 exclusives.

Toyota still has the largest number of exclusive dealers of any import: 666, representing 61 percent of its dealer network. Next in line is Datsun, with 640

Continued on Page 41, Col. 3

But slower sales push days' supply to 47

Car inventory falls 107,000 units

"Boy, the domestic new-car inventory is really short."

"How short is it?"

"Why it's so short that it went from a 47-day supply July 1 to a 48-day supply Aug. 1."

Even Ed McMahon probably wouldn't laugh at that routine, but it described, at least in part, what happened to the domestic inventory during July.

The stockpile was lean enough that it began to slow the sales pace. And the slower sales pace resulted in an increase in the days-supply figure, despite a 100,000-unit slash in the unit count.

The Aug. 1 domestic new-car inventory totaled 1,102,103, a 48-day supply, compared with 1,209,000 in stock July 1, which was a 47-day supply at the higher sales pace a month earlier.

All in all, it was a much happier problem than the industry faced a year earlier, when it had 1,377,130 cars in stock, an 83-day supply.

The Aug. 1 stockpile was very well-balanced between size classes and overall would have to be considered very healthy.

• All the corporate makers opened August with lower unit counts than they had a month earlier, but Ford Motor Co. and General Motors both saw their days-supply figures advance, which accounted for the one-day industry jump.

GM entered August with a 47-day stockpile, up from 45 days a month earlier. Corvette continued to be the shortest line of all, followed closely by Olds 88. The J-cars were in short supply and so were most Oldsmobiles. The GM total included about 200 Pontiac Fieros.

Ford Motor Co. trimmed its unit count substantially during July, but opened August with a 49-day supply, up from 48 days

Table on Page 44.

a month earlier. Ford's biggest seller was also its shortest in supply and Escort sales were hampered by lack of stock.

Chrysler Corp. had a 48-day supply Aug. 1, compared with 56 days a month earlier. The Imperials were just about gone, and Chrysler was in good inventory position.

American Motors had a 52-day supply Aug. 1, down from 55 days a month earlier. Most of the AMC cars in stock were Alliances and Eagles, as the supplies of Spirit and Concord dwindled away. It also included about 1,600 of the new Encore, not yet introduced.

Volkswagen of America had a 67-day supply of U. S.-built Rabbits Aug. 1, up from a 47-day stock July 1.

• The Aug. 1 domestic new-car inventory was divided this way: GM, 59.85 percent; Ford Motor Co., 23.05 percent; Chrysler Corp., 12.97 percent; AMC, 2.63 percent, and VWoA, 1.50 percent.

A month earlier, the domestic inventory was divided as follows: GM, 55.09 percent; Ford Motor Co., 25.72 percent; Chrysler Corp., 14.84 percent; AMC, 2.86 percent, and VWoA, 1.49 percent.

Supplies by size class were little changed from a month earlier, and the segments were again in good balance.

The industry had a 44-day

Continued on Page 44, Col. 1

breaking news

Chrysler repays loans; Michigan group strikes

NEW YORK.—Chrysler Chairman Lee A. Iacocca Friday handed a check for $813 million to a banker here in a seven-year-early repayment to Chrysler lenders of loans guaranteed by the U. S. government. Meanwhile, at Chrysler headquarters in Highland Park, Mich., UAW amalgamated Local 412 pickets slowed gate traffic. A union unit of skilled workers, including model makers and painters, struck over health and safety issues, merit raises and outside contracting.

U. S. recovers compact truck market

PONTIAC.—A top General Motors sales official has declared a U. S. victory over Japan in the compact pickup truck market. U. S.-built trucks took more than half of the small pickup market in the first half of 1983, a market formerly owned by imports for more than a decade, according to Duncan A. Brodie, general director of truck sales for GMC Truck & Coach Operation. In the first half, compact truck sales totaled 512,290. Of these, 301,242, or 58.8 percent, were domestic.

See BREAKING NEWS, Page 8, Col. 1

IMPORT FRANCHISES

	July 1, 1983	Jan. 1, 1983
JAPAN	10,057	9,884
Plymouth Colt/Sapporo	2,657	2,587
Dodge Colt/Challenger	2,577	2,492
Toyota	1,088	1,093
Datsun/Nissan	1,084	1,083
Honda	808	806
Subaru	793	784
Mazda	762	766
Isuzu	213	206
Mitsubishi	75	67
WEST GERMANY	1,567	1,565
Audi	416	421
Mercedes-Benz	414	413
BMW	407	403
Porsche	330	328
SWEDEN	726	723
Volvo	404	404
Saab	322	319
FRANCE	325	330
Peugeot	325	330
UK	302	536
Jaguar	195	205
Rolls-Royce	71	69
Lotus	18	0
Aston Martin Lagonda	13	12
TVR	5	0
DeLorean	0	250
ITALY	189	199
Alfa Romeo	107	117
Ferrari	46	48
Maserati	36	34
MISCELLANEOUS	15	15
TOTAL FRANCHISES	13,181	13,252

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Note: Renault and Volkswagen counted as domestics. See Aug. 8 Automotive News.

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Factory offers tech support, too

Early Porsches to get own parts operation

By Francis J. Gawronski
Service Editor

OSAGE BEACH, Mo. — The formation of a new venture to supply parts to owners of early-model Porsche cars has been announced by Peter W. Schutz, president of Porsche AG, Stuttgart, West Germany.

According to Schutz, the new company, Porsche Special Products, Inc., will serve the market for obsolete parts and technical support through selected existing channels, with primary reliance upon franchised dealers and their distributors and importers worldwide.

Charles A. Stoddard, president and chief executive officer of Stoddard Imported Cars, Inc., Willoughby, O., will serve in the same capacity for Porsche Special Products. Schutz is chairman of Porsche Special Products, an independent company controlled by Porsche AG shareholders.

"This is a very significant step for the owners of early-model Porsches around the world," Schutz said. "In general, parts that have been 'out of production' for more than seven years will be included.

"Porsche had made a total commitment to preserving the enduring value of its older models through maintenance, repair and restoration," Schutz said during the annual Porsche Club of America "Porsche Parade" here.

• Stoddard has been affiliated with Porsche as a dealer since 1957.

"At that time, we were primarily a new-car dealership," he said. "Through my personal interest in restoring and racing, I realized the opportunity in concentrating on early Porsches."

He said supplying parts and service for the early-model Porsches — the 1950s and 1960s — grew to be a substantial part of his dealership's business.

"I have spent a lot of time over the years in Stuttgart, trying to get a supply of parts for my early-model Porsche customers," he said, "and emphasizing to one and all that these early Porsche parts are important to the total Porsche franchise and, properly organized, could be a profitable business that was worth pursuing.

"Our announcement today (formation of the company) reflects that this growing requirement of the Porsche franchise has not been overlooked by the Porsche management and its shareholders," Stoddard said.

According to Stoddard, the implementation of the worldwide Porsche parts program required a complex series of related companies.

A holding company, Porsche Enterprises, Inc., of Delaware, was formed by the Porsche shareholders as a totally independent entity from the Porsche AG organization.

• Porsche Enterprises acquired the right and obligation, according to Stoddard, to service the market for Porsche parts and accessories "that have not been used as a component in the production of Porsche automobiles for seven years or more" — an objective that will take from two to three years to implement fully.

Porsche Special Products was then formed as a wholly owned subsidiary of Porsche Enterprises to operate the parts business. Stoddard Imported Cars was acquired by Porsche Enterprises, providing Porsche Special Products with a base of operations.

"According to the best records we can compile, 375,000 Porsche cars have been sold in the U. S. since they were introduced in 1950," Stoddard said.

"Of these, about 200,000 were imported prior to 1974 and, therefore, have some components not currently being supplied by the factory," he said. "We have no absolutely accurate way of knowing how many of these earlier-model Porsches are 'survivors,' but we estimate the number conservatively at over 100,000."

When fully implemented, Porsche Special Products will offer more than 20,000 items throughout the world — including everything from upholstery, glass, body trim and sheet metal to exchange engines and transmissions and mechanical components.

• Many of these parts will come from existing world inventories that will be consolidated by Porsche Special Products. Stoddard Imported Cars' inventory of 15,000 parts and its list of 24,000 customers also will be merged into Porsche Special Products.

When necessary, Porsche Special Products will supplement inventories by manufacturing parts, using original specifications and engineering drawings and utilizing manufacturing capabilities of affiliated companies in Austria, as well as the Porsche factory itself.

Porsche Special Products will supply, work with and complement the existing worldwide Porsche distribution network, including Volkswagen of America and its franchised Porsche-Audi dealers in North America, according to Stoddard.

"We see a viable market worldwide for early Porsche parts," Stoddard said. "The early Porsche parts business of Stoddard Imported Cars alone exceeded $1.5 million in 1982 in sales that people thought didn't exist."

Converting the Cougar

Armbruster/Stageway, Inc., Fort Smith, Ark., has delivered its first new-style Cougar convertible. The conversion features a power top with insulation pad and full headliner plus power quarter windows and a full-size rear seat. Conversion time is approximately four weeks, the company said.

Import pace to be speeded up

Bricklin appoints two distributors

By John A. Russell
New York Staff Writer

BALTIMORE. — Two distributors covering three distribution areas have been named by Malcolm Bricklin's International Automobile Importers Inc.

The remaining distributors, at least covering the areas westward to the Rocky Mountains, probably will be announced next week.

John Bednarick, the first distributor for the importing arm for Pininfarina and Bertone automobiles, obtained another distributorship. In addition to the previously announced area covering the Mid-Atlantic states, Bednarick also has the distributorship covering the Southeast.

For New York and New Jersey, IAII appointed RVD International Distributors, Inc., Ramsey, N. J., headed by Ray Van Doren and Leigh Rzasa.

Bednarick and Rzasa were present last week at a public introduction of the cars here at the port facility.

Bednarick said he has about 25 dealers in both distributorships. The two distributorships are called South-East International Automobile Importers, Inc., and Mid-Atlantic International Automobile Importers, Inc. Both are headquartered in Accokeek, Md., though Bednarick said he intended to move the headquarters of South-East International in the near future.

Bednarick also is a director of IAII.

The two distributorships give Bednarick responsibility for 12 states. Bednarick anticipates eventually having 100 dealers in the distribution areas.

For Rzasa, the goal is 50 dealers for the two states. Now, her distributorship has 17 dealers.

Rzasa said she received 100 cars during the past week, and will have them out to the dealers shortly.

At least for RVD International Distributors, this will mean four cars per dealer, two of each model.

The company is looking for dealers, and she said that the reaction has been good.

Her partner in this venture, Van Doren, the president of RVD, also heads Ramsey Auto Imports, which was the largest Fiat dealer in the nation.

• One dealer from New Jersey present at these ceremonies, was Robert Senior, Three County Volkswagen, Lyndhurst, N. J. He was the first New Jersey dealer signed. He said he believed the cars would sell. From what he saw at the port, he said, the cars were "well done."

States included in Bednarick's two distributorships are Deleware, Maryland, the District of Columbia, Virginia, West Virginia, North Carolina, Georgia, Alabama, Mississippi, Tennessee and Kentucky.

Bricklin, chairman of the board of IAII, said after the meeting the company has already brought in 500 to 600 cars since the middle of last month and is not planning to speed up the pace of importing.

• Talking about the distribution system after the meeting, Bricklin said that distributors must have letters of credit in amounts from $3.6 million to $10.8 million. The dollar amounts vary by distribution area since distributors have to guarantee they have three months supply of cars and parts on hand at all times, depending on their market.

Bricklin also confirmed that he was looking at other lines to import. He said this will be done under the umbrella of the parent company, Bricklin Industries. He carefully added that no decisions have been made, though another source indicated that the company had been approached by some manufacturers.

Decision due shortly on Pininfarina imports

BALTIMORE. — A decision will be made within the next six months on which new models from Pininfarina will arrive in North America, according to George Ryder, U. S. representative for the Italian maker.

Ryder told AUTOMOTIVE NEWS that company officials are studying the complete product line, but have made no decisions as to what the next step will be. He said the decision will be made either in the fourth quarter of tnis year or the first quarter of next year.

Ryder would not reveal any specific product plans for the company, but he said that Pininfarina would not produce a car for the U. S. alone nor would it produce a car only for Europe under its nameplate.

The U. S. accounts for 12 percent of the total dollar volume of business for Pininfarina. The implication of Ryder's statement is that any new model would have to be saleable in both markets.

The fact that Pininfarina was studying new models for the U. S. was revealed several weeks ago by officials of International Automobile Importers, Inc., the independent importer for both the Pininfarina Spider and the Bertone X 1/9. At that time, these officials said new cars were probably two to 2½ years away.

As for the Spider, Ryder said the manufacturer was keeping the car current. There have been 102 engineering changes in this year's model, he said, with rack and pinion steering due this fall. When asked how long Pininfarina would continue to produce the Spider, which has been on the market for 15 years, Ryder indicated the company would continue to produce the car as long as it's viable in the market.

The U. S. market is currently expected to account for 12,000 Spider sales per year.

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59th year — No. 4981

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T-tops for Toyotas

Concepts Unique, Inc., Dallas, introduces a T-top for 1982-84 Toyota Celica GTs and Supras. The top is being marketed through certified installation centers nationwide, the company said.

Seeking to keep the momentum going

AMC tailors strategy to bolster turnaround

By Ralph Gray
Crain News Service

SOUTHFIELD, Mich.—American Motors Corp. has turned around. Before, it couldn't sell cars but could make money. Now AMC is selling cars but posting losses.

That wasn't the kind of switch Renault had in mind when it bought into the fourth-place U. S. auto maker. And indeed, AMC-Renault executives are eyeing 1984 as the year to break a string of losses. Or it might be 1985, according to stock registration statements which are notably pessimistic.

Jose J. Dedeurwaerder

Is AMC out of the woods, at least?

"If you are talking about today, I say not yet," said Jose J. Dedeurwaerder, AMC president and a former Renault executive. "If you are talking short range, we have a very good chance," he stated in an interview in AMC headquarters here.

Changes along the way include selling AM General, the defense subsidiary, to LTV Corp.; expansion of the product line to cover 50 percent of the market instead of 25 percent, and a flyer at the China trade.

Basic to AMC's strategy is partner Renault's front-wheel-drive car technology and financial backing and AMC's U. S. plants, dealer network and 4-wheel-drive knowledge.

• "We will concentrate on product areas where we or Renault have special expertise — 4WD passenger cars and 4WD vehicles," said Chairman W. Paul Tippett. "We plan to move from a product lineup that covers 25 percent of the U. S. car market to one with over 50 percent coverage within the next five years. We also plan to expand our coverage of the light-truck market from the current level of 12 percent to 41 percent. The key to the strategy is consistent new-product development."

Given years like 1982, with losses of $153 million (preceded by a 1981 loss of $194 million and a 1980 profit of just $19 million), AMC needs new products.

"We need a steady stream of new products to get this company healthy," Tippett acknowledged. "We can't become the Alliance Car Co., as successful a car as the Alliance has been."

That's been part of the problem with AMC, he continued, referring to AMC's habit of stressing one product line at a time.

"In the 1970s (before his arrival), we had one product and a big poof of smoke. The company would go up and sink back, because there was nothing to consolidate those gains. There was nothing to keep the momentum going. Three or four years ago we determined we had to fix that if we were to stay a viable company.

"So the Alliance was the kickoff," he stated. "We are picking on segments of the market where we can do a better job. They've got to be big enough segments to pay the light bill. But as we get more than one marketing success, we'll start reporting a more acceptable bottom line.

• "The idea is to get to 50 percent of the market selectively, by picking areas where we bring something to the party," Tippett said.

The Alliance, with sales topping 100,000 units by a wide margin, will be followed by a hatchback version—the Encore—this fall. The senior, big Jeeps have been downsized into trimmer Cherokees and Wagoneers.

The next move is the segment above the subcompact Alliance in size to the compact or intermediate sections, said Joseph Cappy, marketing group vice president. Those vehicles will be based on Renault platforms.

"We are never going to be a General Motors—we don't have the size or the clout. But I consider us a broader manufacturer than we were in the past because we're going into market segments with the big guys," he said.

"In the past we've tried to stay out of the big competition and not get batted around, and now we've been fearlessly going forward into the lion's den. We've gotten into the most competitive segment (small cars) at a time the industry was moving away. We pop in there and in six months we're the fourth best-selling nameplate in the segment" with Alliance. "That's a fantastic performance," said Cappy.

• It is on the Jeep side that AMC spots some profitable segments.

"The truck business is clearly the arena that is going to be a pot of gold for us," Cappy said. "Not only are there higher profit margins on trucks, but consumers are equipping them as lavishly as they do cars in terms of option loads."

Jeep with its 4WD doesn't have a modern pickup truck, but plans a compact pickup from the downsized Jeeps. "We're competing now with Jeep 4WD and that restricts us to 25 percent of the light-truck market. About 75 percent of the market is available to us if we have a two-wheel-drive pickup—that's where the profitability strength of Ford and GM rests—in their truck business. We've got the (Jeep) reputation. All we need now is the product," Cappy said.

AMC, to attain profitability, figures it must go to 4 percent of the passenger car market and an 18 percent share in 4WD. It is running 3 percent of the car market, thanks to the Alliance, and looks to the new Jeeps to improve its 1982 share of the 13.2 percent of 4WD. In total, AMC has to get 5 percent of the vehicle market, said AMC president Dedeurwaerder.

"If you cannot reach 5 percent of the market, you are always going to be vulnerable—and that's what AMC was before," he said.

Not all of the new product has to be built in the U. S., as are the Alliance and Encore. AMC can import entire cars from Renault as it does for the low-volume Fuego and 18i, he said.

"That's all the partnership is with Renault—an access to the big shelf (of product)," Dedeurwaerder stressed. That means Euro sedans may be in the picture, but AMC has no plans to get into the luxury car market. "We are not going to have a Cadillac," he said. Cappy sees a target of 500,000 vehicles as feasible, using Renault platforms to cut development time and costs.

A lot depends on the economy, said Dedeurwaerder. He views the current rise in auto sales skeptically.

"Everybody is saying things

Continued on Page 42, Col. 3

An Olds 98 . . . plus 46 inches

American Pullman Coachbuilders, Inc., Brooklyn, N. Y., has introduced an Oldsmobile 98 limousine, stretched 46 inches. At a price of $38,500 to the dealer, the package includes astro-roof, convenience package, a garbage disposal, power glass and privacy dividers, separate climate controls, bar with beverage service and ice chest and dashboard-controlled air-shock suspension system.

Jury awards $10 million in '79 death by robot unit

DETROIT. — A Circuit Court jury here awarded $10 million to the family of a Ford Motor Co. employe killed on the job by a robotized storage system in a foundry.

Robert N. Williams, 25, was a core fitter taking inventory of empty carrier vehicles in an automated high-density storage area when he was killed in January, 1979.

The defendant was Unit Handling Systems Division of Litton Systems, Inc., the storage system supplier. Ford was a third-party defendant.

Robot safety has been an area of growing interest as installations increase and reports of injuries and deaths rise.

The court was told Williams was hit behind the right jaw with a force of 2,420 foot pounds during any one of several passes made by an automated vehicle through the multilevel storage area.

The Ford Michigan Casting Center, Flat Rock, Mich., now closed, was the scene of the accident. It produced engine blocks and components.

Before the trial, the dead man's family had asked a mediation panel for $1.5 million. It is expected, therefore, that Judge Charles Kaufman will trim the size of the award.

Mercedes 540-K wins top award at Meadowbrook

ROCHESTER, Mich.—A pristine 1934 Mercedes-Benz 540-K cabriolet was selected as the most outstanding car at the fifth annual Concours d'Elegance at Meadowbrook Hall.

The car, owned by John Willard Marriott Jr., Chevy Chase, Md., was selected by judges for the honor from among the 160 classics on display. It also won the president's champagne trophy as the best open car.

The Peoples' Choice award went to a 1932 Reo Royale convertible owned by Thomas J. Lester, Deerfield Beach, Fla.

The Dean Eklund trophy for the best closed car went to a 1937 Cord Custom Beverly sedan owned by Barbara Yant, Dearborn Heights, Mich.

Judges selected a 1963 Ferrari 250 GT/L Lusso, owned by Robert E. Larivee Sr., Pontiac, as the best sports car, and a 1934 Cadillac V-16 Custom convertible, owned by John Freeman, Chicago, as the best featured car (Cadillac this year).

The concours attracted more than 8,000 persons.

Texas package: A Rolls-Royce and a helicopter

MIDLAND, Tex.—Ken Hamilton, general manager of Regency Motor Cars, a Rolls-Royce and Aston Martin dealership here, is pushing a promotion package that is designed to answer every local transportation need of his customers.

Hamilton, who sold 17 Rolls-Royces within three months, is now offering a Rolls-Royce and a Robinson R-22 helicopter for $140,000.

He kicked off the promotion with a helicopter air show, during which purchasers of the package were offered a helicopter license training course at a school in nearby Odessa.

Hamilton said that Rolls-Royces and helicopters are "great ways to beat the traffic."

NEW-CAR MARKET SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1983	Percent Share of Market	Regis., May, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 5 mos., 1983	Percent Share of Market	Regis., 5 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	115,341	14.93	120,636	17.04	− 2.11	484,525	14.29	506,193	16.54	− 2.25
Ford	86,601	11.21	79,706	11.26	− 0.05	380,183	11.21	354,539	11.58	− 0.37
Oldsmobile	86,350	11.17	77,101	10.89	+ 0.28	366,862	10.82	305,248	9.97	+ 0.85
Buick	71,974	9.31	68,938	9.74	− 0.43	307,605	9.07	247,571	8.97	+ 0.10
Pontiac	44,448	5.75	45,735	6.46	− 0.71	185,263	5.47	189,338	6.19	− 0.72
Mercury	33,018	4.27	28,693	4.05	+ 0.22	141,569	4.18	127,212	4.16	+ 0.02
Dodge	29,563	3.82	21,632	3.05	+ 0.77	122,484	3.61	101,844	3.33	+ 0.28
Plymouth	28,734	3.72	22,137	3.13	+ 0.59	112,754	3.33	103,365	3.38	− 0.05
Cadillac	25,553	3.31	22,645	3.20	+ 0.11	111,244	3.28	92,412	3.02	+ 0.26
Chrysler	23,127	2.99	15,191	2.15	+ 0.84	98,696	2.91	61,053	1.99	+ 0.98
Lincoln	7,505	0.97	8,121	1.15	− 0.18	37,409	1.10	31,600	1.03	+ 0.07
AMC	5,311	0.69	7,802	1.10	− 0.41	26,634	0.79	38,577	1.26	− 0.47
GENERAL MOTORS	343,666	44.47	335,055	47.33	− 2.86	1,455,499	42.93	1,367,762	44.69	− 1.76
FORD MOTOR CO.	127,124	16.45	116,520	16.46	− 0.01	559,161	16.49	513,351	16.77	− 0.28
CHRYSLER CORP.	81,424	10.53	58,960	8.33	+ 2.20	333,934	9.85	266,262	8.70	+ 1.15
AMC	5,311	0.69	7,802	1.10	− 0.41	26,634	0.79	38,577	1.26	− 0.47
IMPORTS	215,278	27.85	189,123	26.72	+ 1.13	1,014,499	29.93	873,657	28.54	+ 1.39
MISCELLANEOUS	39	0.01	409	0.06	− 0.05	341	0.01	1,142	0.04	− 0.03
TOTAL	772,842		707,869			3,390,119		3,060,751		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

May total is 772,842

Registrations best since early 1980

By Jenny L. King
Staff Writer

New-car registrations in May were the highest since March, 1980, and were up 9.18 percent from May a year ago.

According to statistics prepared by R. L. Polk & Co., U. S. new-car registrations grew to 772,842 this May, up from 707,869 for the same month, 1982, and up 6.10 percent from 728,409 in April, 1983.

Registrations of new domestic-built cars totaled 557,564, up 7.48 percent from 518,746 a year earlier, and up 7.18 percent from 520,198 the preceding month.

Import registrations were up 13.83 percent, to 215,278 from 189,123 in May of 1982. Imports accounted for 27.85 percent of the total market, up from 26.72 percent a year ago.

Record import penetration for May was 30.58 percent, notched in 1981. The recent 27.85-percent share was lowest since November, 1982, when imports accounted for 26.64 percent.

For May, Chrysler Corp. and the combined imports improved their shares of the market as American Motors, Ford Motor Co. and General Motors yielded.

Continued on Page 45, Col. 1

truck industry news

GAC Ireland's double decker

Designed for service in international urban markets, GAC Ireland's 31.5-foot double-deck bus carries up to 84 passengers. The company also markets a single-deck city bus, a school bus and a model for use on intercity expressways.

Irish bus firm acquired by General Automotive

ANN ARBOR, Mich.—General Automotive Corp. has acquired all of the outstanding shares in Bombardier (Ireland), Ltd., from Bombardier, Inc., Montreal, Quebec, Canada.

The new company will be known as GAC Ireland, Ltd., a wholly owned subsidiary of General Automotive. William H. Kretz will continue as managing director of the new company.

General Automotive was the founding partner of the joint venture which manufactures buses for the Irish Transit Authority (C.I.E.) and export markets. An equity holder, GAC has been responsible for the startup and management of the operations in Shannon, County Clare, since 1979.

GAC Ireland will continue to manufacture a full range of double and single deck city and interstate transit buses for both Irish and export markets. In the future, all buses will carry the GAC Ireland name.

The company has been delivering buses to C.I.E. since 1979 under a multi-year production contract. It is pursuing a double-deck transit bus in Baghdad, Iraq, according to George W. Steggles, president, General Automotive International.

• In adition, new export markets are being developed in the Middle and Near East, Africa and the Far East, he said, and a team of technicians currently is working on the identification of components to be sourced in Ireland for use in the company's other manufacturing operations.

Steggles said the Irish buses have gained respect as world-class competitors and have a considerable export sales potential.

"The company has and will continue to work closely with the C.I.E., the Irish Export Board (Coras Trachtala), and other Irish agencies to develop

Continued on Page 34, Col. 5

Truck calendar

Oct. 16-19 — Recreation Vehicle Dealers Assn., annual convention, MGM Grand Hotel, Las Vegas.

Oct. 16-20—American Trucking Assns., annual convention, New Orleans Hilton, New Orleans.

Oct. 27-29 — Truck Body & Equipment Assn., 36th annual convention / exposition, Cervantes Convention Center, St. Louis.

Nov. 7-10—SAE annual truck and bus meeting, Stouffer's On The Square, Cleveland.

Nov. 29-Dec. 3—21st annual show, Recreation Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

July total hits 205,923, a gain of 31.4 pct. over '82

Big 3 seven-month sales up 12 pct.

A hefty increase in July retail sales by Big Three dealers, especially compact trucks, boosted the seven-month total to 1,423,142 units, a gain of 12 percent over the previous year's 1,270,762.

During the month, the dealers retailed 205,923 new vehicles of all types, up 31.4 percent over the 156,673 units sold in the same month a year ago. Significant advances were reported for all four Big Three markets.

July sales of new compact trucks, both imported and domestic, soared 61 percent to an alltime high of 95,462 units, compared with 59,282 last year, the previous high for the month.

The seven-month total for the small trucks was up 39.6 percent, from 435,20₁ units last year to 607,752.

Sales during the month by the non-captive import dealers totaled 39,250 units, an increase of 44.2 percent over a year ago. The January-July count was up 40.1 percent, from 162,457 units in 1982 to 227,644.

Dealers franchised by domestic manufacturers retailed 56,-212 small trucks in July, including the captive imports, an increase of 75.3 percent over last year's 32,059.

Through July, the total was 380,108 vehicles, a gain of 39.4 percent over the 272,744 retailed in the comparable period in 1982.

Sales of the domestic small trucks during the month accounted for 55.3 percent of the total, while they took 58.3 percent of the seven-month count. A year ago, the imports had 56.9 percent of the July total and 51.1 percent of the January-July count.

No. 1 Ford increased its sales lead over Chevrolet by slightly more than 1,000 units in July and boosted its seven-month total to 556,304, about 4,500 higher than Chevrolet's.

During the month, Ford dealers retailed 80,781 new vehicles, an increase of 37.4 percent over last year's 58,810. The total through July was 16.5 percent higher than the year-earlier 477,659.

Chevrolet reported that its dealers sold 79,546 units in July, a gain of 41.7 percent over the year-ago 56,141. The seven-month total was up 11.3 percent to 551,820 units, compared

Continued on Page 20, Col. 1

NHTSA moves to ease truck brake-fluid rule

WASHINGTON. — NHTSA has proposed a rule to allow smaller brake-fluid reservoirs in trucks weighing more than 10,-000 pounds.

The smaller reservoirs would be permissible in trucks with hydraulic brakes, as long as they are equipped with self-adjusting brakes and brake-fluid level indicators, according to the notice published in the Federal Register.

NHTSA developed the proposed rule in response to a November, 1981, petition from International Harvester.

Current capacity requirements for brake-fluid reservoirs are too large when applied to the reservoirs for disc brakes and hamper the development of new brake systems for heavy vehicles, Harvester claimed.

The existing requirements are designed to provide sufficient brake fluid if all of a truck's drum-brake linings wear out simultaneously—something that seldom occurs, the truck builder said.

• NHTSA agreed tentatively with Harvester that "some reduction in reservoir size can be achieved while maintaining safe vehicle brake systems." It disagreed with several points the company made, however.

For instance, Harvester said that assuring partial brake operation was enough to meet the intent of the federal hydraulic brake standard.

NHTSA, however, said that a heavy truck's brakes are subject to heavy strain when the vehicle is fully loaded, and "it would not be in the interest of safety to have a portion of the brake system inoperable at these times."

Harvester also said trucks with smaller fluid reservoirs would not develop brake problems if normal maintenance procedures were observed.

"However, data generated by the Bureau of Motor Carrier Safety and state inspections indicate that maintenance of truck-brake systems is not good," NHTSA said.

Sept. 26 is the deadline for comments to the NHTSA docket.

White to produce axles upon reorganization

By Jack Walsh
Truck Editor

After White Motor Corp. emerges from Chapter 11 in U. S. Bankruptcy Court, hopefully in November, it will have a new name and will resume manufacturing operations in a narrower segment of the heavy-truck market.

The reorganized company will be known as Northeast Ohio Axle Co. and will manufacture front steering axles. White had produced these axles for years for White and Freightliner trucks. Production was discontinued in 1980 shortly before White filed for Chapter 11 protection.

Wallace Askins, White Motor chairman, said the firm will take the new name because under the truck-purchasing agreement with AB Volvo of Sweden, it no longer can use the White name in the firm or its products.

AB Volvo acquired the White truck-manufacturing rights and certain assets related to the manufacturing operations in 1981 and established Volvo White Corp., which currently produces both White and Volvo trucks in New River Valley, Va., and Autocar trucks in Ogden, Utah.

"AB Volvo had no interest in White's 79th St. plant in Cleveland, where the axles were produced," Askins said.

"We kept all the tooling and machinery to produce the axles," he said. "Under the bankruptcy code, a firm in Chapter 11 can't get a discharge of its liabilities unless it continues in business. So we're going to be in the axle business. We're already setting up operations."

The axle-manufacturing equipment was relocated in the former White engineering facilities on the east side of 79th

Continued on Page 34, Col. 4

Truck center manager honored

Lew Rice, left, manager, Sport Chevrolet Truck Sales & Service Center, Silver Spring, Md., was recognized for "outstanding service" by George Fogarty, Sport president, at a recent celebration marking the opening of the new truck center.

Mack launches parts-service protection plan

ALLENTOWN, Pa. — Mack Trucks, Inc. has launched a nationwide program called Bulldog Parts and Service Protection, according to Donald F. Musfeldt, director of parts marketing.

The program, he said, involves an intensified commitment to parts and service assistance for all Mack customers and features in a new toll-free number which provides referral to the nearest Mack facility in the event of a special need or untimely breakdown: 1-800-262-MACK.

"Since the program's inception, hundreds of calls have been received and assistance provided by Mack distributors," Musfeldt said.

He added that virtually all Mack's distributors, branches, and service dealers are participating in the program—a number totaling more than 700 outlets across the U. S.

"Truckers wil notice special Bulldog Protection graphics on display in parts and service areas, and are also offered a new booklet containing a peel-off card imprinted with the toll-free service number," Musfeldt said. "It provides a quick reference in the event that a trucker needs service assistance.

"Trucking people are becoming increasingly aware that quality pays more dividends over the long haul than the lowest initial price and substitute parts," Musfeldt explained. "The Bulldog Protection program seeks to promote the fact that we are going allout in customer protection and service."

July total hits 205,923, a gain of 31.4 pct. over '82

Big 3 seven-month sales up 12 pct.

Continued from Page 16

with 495,649 in 1982.

GMC dealers retailed 23,459 vehicles during the month, which was the second highest July count ever and up 12.6 percent over the year-ago 20,836. The alltime high of 35,865 was hit in 1978. The January-July total was 155,472, up 7.2 percent over last year's 145,086.

• Dodge and Chrysler-Plymouth dealers retailed 22,137 new light trucks during the month, a gain of 59.9 percent from last year's 20,886. Through July, the total was 159,546 units, an increase of 4.7 percent over the year-earlier 152,368.

American Motors reported that sales of four-wheel-drive Jeep vehicles in July totaled 6,260 units, 12.1 percent higher than last year's 5,585. The seven-month count was up 11.8 percent, from 27,741 units in 1982 to 42,184.

Sales of the compact Volkswagen pickup were down dramatically for both the month and January-July period. Dealers retailed only 355 units in July, off 56 percent from the year-ago 807, while the seven-month count was down 51.1 percent to 3,633 units, compared with 7,436 a year ago.

Impressive gains for both July and the first seven months were reported by U. S. distributors of the Japanese-built compact pickups.

No. 1 Toyota said its dealers sold 13,702 units during the month, an increase of 12.7 percent over the previous year's 12,159. Through July, the total was 93,060, up 21.6 percent over the year-ago 76,503.

Nissan dealers retailed 16,158 units during the month, an increase of 76.4 percent over the year-earlier 9,162. The January-July count hit 76,858 units, a gain of 44 percent over last year's 53,359.

• July sales by Mazda dealers climbed 58.7 percent over the previous year, 6,691 versus 4,216. The seven-month total was up 79 percent to 39,936 vehicles, compared with 22,310 in the like period in 1982.

Isuzu said its dealers retailed 2,016 vehicles during the month, an increase of 19.6 percent over the year-earlier 1,686. Through July, the total was 13,141, a gain of 27.8 percent over the year-earlier 10,285.

Mitsubishi, which started U. S. distribution of its compact trucks only last fall, said dealers sold 683 vehicles during July, bringing the seven-month total to 4,649.

Big Three July, year-to-date sales

	July		Year to date	
	1983	1982	1983	1982
Ford				
Vans	13,202	9,548	96,448	73,336
Club Wagon	1,777	3,343	17,795	20,378
Ranger	15,997	8,386	111,413	54,130
Courier	.....	2,785	5,657	20,695
Bronco	2,783	2,496	24,613	24,858
Bronco II	6,190	.....	25,626	.....
Pickups	36,389	28,338	251,565	256,363
Mediums & Heavies	4,443	3,914	23,187	27,899
Chevrolet				
Vans	11,527	8,851	85,981	61,911
Sportvan	1,497	1,241	11,568	9,992
S-10	15,064	11,313	111,194	111,089
S-10 Blazer	8,273	.....	54,508	.....
LUV	418	1,300	3,425	15,444
El Camino	1,924	1,670	12,224	12,991
Blazer	2,098	1,358	16,908	17,152
Suburban	3,105	1,815	22,604	17,933
Pickups	34,134	26,844	224,511	239,379
Mediums	1,506	1,749	8,897	9,758
Chrysler				
Vans	6,647	5,766	44,642	37,392
Voyager	439	383	3,174	3,194
Ram Wagon	3,544	2,679	23,200	18,604
Arrow	.....	431	815	3,821
Ram 50	2,975	2,018	16,150	20,148
Trail Duster	.....	.....	.....	244
Ramcharger	1,661	945	12,331	6,936
Scamp	263	.....	1,933	.....
Rampage	877	1,170	6,974	10,651
Pickups	5,731	7,494	50,327	51,378
GMC				
Vans	4,307	2,804	29,420	17,384
S-15	3,609	3,216	25,290	23,895
S-15 Jimmy	1,797	.....	10,512	.....
Jimmy	636	599	4,301	4,546
Caballero	142	205	1,182	1,681
Suburban	1,025	703	6,922	6,065
Pickups	9,148	9,462	60,341	67,283
P Models	354	556	2,213	2,322
Mediums	1,736	2,301	10,999	15,598
Heavies	705	989	4,292	6,312

Mexican auto industry wants 50-pct. vehicle price hike

MEXICO CITY. — Mexico's automotive industry is none too happy with the official 11 percent authorization for car price increases.

Francisco Valenzuela, president of the Automotive Industry Coordinating Council of Canacintra (National Chamber of Manufacturing Industries), said that since there has been a 50 percent "correction" in sales, the low allowed price boost does not compensate for present production costs.

He said that for some time the automotive sector had been seeking official sanction for an approximate 50 percent increase in prices, due to escalating production costs, including prime materials and labor.

The Ministry of Commerce, which rules on price increases (and which has been unable to maintain low prices for basic foodstuffs) is not favorably inclined to a further price hike.

While no official statement has been made, an official source indicated that even the nominal allowed increase may have repercussions in causing a further slide in sales.

If auto industry demands for a 50 percent increase should be granted, it would put passenger cars outside the reach of most Mexicans, with even compacts rising to nearly 2 million pesos ($13,600) and soaring on up to approximately double this figure. The source refused to speculate that a "compromise" solution may be made.

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and
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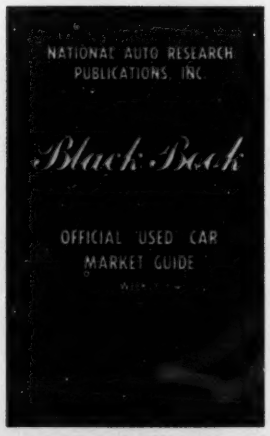

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Automotive World News

Ford Orion, along with improved Fiesta and addition of diesel options, is crucial to the corporate plan to continue as top seller in the European market and increase its market share.

Can Ford hold sales lead in Europe?

Six leading makes running a tight race

By Richard Feast
European Editor

The question is: Can Ford hold on to its recently won lead in the European new-car market?

Unofficial industry returns for the first half of this year indicate that Ford is still in the lead. But Renault, the company it knocked from the No. 1 spot, has closed the gap.

The tight running order of Europe's Big Six auto makers has never been closer. In the first six months of this year they were separated by a mere 1.1 percentage points.

Never has the competition been so close — and in the main it is the two U. S.-owned companies, Ford and General Motors (Adam Opel), which are forcing the pace.

The preliminary figures, obtained from industry sources, show an overall 5-percent rise in new-car sales in the first half, compared with one year earlier.

They amounted to 5.755 million, most of the advance coming from just two countries. West Germany added some 148,000 sales (to nearly 1.4 million) and the UK put on an extra 139,700 units (to almost 922,000).

Most industry predictions for the year-end suggest a total of 10.2 million. Few believe sales will reach the record 10.33 million of 1979, though most companies believe that high-water mark will be beaten in 1984.

• The missing ingredient, though, is profit. The high level of selling is being achieved only as a result of tremendous sales-incentive campaigns which are costing makers and dealers dearly.

Ford sales rose 11.5 percent during the opening half-year to 726,000, a market share of 12.6 percent. Its strengths lay in continued good demand for Escort (Europe's best seller in the opening quarter) and notably greater sales for Sierra than for the old Taunus/Cortina.

According to Ford, the improvement is of the order of 70 percent, with Sierra taking around 4.2 percent of total European sales.

Renault's 12.3 percent was on the basis of 705,200 sales. Its strengths were in the R-9/11 category, which to some extent made up for weakening demand for the R-5. The R-5 is coming under increasing pressure from newcomers like the Peugeot 205, Fiat Uno and Opel Corsa in the key markets of Southern Europe. It seems unlikely the Renault model will repeat last year's individual best-seller status.

• Renault's sales accounted for a 9.3-percent fall over the same period one year earlier. It managed a slim advantage over the next two manufacturers, however.

The Volkswagen group's sales improved by 2.5 percent to 699,200, a market share of 12.2 percent. Fiat Auto's slipped fractionally (0.7 percent) to 696,800, a slice of 12.1 percent.

But the VAG picture comprised two contrasting elements — a sales decline for VW and a vast increase for Audi. VW buyers are holding back for the fall arrival of Golf II, despite some spirited incentive campaigns to keep current Golf sales buoyant.

In Bavaria, though, Audi is building at record levels to meet orders for its trend-setting 100 sedan. Its 27-plus-percent improvement in European sales makes Audi's advance the most significant in the industry in the first half.

Fiat enjoyed a good reception for the crucial new Uno hatchback in Italy, but the company's overall European standing has been held back by a decline of more than 8 percent in the vital domestic market.

• Peugeot SA (PSA) registered a 3.6-percent fall in sales to 679,900, a market share of 11.8 percent. The Peugeot 205 bolstered sales improvement, but this was more than offset by losses at Citroen and Peugeot's Talbot Division.

At 24.7 percent, General Motors' improved standing took it to 11.5 percent and 662,500 units. A great deal of the reason was the introduction of the Corsa, a new model in a new category, but Kadett, Ascona and Rekord made gains as well.

There seems little doubt that by the end of the year GM's combined Opel and Vauxhall score will have moved it ahead of PSA — European market leaders as recently as 1979. It is a reflection of GM's determined fight to be among the European heavyweights and of PSA's fragmented and collapsed strategy.

Thus the Big Six are covered by only 1.1 percent in market share difference, or a mere 63,500 units in sales terms. No other auto maker is anywhere near; at 3.8 percent BL Cars is next in the rankings.

The position is in sharp contrast to recent placings. Even in the opening half of last year the difference between No. 1 and No. 6 was 4.5 percent. In 1981 it was 5.6 percent, in 1980, 6.2 percent.

• At the end of the 1970s, at a time when PSA had just acquired the ailing Chrysler-Europe conglomerate to make it European sales leader, its advantage over GM was of the order of 7.5 percent.

When PSA lost leadership in 1980 it did so to another French company, Renault, which held it until the end of last year.

At least, it did so by most companies' definition of what constitutes the European sales area. Fiat Auto, for instance, does not take Spanish sales into its calculations because it no longer sells seriously in what amounts to a closed market. The VW group, too, is a latecomer to Spain, where its products are handled now by Seat.

All eyes, then, will be on the leading six contenders as the monthly sales returns from around Europe trickle in.

Ford's European sales and marketing chief, Robert W. Currier, thinks the company can hang on to its advantage. He even admits that the year-end target is 12.9 percent, with better than 13 percent next year.

His hand has been strengthened by the addition of small, high-speed diesel engines, the Orion sedan and revised Fiesta hatchback in recent weeks. But new models mean disruption in production plants, and the object will be to keep volumes up as much as possible during the change-over periods.

Similarly, VW's Golf II introduction after the summer break at Wolfsburg will mean a slower production build-up. Once on stream, though, and with Audi still booming, VW will be a threat.

Renault has no major new-model introductions this year. Its R-1 is in place to complement the R-9, but Renault must be concerned about the hotter competition for its aging R-5.

Fiat Auto will add the Regatta sedan (a Ritmo with a trunk) this fall. That will give sales impetus to its medium-car segment, where the Mirafiori is looking long in the tooth. Ritmo has been substantially modified, and Uno is all-new. Fiat, too, will be much more competitive toward the end of the year.

For PSA the main concerns now center on Citroen and Talbot, each of which has seen

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Ford of Europe plugs gaps in lineup

New Orion, improved Fiesta, small diesel add strength

Ford of Europe's winning hand has been strengthened still further.

It has added a new model line — the Orion sedan derived from the hatchback Escort — and it has made substantial improvements to its small hatchback Fiesta.

More importantly, it has at last plugged the serious gap in its powerplant program by offering a small, high-speed diesel for the first time.

The diesel will go into Escort and Fiesta initially. And in Fiesta the diesel produces what Ford believes is Europe's most economical car which should easily average the equivalent of 50-MPG (U. S.).

The goal, says Robert W. Currier, Ford of Europe's sales and marketing vice president, is to increase the company's share of the European new-car market.

"At the moment we are No. 1. It's going to be tough to hang on to that. We've got one key competitor out there called Renault," he admits.

Robert W. Currier

Currier notes that since the first - quarter returns, Ford's advantage over Renault has slipped a little. According to statistics from one of Ford's competitors, Ford held 12.6 percent of total European sales in the first half of this year, compared with Renault's 12.3 percent.

"Our target is 12.9 percent this year," said Currier. "For 1984 it's something better than 13 percent," he explains.

Orion, Fiesta and the diesels will be crucial to the plan. So, too, will other product extensions, including the introduction of a lower range three-door Sierra (as opposed to the sporty XR4i version) and the convertible Escort, each of which will go on sale this fall.

Saarlouis and Halewood are already building Orions. The Valencia plant is expected to build the model from early next year. Cologne, Dagenham and Valencia begin making Fiestas this month (August).

However, diesels will not be available until October or November, so for most of this year Ford will be without a true contender in the one area where the bulk of Europe's diesel sales are made — the C-segment.

VW Golf, Opel Kadett, Fiat Ritmo, Renault 9/11, all have the diesel engine options which make them attractive to customers in Italy, France, West Germany, Belgium and so on. Despite this, though, Ford estimates its C-segment Escort is Europe's best-seller.

In the Fiesta segment—known by Ford as B—there is less diesel opposition. Fiat has the Uno and Peugeot will shortly bring out a diesel 205 which is reputed to be in a similar league to the Fiesta diesel as far as economy is concerned.

But the compression ignition Fiesta does return some remarkable figures on the ECE test cycle — the equivalent of 61.9-MPG at 56-MPH, 42-MPG at 75-MPH and 47-MPG on the urban cycle.

Courier concedes that Ford is late into the small diesel segment. But he adds, "I wish we'd been there earlier, but here we are and we've a hell of a good diesel.

"And I'd rather be selling something that's very good. If it's taken this long to get the kind of fuel economy numbers we're getting, I'm delighted we did it."

He traces the diesel lateness to the intensity of Ford's recent model program, including Escort, Sierra and Orion. It also included the (comparatively late) introduction of five-speed gearboxes on most models.

In sales terms he believes diesels will be most popular in Italy, France and Belgium. In Belgium, for instance, practically half of Sierras sold are diesels.

But Currier thinks the diesels will have another effect. Its economy and quietness will have a major impact on Ford's total credibility.

• He believes the key markets for the Orion sedan will be in Northern Europe, particularly the UK and West Germany.

However, he has watched with interest the widespread acceptance of the Renault 9 — an Orion competitor — in what he calls the Latin markets. Italy and France, for instance, have been traditional hatchback markets. R-9 has changed that.

"Our first conception (with Orion) was in strengthening the Northern European markets, excluding France. But the R-9 lifted our sights in France and gave us more encouragement," explains Currier.

He says the moving forces be-

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Booming Saab adds more capacity

Car-sales revenue tops truck figure for first time

The prospect of adding an additional 25,000 capacity would not cause too much concern for most of today's successful auto makers.

For Sweden's Saab Car Division, already building at record levels, it means putting a further 25 percent on to its volume.

It needs the extra capacity because it plans to build an additional model (probably from 1985) and because, in the words of chief executive Sten Wennlo, "There is tremendous potential for our special cars across a broad front."

Saab is one of Europe's handful of auto makers which has emerged practically unscathed from fearful sales declines across the world. The club includes the prestige houses of Daimler-Benz, BMW, Volvo and Jaguar. Membership for VW's Audi Division, now enjoying a revival, is a mere formality.

Saab has been consistently upping volume since the late '70s. In May it moved to an annualized rate of 102,000. In February it will probably move to 105,000.

Furthermore, its interim report for the first four months of this year showed a significant change. Saab passenger-car sales revenue moved ahead of that for the group's Scania Truck and Bus Division for the first time.

At $343 million, Saab sales were up 44 percent. At $287 million, Scania sales were 11 percent down. The group does not believe Saab will retain such a growth rate in the remaining eight months, and the Scania decline is part of a worldwide commercial vehicle slump that is affecting other makers just as much.

• However, Saab contributing 40 percent of group income and Scania producing 33 percent is a role reversal. The pity is that the group does not break down profits by division, but there seems little doubt that even on its very limited volumes Saab is a prosperous auto maker.

A central part of Saab's development has been the United States. Sales in the first four months were up 60 percent at 8,687. Full year expectations are for 24,000 cars, up 30 percent and amounting to a quarter of the company's output.

Wennlo declares that the aim in the U. S. is to sell more cars per dealer.

"If our approximately 300 dealers sell 10 more cars per year each it is 3,000 cars," he said. "If they sell 20 the total is 6,000."

To Saab these are substantial numbers. Wennlo believes it takes a long time to reach annual sales of 15,000. The next 10,000 are added comparatively quickly, and the next 10,000 very quickly.

Saab is still in the second stage — and believes there is yet more potential when a number of dealer open points in the Sun Belt and on the West Coast have been filled.

Wennlo admits, "There is a limitation on our segment, but within that segment we have the possibilities to take shares from our competitors. It is what is happening today, in all markets except, I think, Switzerland."

The company is making a more determined effort in Europe, too. Wennlo thinks there is room for another 5,000 sales in the UK, where Saab already sells 10,000. Italian sales — around 2,300 — are good, but they are concentrated in the North. There are a few around Rome, but none in the South.

But Saab's big push is being saved for the continent's two largest markets, West Germany and France.

Last year, it sold just over 3,000 cars in Germany, where total sales amounted to more than 2.155 million. Furthermore, it has the highest percentage of luxury car sales of anywhere in Europe. But, says Wennlo, Saab is still making money there.

"We have a very small, very

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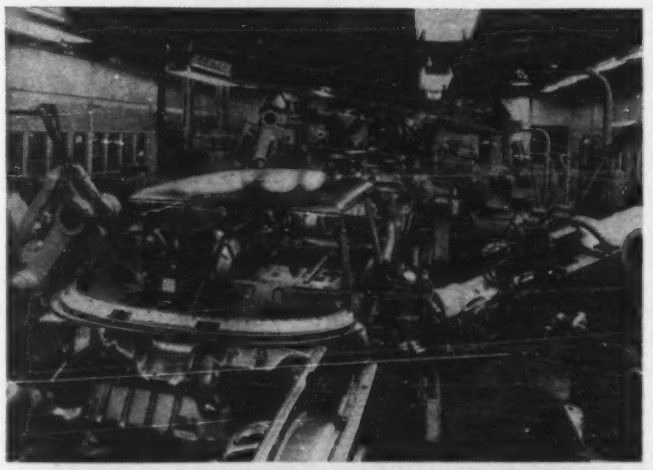
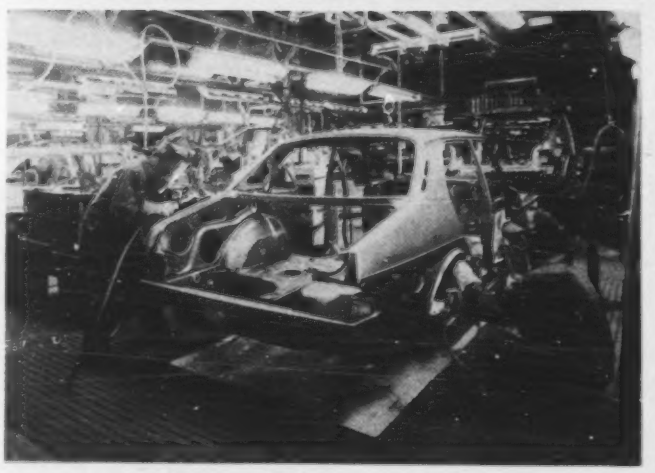




Photos top to bottom: Robots apply spotwelds to Saab body shells; bodies are moved between work places via driverless trolleys; body shop finishing work is done by autonomous groups at three work stations; two workers at each station do the full sequence of body finishing work in about 45 minutes.

Swedish market wide open to competition

Exports take lion's share of domestic output

Sweden's vehicle market is wide open to competition. For a country which exports so much of its production, it has to be.

In 1981, its foreign trade surplus was nearly SEK 8 billion—or more than $1 billion at today's exchange rates. Ninety percent of truck and bus production was exported, and three out of four passenger cars.

The country's domestic markets are so small that it needs to export to survive. Car sales last year were the highest for five years at 218,400. Truck sales declined for the third year at 17,400, but at nearly 1,400, bus sales were as high as at any time in the previous eight years.

Sales of Swedish-made Volvo and Saab passenger cars accounted for only 38 percent of total. The leading importer is the VW group—models imported by Saab-Scania—with around 13 percent. Ford and General Motors (Opel) have around 9 percent each.

Thus, Swedes prefer the quality small cars of West Germany to those of Japan, whose total import penetration amounts to around 15 percent.

While Volvo and Scania trucks dominate their sectors of the truck market, there is a big market for imported vans and light trucks. Volvo's trucks begin at around 7 tonnes, and Scania's at 16 tonnes. And all are concentrated at the heavy end of the market — where numbers are small and potential profits greatest.

In the first half of this year the new-car market was down slightly at 105,300. Truck sales slipped a little to 8,300 but bus registrations were down nearly a fifth at 1,050.

Recent changes in the value of the Swedish crown, particularly last October's hefty 16-percent devaluation, have helped the country's exporters. But as large purchasers of foreign components, Volvo and Saab-Scania are having to pay more for those parts.

One effect of the devaluations is to make Swedish labor rates —once the highest in the business—look less dramatic. They are still high, and the employe has to hand over a higher proportion in taxes than anywhere else in the world.

Recruiting skilled labor, a real handicap in the mid-'70s, is no longer the problem it was. A crisis in the shipbuilding industry, for instance, has provided more welders and tool makers.

Unemployment at nearly 4 percent (the total population is 8.3 million) seems low by comparison with other developed nations, but is considered very high in Sweden. Disposable incomes are slowing and the economic outlook is not so good, so the Swedish Automobile Manufacturers' Assn. does not envisage any sudden increases in demand.

Swedish vehicle production*

Cars

Year	Volvo	Volvo BV	Saab
1982	210,400	90,800	83,600
1981	211,700	77,900	66,400
1980	188,100	80,500	65,800
1979	229,500	90,150	83,800
1978	195,600	64,100	72,500
1977	171,200	54,500	76,500
1976	222,500	76,300	95,900
1975	225,400	61,550	91,000
1974	234,200	70,000	92,600
1973	252,000	98,750	89,500

Trucks, buses

	Volvo	Scania
1982	37,950	20,900
1981	32,050	25,200
1980	36,600	27,700
1979	31,500	24,800
1978	26,700	21,300
1977	28,100	21,650
1976	28,200	20,800
1975	28,500	19,400
1974	23,300	18,300
1973	20,600	16,000

*The statistics include vehicles assembled in foreign subsidiaries. Volvo Car BV, of Holland, is included for reference. Volvo Car Corp. acquired an interest in the company in 1975. Its participation has varied and now stands at 30 percent.

Swedish vehicle registrations

Year	Cars	Trucks	Buses
1982	218,428	17,377	1,384
1981	188,522	17,502	1,311
1980	192,588	18,558	1,126
1979	215,325	15,823	1,060
1978	200,874	15,753	1,030
1977	241,374	18,624	1,235
1976	312,880	17,961	1,063
1975	285,328	15,533	1,148
1974	260,129	15,302	2,066
1973	225,722	14,416	2,220

Europe's sales race

	6 mos., 1983	Market share	6 mos., 1982	Change on '82
Ford	726,000	12.6	651,100	+ 11.5
Renault	705,200	12.3	777,800	− 9.3
VAG	699,200	12.2	682,400	+ 2.5
Audi	170,900	3.0	134,400	+ 27.2
Volkswagen	528,200	9.2	548,000	− 3.6
Fiat Auto	696,800	12.1	701,800	− 0.7
Peugeot SA	679,900	11.8	705,300	− 3.6
Citroen	280,600	4.9	292,000	− 3.9
Peugeot	236,200	4.1	219,900	+ 7.4
Talbot	163,000	2.8	193,300	− 15.7
General Motors	662,500	11.5	531,300	+ 24.7
Japanese (all)	569,100	9.9	493,800	+ 15.3
BL	220,800	3.8	202,300	+ 9.1
Mercedes-Benz	181,900	3.2	172,300	+ 5.6
BMW	173,200	3.0	156,000	+ 11.0
TOTAL	5,755,000	100.0	5,483,000	+ 5.0

Figures, from industry sources, are provisional. Totals may not tally due to rounding.

How the markets have changed

Country	6 mos., 1983	6 mos., 1982
Austria	139,100	112,900
Belgium/Lux	217,400	227,900
Denmark	62,900	49,300
Finland	67,400	65,700
France	1,058,500	1,056,700
Greece	26,600	36,700
Holland	264,800	222,800
Ireland	42,200	49,900
Italy	897,400	978,200
Norway	59,000	59,100
Portugal	41,100	38,800
Spain	290,100	276,200
Sweden	105,300	108,400
Switzerland	163,800	169,100
United Kingdom	921,600	781,900
West Germany	1,397,800	1,249,600
TOTAL	5,755,000	5,483,200

Can Ford hold sales lead?

Six makes run tight race in Europe

Continued from Page 25

sales fall against a background of increased business. To a large extent much of this can be traced back to industrial disputes earlier this year — and there are prospects of more to come.

PSA wants to reduce its labor force at Talbot (part of Automobiles Peugeot) by 10 percent, or 9,000 people. Rumors suggest Citroen is also looking for similar cuts. They will be vigorously resisted by unions and sporadic or protracted disputes cannot be ruled out.

• While Peugeot's new 205 has been extremely well received, there are few other notable sales successes across the group, and suggestions are that the new Citroen BX mid-range car is proving hard to shift.

On the other hand, GM's Opel (and Vauxhall) model range is the youngest in the business. It has achieved wonders in recent months, and while there will be some slowdown in growth because the Corsa is now in place, it is expected to continue making gains.

GM's model line is now complete — and it is not due to be disturbed in any major way until the introduction next fall of a replacement for the lower-medium Kadett/Astra.

As far as national markets are concerned, in addition to the sales gains in West Germany and the UK there have been rises in Denmark, Finland, France, Holland, Portugal and Spain.

The declines have been in Australia, Belgium/Luxembourg, Greece, Ireland, Italy, Norway, Sweden and Switzerland.

The big number gains in Germany (148,200), the UK (139,700), Holland (42,000), Austria (26,200) and Denmark (13,600) were offset by unit declines of the order of 80,900 in Italy, 10,500 in Belgium/Luxembourg, 10,100 in Greece and 7,700 in Ireland.

As percentages, the most notable improvements was recorded by Denmark.

Ford broadens its lineup

New Orion, improved Fiesta, small diesel

Continued from Page 25

hind the decision to go ahead with Orion were cars like the VW Jetta, Mazda 323 and the expectation of hatchback and sedan versions of the Opel Ascona.

"We knew there was a big market walking around there — for mid-size, conservative family cars. And the market was not going away. It was growing."

Ford talks of building 130,000 Orions a year. Will it take sales away from Escort and Sierra?

Currier is remarkably frank. "It has to, clearly. There's no car that's totally incremental.

"Our task is to make sure there's enough incremental increase that it's still a good business proposition for us. If you get too worried about substitution you never do anything," he maintains.

Ford's only real concern centers on a possible large swing of buyers from Sierra to Orion. That could upset work patterns at Genk in Belgium, a dedicated plant.

The company believes the revised Fiesta will sell well across the board. The model has been changed remarkably little since its 1976 introduction — a move which was largely responsible for Ford's market share moving from 9.8 percent in 1975 to 12.2 percent in 1977.

It put Ford among the leading contenders in Europe, just as the recent introduction of the Corsa has helped transform Opel's market share this year.

Ford insiders trace the company's current strength back to that Fiesta introduction, followed shortly afterward by Escort (1980) and Sierra (1982). But had Currier expected the changes to result in European market leadership this year?

"No, frankly — though it's always been our goal," he admits.

"I don't know what market leadership means to the consumer, but if we don't have this kind of goal we will not bring the kind of products to the market that the consumers like. So, it's a worthy goal.

"Also, it's a tremendous motivation inside the company, to do better, to achieve. It gives people something to strive for and a pride in their company."

Ford acknowledges that Sierra has been the main catalyst. It is taking over 4 percent of the market, compared with around 1½ percent for the old Cortina/Taunus.

But it is not the only piece of the jigsaw, and Escort goes from strength to strength.

Currier believes the total European market will be a little more than 10 million this year — "and that may be a little conservative," he adds.

"Next year could be as high as 10.5 million, although our forecasts now run in the 10.3 million range."

Thus, either this year or more likely next year total European sales will top the record 10.33 million of 1979.

Registrations overseas

UNITED KINGDOM

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	4,933	4,402
BL	166,705	141,403
BMW	13,636	12,349
Daihatsu	2,427	2,457
Fiat Auto	25,300	25,876
Ford	278,962	234,932
FSO	2,134	1,384
General Motors	130,652	93,251
Honda	8,180	7,787
Hyundai	1,675	1,165
Lada	9,990	7,666
Lotus	213	199
Mazda	8,786	6,356
Mercedes-Benz	7,314	6,585
Mitsubishi	4,436	3,816
Nissan	48,925	44,225
Panther	42	17
Peugeot SA	54,670	51,631
Citroen	13,782	12,724
Peugeot/Talbot	40,888	38,907
Reliant	52	66
Renault	34,587	36,115
Rolls-Royce	366	462
Saab	4,802	4,910
Skoda	5,556	4,075
Subaru	1,446	1,182
Suzuki	1,758	1,385
Toyota	13,991	12,742
VAG	53,750	46,342
Volvo	31,543	26,055
Zastava	2,029	1,025
Others	2,740	2,018
Total	921,600	781,881
Trucks, buses		
BL	29,382	21,426
Daf	1,364	1,037
Daihatsu	1,877	1,863
ERF	696	677
Fiat Auto	1,805	1,184
Foden	341	276
Ford	45,624	42,792
FSO	240	206
General Motors	18,586	15,498
Hestair Dennis	348	324
Honda	1,203	1,252
Hyundai	565	.....
Iveco	1,304	1,184
Karrier	2,456	2,588
Mazda	1,222	1,036
MCW	220	33
Mercedes-Benz	5,170	3,986
Mitsubishi	1,129	604
Nissan	3,122	2,450
Peugeot SA	4,869	3,843
Renault	3,054	2,373
Scania	798	744
Seddon Atkinson	939	892
Subaru	884	839
Suzuki	801	377
Toyota	2,175	1,680
VAG/MAN/VW	5,235	5,699
Volvo	2,220	2,104
Others	583	826
Total	138,212	117,793
Total vehicles	1,059,812	899,674

WEST GERMANY

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	6,837	6,270
Bertone	555	212
BL	2,673	2,263
BMW	90,518	73,383
Daihatsu	3,354	3,205
Fiat Auto	56,832	55,519
Ford	172,154	136,368
General Motors	276,319	235,910
Honda	18,226	16,934
Isuzu	435	.....
Lada	4,592	3,559
Mazda	31,284	21,422
Mercedes-Benz	132,427	125,608
Mitsubishi	21,580	18,464
Nissan	24,571	22,073
Peugeot SA	52,933	54,480
Citroen	24,502	23,857
Peugeot	14,624	13,614
Talbot	13,807	17,009
Pininfarina	394	.....
Porsche	7,001	5,960
Renault	50,331	52,480
Saab	2,094	1,528
Skoda	906	743
Subaru	2,998	1,945
Suzuki	7,017	5,624
Toyota	27,829	21,280
VAG	404,818	376,779
Audi	102,375	71,943
Volkswagen	302,443	304,836
Volvo	8,684	6,505
Others	819	836
Total	1,408,100	1,249,685

SWEDEN

	6 mos., 1983	6 mos., 1982
Cars		
Alfa Romeo	364	264
BMW	1,919	1,846
Daihatsu	485	618
Fiat Auto	2,493	2,150
Ford	10,134	11,273
General Motors	10,445	11,058
Honda	1,546	2,038
Lada	947	1,579
Mazda	5,371	4,889
Mercedes-Benz	2,103	2,931
Mitsubishi	795	702
Nissan	2,733	2,802
Peugeot SA	3,192	3,042
Porsche	111	81
Renault	1,148	1,177
Saab	14,546	15,203
Skoda	182	243
Subaru	297	136
Toyota	4,100	4,136
VAG	13,200	13,208
Volvo	31,130	28,984
Others	19	31
Total	105,261	108,391

AUSTRIA

	5 mos., 1983	5 mos., 1982
Cars		
Alfa Romeo	1,206	1,295
BL	232	337
BMW	4,401	3,621
Daihatsu	433	145
Fiat Auto	6,089	5,968
Ford	9,493	7,615
General Motors	16,376	14,369
Honda	1,944	1,085
Lada	767	870
Mazda	12,164	8,731
Mercedes-Benz	3,629	3,276
Nissan	7,785	5,121
Peugeot SA	7,419	7,550
Citroen	3,139	3,193
Peugeot/Talbot	4,280	4,357
Porsche	252	202
Renault	5,299	5,702
Saab	161	247
Skoda	445	144
Subaru	1,629	1,312
Suzuki	443	386
Toyota	5,255	3,011
VAG	23,456	19,600
Volvo	2,190	1,389
Others	65	10
Total	112,965	92,585

DENMARK

	5 mos., 1983	5 mos., 1982
Cars		
Alfa Romeo	138	72
BL	47	284
BMW	991	915
Dacia	73	.....
Daihatsu	1,377	528
Fiat Auto	2,214	2,284
Ford	7,542	7,118
FSO	232	155
General Motors	7,265	6,519
Honda	627	322
Lada	2,364	2,629
Mazda	5,253	4,605
Mercedes-Benz	353	427
Mitsubishi	474	537
Nissan	3,725	1,486
Peugeot SA	3,692	3,257
Renault	283	343
Saab	1,025	955
Skoda	3,447	3,831
Subaru	138	123
Toyota	5,042	2,783
Trabant	71	1
VAG	2,546	2,629
Volvo	1,962	1,670
Wartburg	503	79
Others	1	12
Total	51,383	43,720

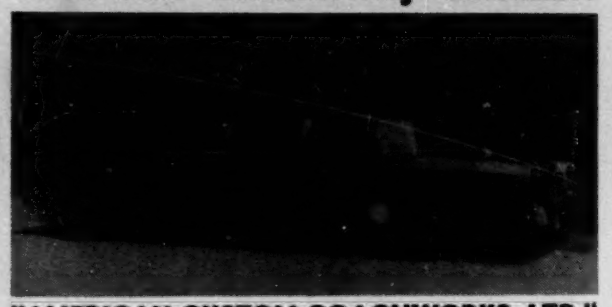
JAPAN

	5 mos., 1983	5 mos., 1982
Cars		
Daihatsu	47,273	31,555
Fuji	30,007	29,315
Honda	95,621	95,712
Isuzu	25,554	24,758
Mitsubishi	75,736	102,583
Nissan	340,462	332,345
Suzuki	37,749	23,249
Toyo Kogyo	108,016	99,827
Toyota	493,327	470,752
Imports	13,799	13,976
Total	1,267,544	1,224,072
Trucks, buses		
Daihatsu	108,625	102,974
Fuji	81,277	75,866
Hino	15,801	16,560
Honda	70,779	56,790
Isuzu	50,999	54,010
Mitsubishi	129,021	112,582
Nissan	118,109	124,897
Nissan Diesel	7,810	8,082
Suzuki	154,524	154,937
Toyo Kogyo	62,070	62,704
Toyota	156,988	154,567
Total	956,003	923,969
Total vehicles	2,223,547	2,148,041

SWITZERLAND

	3 mos., 1983	3 mos., 1982
Cars		
Alfa Romeo	2,561	3,032
AMC	82	124
BL	955	806
BMW	4,051	4,387
Daihatsu	475	418
Fiat Auto	9,067	9,680
Ford	10,947	9,435
General Motors	12,543	15,587
Honda	2,875	3,805
Isuzu	222	.....
Lada	168	323
Mazda	5,328	5,655
Mercedes-Benz	1,701	1,508
Mitsubishi	3,614	2,723
Nissan	7,217	6,652
Peugeot SA	9,906	10,291
Citroen	4,280	4,750
Peugeot/Talbot	5,626	5,541
Porsche	482	419
Renault	5,806	8,306
Rolls-Royce	23	9
Saab	431	439
Skoda	124	124
Subaru	2,762	2,775
Suzuki	1,409	1,728
Toyota	7,126	6,234
VAG	14,240	12,997
Volvo	2,376	1,944
Total	106,491	109,401

'83 Cadillacs "Extended Body" Limousines



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Production overseas

UNITED KINGDOM

Cars

	3 mos., 1983	3 mos., 1982
BL	121,216	129,994
Austin Rover	109,431	120,245
Jaguar	7,755	6,032
Range Rover	4,030	3,717
Carbodies	530	262
DeLorean	.....	1,054
Ford	78,031	89,704
Lotus	148	138
Reliant	24	24
Rolls-Royce	384	707
Talbot	30,485	9,692
TVR	44	30
Vauxhall	35,121	25,640
Others	167	140
Total	266,150	257,385

Trucks, buses

Bedford	12,186	12,812
BL	25,494	23,539
Austin Rover	8,820	5,010
Land Rover	13,350	14,988
Leyland Veh.	3,324	3,541
ERF	470	386
Ford	29,540	29,856
Hestair Dennis	171	236
Karrier	1,201	2,021
MCW	112	91
Sandbach	174	191
Seddon Atkinson	344	283
Others	227	130
Total	69,921	69,545
Total vehicles	336,071	326,930

JAPAN

Cars

	5 mos., 1983	5 mos., 1982
Daihatsu	79,012	55,927
Fuji	94,907	82,705
Honda	349,669	364,488
Isuzu	45,036	51,236
Mitsubishi	216,684	248,641
Nissan	748,861	731,594
Suzuki	45,571	28,065
Toyo Kogyo	371,686	349,616
Toyota	978,484	942,911
Total	2,929,910	1,855,183

Trucks, buses

Daihatsu	142,284	133,332
Fuji	124,529	124,893
Hino	21,202	27,262
Honda	74,939	61,616
Isuzu	100,647	121,301
Mitsubishi	186,275	159,032
Nissan	270,034	264,657
Nissan Diesel	13,993	15,606
Suzuki	206,261	201,046
Toyo Kogyo	120,992	116,273
Toyota	386,306	395,690
Others	336	348
Total	1,649,798	1,621,056
Total vehicles	4,579,708	4,476,239

FRANCE

Cars

	5 mos., 1983	5 mos., 1982
Peugeot SA	605,365	589,652
Citroen	257,824	233,824
Peugeot	255,672	237,789
Talbot	91,869	118,039
Renault	723,784	594,533
Total	1,329,149	1,184,185

Trucks, buses

CBM	37	50
Peugeot SA	59,438	61,829
Citroen	14,475	13,224
Peugeot	35,087	41,395
Talbot	9,876	7,210
Renault	98,605	99,476
Sovam	24	32
Unic	3,059	2,596
Total	161,163	163,983
Total vehicles	1,490,312	1,348,168

SPAIN

Cars

	4 mos., 1983	4 mos., 1982
Citroen	43,767	30,632
Ford	74,717	74,682
General Motors	64,550	.....
Renault	108,620	100,751
Seat	77,295	86,496
Talbot	19,466	18,666
Total	388,415	311,227

Trucks, buses

CAF	.....	146
Citroen	9,014	13,542
Enasa	4,654	3,673
Ford	2,163	2,838
Hispavinsa	1,002	1,012
Land Rover	7,843	4,675
Mercedes-Benz	3,486	4,740
Motor Iberica	6,837	6,212
Renault	11,491	11,098
Seat	7,984	747
Talbot	203	.....
Total	54,677	48,683
Total vehicles	443,092	359,910

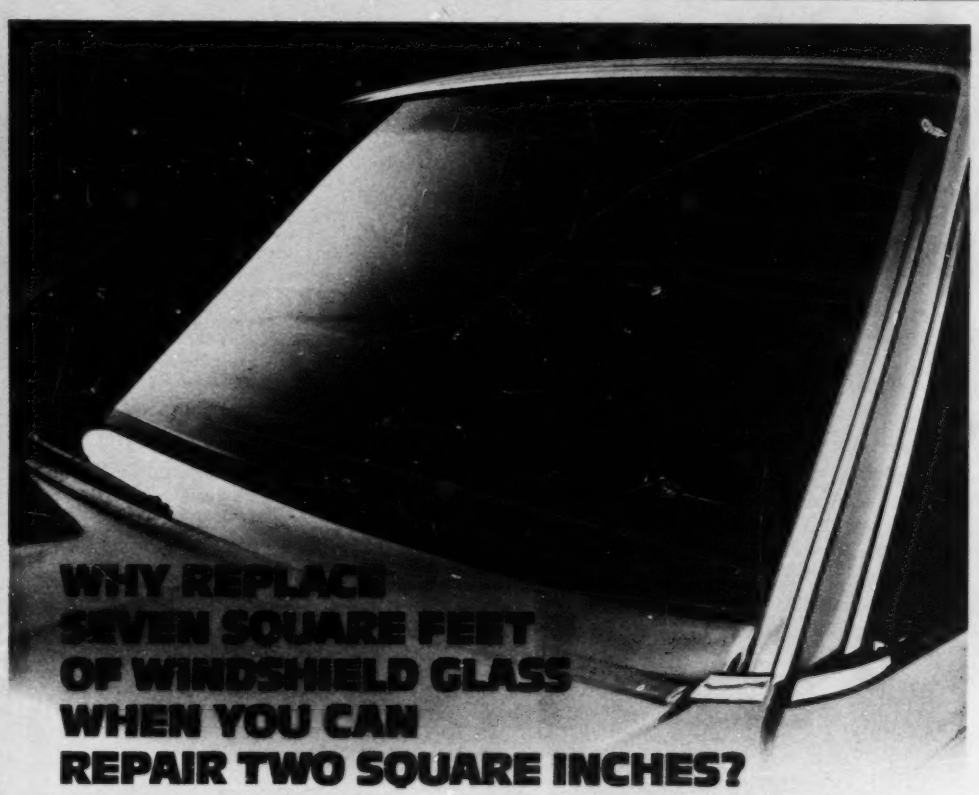
Wheels for Toyota

A Rockwell International high-low operator prepares a load of styled aluminum wheels for shipment to Toyota Motor Corp. in Japan. Toyota purchases 4,000 to 5,000 wheels per month from Rockwell for use as original equipment on 1983 Cressida models.

Gengras won't seek reelection to council

WEST HARTFORD, Conn. — E. Clayton Gengras Jr., a Dodge-Volvo dealer, announced that he will not seek reelection to the West Hartford Town Council.

Gengras, 39, said that family business commitments due to the recent death of his father, E. Clayton Gengras Sr., have made it necessary to curtail elective office activity.



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O'Keefe named director of GM facilities

DETROIT. — William J. O'Keefe has been appointed director of General Motors Facilities. He succeeds Albert T. Hastings, who retired after 43 years with GM.

O'Keefe formerly was director of Argonaut Realty, one of the GM Facilities operations. Replacing him in that post is George G. Fox, previously manager of real estate for GM Facilities.

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Honda Accord restyled in Japan

Honda has restyled its Accord line for the home market. The hood line is lower, an anti-lock braking system is an option and a 12-valve engine has been adopted.

Honda boosts Accord power with 12-valve engine in Japan

TOKYO.—To upgrade the performance of the Accords sold in Japan, Honda has adopted 12-valve engines.

They are based on the unit introduced last year in the Prelude coupe, but there is a 1.6-liter as well as a 1.8-liter version, and a single carburetor replaces the twin carburetors of the Prelude.

At the same time, some changes have been mad' to the body and the ALB anti-lock braking system is now an option.

Because the new engine is lower than the old one, Honda has lowered the hoodline of the Accord, giving the three-door hatchback a sporty sloping nose. The sedans retain a low, upright grille. Some models have electronic instruments.

Apart from the use of a single carburetor, the 1.8-liter engine is almost the same as the one in the Prelude, with bore and stroke of 80x91mm. Power output is quoted as 110 HP (JIS, at 5,800 RPM — up from 97 HP at 5,300 RPM—with 110 pounds-feet of torque at 3,500 RPM.

The 1.6-liter unit has a bore and stroke of 80x79.5mm and output has been increased from 90 HP at 5,300 RPM to 94 HP at 5,800 RPM. Gas mileage is also improved slightly.

Denver firm named to handle Peugeot

DENVER. — Royal Carriage Works at D.T.C. has been awarded a Peugeot dealership. It has been owned and operated by William F. Stewart since 1974.

Judge rules against Volvo in flame-trap case

AVALON, N. J. — Working without benefit of an attorney, local resident Anthony Vinci took Volvo of America Corp. to court and won.

The case centered on Volvo's alleged failure to warn motorists properly about servicing their vehicle's flame trap to prevent a carburetor backfire from getting to the rest of the engine and possibly starting a fire.

Vinci argued that although Volvo warned its dealerships through service bulletins that the flame trap needed to be serviced every 15,000 miles, that warning was not listed in the car's service manual for consumers.

Vinci noticed there were oil leaks from his daughter's Volvo, and mechanics determined the problem stemmed from the flame trap, he said.

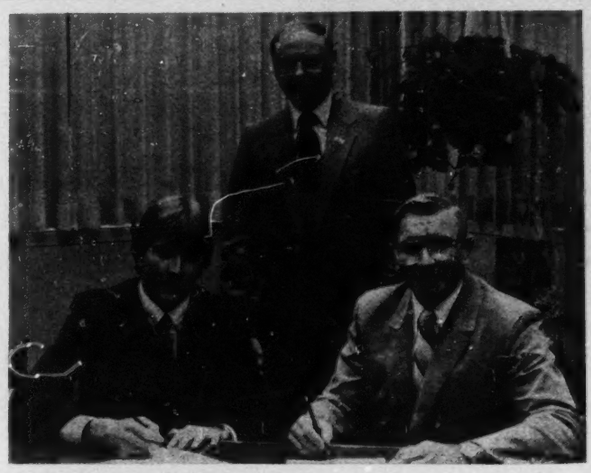
Vinci called his Volvo dealership in neighboring Egg Harbor, N. J., and told the service manager what happened. The manager knew immediately what was wrong, Vinci said, and said Volvo sent out service bulletins about the problem.

Vinci wrote Volvo and explained the problem. He also asked to be reimbursed for the repair bills. He received a letter which was not to his liking, so he filed a complaint in Small Claims Court in New Jersey's Bergen County, where Volvo of America Corp. is headquartered.

After the judge ruled in his favor, Vinci received a check from the dealership for $181.36.

Ochs signs Chevy, Olds

NEWTON, Ill. — Louis Ochs Chevrolet - Oldsmobile - Buick Inc., has been franchised here. Louis Ochs is the operator.



All in the family

A father and son signed Chevrolet franchise agreements for two separate Minnesota locations. John L. Steffens, left, will operate Steffens, Inc., Windom, Minn., while LaVerne J. Steffens, right, will run Steffens Chevrolet-Buick, Inc., Faribault, Minn. Standing is R. W. Kruse, Chevrolet's Minneapolis zone manager. LaVerne Steffens had headed the Windom dealership since 1960.

White to build steering axles after OK on reorganization

Continued from Page 16

St. after the antiquated complex on the west side was sold some time ago to a group of investors. The firm also is headquartered in the former engineering building.

Of the axle-manufacturing operations, Askins said only that "we'll keep it as lean as possible, and let it grow naturally. The staff will be very lean. We already have an agreement with the UAW."

The market for the axles will be the OEMs, Askins said. "We're looking to Volvo White, Freightliner, Nova/Bow Valley, the Canadian firm which bought Western Star, and some others," he added.

"It's a proven axle in thousands of trucks which have run millions of miles," Askins said. "It's had a long history of no problems; in fact, I can't recall even one warranty problem."

Current holders of White common shares will receive one share in Northeast Ohio for each 10 White shares, Askins said, and will have about 10 percent of the total.

The largest single shareholder in the reorganized firm will be WM Financial Corp., a holding company created in New York by a group of investors during the Chapter 11 proceedings.

White Motor creditors will get 64 percent of the firm's stock, Askins said, but will have no participation in management of Northeast Ohio.

White has reported that it owes its creditors about $300 million. White said it expects to pay about 50 cents for every $1 of allowed claims.

"That's more than most people thought they'd get when we started these proceedings three years ago," Askins said.

The lawyer for the creditors committee also noted that the proceedings have been "extremely successful in terms of payouts."

Otto Oldsmobile-Cadillac to open new facility

ALBANY. — Otto Oldsmobile-Cadillac, Inc., will open a new "state-of-the-art" $2.5 million facility here in August.

Some 18 months of research and design effort went into the 40,000-square-foot building, and the dealership will have an 800-car inventory, said Walter Otto II, president.

Irish bus firm is acquired by U.S. company

Continued from Page 16

the international market potential for products from Ireland," he added.

Cruse W. Moss, GAC chairman, said, "buses built in the Shannon plant to C.I.E. specifications are setting new industry standards for performance, reliability and quality, and we are confident of continued success in both Ireland and international markets in the months ahead."

GAC, a privately-owned company, recently purchased the Grumman Flxible bus subsidiary from Grumman Corp.

Moss noted that the Flxible transit bus averaged 4.28 MPG, the highest in a controlled fuel-economy test against five participating manufacturers.

The test, he said, was conducted by a nationally renowned laboratory in conjunction with the Transportation Research Center of Ohio under a contract from the Urban Mass Transportation Administration's office of Bus and Paratransit Systems.

Purpose of the test was to provide transit authorities with fuel-economy data for use in life-cycle cost analysis currently being used in bus procurement.

All test vehicles were standard-sized 40-foot transit buses, and included Flxible, General Motors RTS-II, Flyer Industries, GM of Canada, Neoplan USA and Gillig, as well as Flxible and GM control buses.

factories list auction dates

American Motors

Aug. 16—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 17—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Aug. 18—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Aug. 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, East Windsor, Conn.

Aug. 25—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 30—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Ford Motor Co.

Aug. 16—Arena Auto Auction, Chicago, Ill.

Aug. 17—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 18—Omaha Auto Auction, 7825 F St., Omaha, Neb.

Aug. 24—Columbus Fair Auto Auction, Obetz, O., and Northway Exchange, Clifton Park, N. Y.

Aug. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

Sept. 1 — 166 Auto Auction, Springfield, Mo.

General Motors

Aug. 18—Butler Auto Auction, Gibsonia, Pa.

Aug. 23—Aptco Auto Auction, Taylor, Mich.

Aug. 24—Hatfield Auto Auction, Hatfield, Pa.

Aug. 24—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 25 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 30—Arena Auto Auction, Chicago, Ill.

Aug. 31—Metro Auto Auction, Kansas City, Mo.

Used Car Sales

Auction Averages

August to date	$5,160
Month ago	$5,101
Year ago	$4,916

Model breakdown

Auction Averages

	AUGUST TO DATE	JULY	JUNE
1983.....	$10,844	$11,178	$10,012
1982.....	7,917	7,622	8,070
1981.....	6,033	6,164	6,142
1980.....	5,177	5,281	4,906
1979.....	4,561	4,529	4,644
1978.....	3,579	3,353	3,475
1977.....	2,803	2,645	2,779
1976.....	2,017	2,113	1,877
Overall Average	$ 5,160	$ 5,172	$ 5,138

auction directory

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But 11 lines count record numbers

Import dealer total drops 2.3 pct.

Continued from Page 1

exclusives, representing 59 percent of its network; then Honda, 420 exclusives, for 52 percent; Subaru, 301 exclusives, 38 percent, and Mazda, 113 exclusives, 15 percent.

BMW has 102 exclusives, representing 25 percent of its network; Volvo, 94 exclusives, for 23 percent; Mercedes-Benz, 92 exclusives, for 22 percent; Mitsubishi, 75 exclusives, representing its entire dealer network, and Saab, 57 exclusives, for 18 percent.

Chrysler Corp.'s expanding dealer network pushed the number of captive-import duals to the highest level since Ford Motor Co. stopped importing the German-made Fiesta two years ago. Captive duals stood at 3,699 at midyear, up 62, or 2 percent, from 3,637 at the start of the year.

Gains made by imports from both Japan and Europe in dualing with domestic-car makers were offset by the loss of DeLorean during the first half of 1983.

The DeLorean network was heavily dependent upon General Motors dealers. Now that it is out of production and Consolidated International is selling off the inventory, the number of domestic dealers dualed with non-captive imports stands at 2,307, a decline of 137, or 6 percent, from the revised figure of 2,444 on Jan. 1.

The 9,785 dealerships carrying import lines on July 1 was the lowest since July, 1970, when the Japanese makes were just beginning to establish themselves as major forces in the U.S. market. This was the fourth consecutive period of declines in the import-dealer total.

The declines are deceiving, however, because Volkswagen and Renault are now making most of their sales from U.S.-made products and are therefore counted as domestic makes. If they were still counted as imports, they would boost the import dealer total by more than 2,000

The number of import-car franchises (as distinct from outlets or dealerships, which may handle more than one car line/franchise) declined 71 to 13,181 at midyear. Like the number of import outlets, the most recent franchise number is the lowest since 1970.

Losses were recorded by DeLorean, down 250; Jaguar and Alfa Romeo, down 10 apiece; Peugeot, Audi and Toyota, down 5 apiece; Mazda, down 4, and Ferrari, down 2.

Audi's dealer count has been dropping for seven consecutive reporting periods; Alfa Romeo's for 11.

The gainers during the first half of 1983 were Dodge Colt/Challenger, up 85; Plymouth Colt/Sapporo, up 70; Lotus, up 18 (under the new importer Lotus Performance Cars); Subaru, up 9; Mitsubishi, up 8; Isuzu, up 7, and TVR, up 5 (under the new importer, TVR North America).

Others to register gains were BMW, up 4; Saab, up 3; Honda, Porsche, Maserati and Rolls-Royce, each up 2, and Datsun/Nissan and Aston Martin Lagonda, each up 1. Incidentally, this marks the eighth consecutive reporting period in which Rolls-Royce either maintained or increased the size of its dealer network.

Volvo was the only maker to report no change in its dealer population this census.

The total franchise loss of 71 for the first half was one-half of one percent. Last year at this time, the loss was 1,359, or 9 percent, as Fiat, Lancia and Lotus left the market — at least temporarily.

• The import makes that registered record numbers of dealers at midyear were Dodge Colt/Challenger, 2,577, up 85 from January's record of 2,492, and the third consecutive period in which a new record has been set; Subaru, 793, up 9 from the January record of 784 and continuing a string of records that has been unbroken since July, 1973.

Also, Honda, 808, up 2 from January's record of 806 and continuing an unbroken string of records since July, 1973; Mercedes-Benz, 414, up 1 from January's 413 for the sixth consecutive record-breaking period; Porsche, 330, up 2 from the 328 of the previous two reporting periods.

Other records were set by BMW, up 4 from January's record of 403 and the 13th consecutive period in which a record was set; Rolls-Royce, 71, which matched the record set one year earlier; Maserati, 36, which tied records of July, 1981, and July, 1982.

Also, Plymouth Colt/Sapporo, 2,657, up 70 from January's record of 2,587 and the fifth consecutive period in which a gain was recorded; Mitsubishi (which makes the Chrysler Corp. captives, too), 75, up 8 from the only other census in which it distributed its own products.

Isuzu also set a record of 213, up 7 from its January total of 206 car outlets. Isuzu also has truck-only points in 20 states.

IMPORT OUTLETS

Number of dealerships in U.S. handling imported cars, 1957 to 1983

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270
Jan. 1, 1983	10,011**
July 1, 1983	9,785

*—Alltime high.
**—Revised.

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NEW-CAR OUTLETS

U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1976	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
July 1, 1983	24,502	−0.9%

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Small Mercedes, due Oct. 17, to help on CAFE

Continued from Page 2

introduction and 16,000 to 17,000 of the smaller units next year. Jordan expects the 190 to account for a little less than 25 percent of total Mercedes sales and anticipates that more gasoline than diesel 190s will be sold.

At about $23,800 apiece, that's a lot of small cars.

Mercedes will offer an optional Supplemental Restraint System (SRS) on the new 190 and 500 models, which includes an air bag mounted in the steering wheel hub and a tension-loaded belt on the passenger side.

Jordan said 10 percent of the cars will be equipped with the package, which will cost $800 to $900. Asked why MBNA is offering the package when there is so much opposition to such safety equipment, he said "we are, in effect, running a market test. It is a positive response to a sensible government approach."

In a question-and-answer session, Jordan said that for every owner Mercedes loses to another make, it gains three.

IMPORTED-CAR RETAIL OUTLETS

Imported cars only	July 1, 1983		Jan. 1, 1983	
Exclusives	2,700		2,643	
Duals	1,079		1,287	
		3,779		3,930
Import-domestic duals				
U.S. duals with captive imports	3,699		3,637	
U.S. duals with other imports	2,307		2,444	
		6,006		6,081
Total import-car dealers	9,785			10,011

Notes: Renault and VW counted as domestics.
Captive-import duals are Dodge—Colt and Challenger; Plymouth—Colt and Sapporo.
January totals revised.

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But slower sales push days' supply to 47

Car inventory falls 107,000 units

Continued from Page 1

supply of both subcompacts and compacts, a 50-day stock of intermediates, a 41-day supply of standards and a 51½-day supply of luxury cars.

Days-supply figures by market segments a month earlier were: Subcompact, 44; compact, 45; intermediate, 52; standard, 45, and luxury, 48.

The Aug. 1 domestic inventory was divided this way by market segment: Subcompact, 14.91 percent; compact, 22.33 percent; intermediate, 38.97 percent; standard, 15.91 percent, and luxury, 7.88 percent.

A month earlier, the inventory was divided as follows: Subcompact, 17.04 percent; compact, 21.32 percent; intermediate, 38.01 percent; standard, 16.32 percent, and luxury, 7.31 percent.

• The Aug. 1 days-supply figures by market class were:

Subcompact — Escort, 29; Turismo, 35; EXP, 35; Spirit, 40; Horizon, 41; Lynx, 43; Omni, 46; Eagle SX/4, 46; Alliance, 49; Charger, 49; Corvette, 61; Rabbit, 67; Pontiac 1000, 68, and LN7, 71.

Compact — Pontiac 2000, 30; Aries, 34½; Cavalier, 36; Skyhawk, 38; Reliant, 40; Firenza, 42½; Zephyr, 43; Tempo, 45; Fairmont, 45; Topaz, 46; LeBaron, 51; Camaro, 52½; Firebird, 54; Mustang, 56; Dodge 400, 57; Cimarron, 78, and Capri, 81.

Intermediate — Cutlass four-door, 29; Cutlass coupe, 31½; Omega, 34; Skylark, 38; Regal Coupe, 45; Marquis, 46; Malibu, 46½; Regal four-door, 48; Cutlass Ciera, 50; Monte Carlo, 51; LTD, 56; Pontiac 6000, 58½; Bonneville, 59; Cougar, 63; Grand Prix, 63; Concord, 65; Phoenix, 66½; Century, 69; Celebrity, 71; New Yorker, 74; Citation, 78; Chrysler E Class, 80; Thunderbird, 83; Eagle, 84, and Dodge 600, 98.

Standard—Olds 88, 23; Grand Marquis, 32; Gran Fury, 34; Olds 98, 37½; LeSabre, 39; Crown Victoria, 41; Diplomat, 41½; Chevrolet, 49; Cordoba, 50½; Fifth Avenue, 56; Electra, 58; Parisienne, 70½, and Mirada, 88.

Luxury — Corvette, 22; Cadillac, 41½; Seville, 55; Eldorado, 56; Mark VI, 61; Lincoln, 62; Turonado, 62½; Riviera, 66; Continental, 82, and Imperial, 94.

NEW CAR STOCKS

	Aug. 1, 1983	July 1, 1983	Aug. 1, 1982
Alliance	49	54	.....
Spirit	40	50	127
Concord	65	22	38
Eagle	84	93	66
Eagle SX/4	46	71	66
AMERICAN MTRS.	52	55	58
Horizon	41	45	92
Turismo	35	40	88½
Reliant	40	41	75
Gran Fury	34	35	26½
Plymouth	35	41	73
LeBaron	51	60	91
Cordoba	50½	57	77
E Class	80	97	.....
New Yorker E	74	82	.....
Fifth Avenue	56	74½	46
Chrysler	61	73	72
Imperial	94	83	150
Omni	46	52	94
Charger	49	50	100
Aries	34½	37	82½
Dodge 400	57	59½	122
Dodge 600	98	101	.....
Diplomat	41½	41	55
Mirada	88	101	97
Dodge	48	50	89
CHRYSLER	48	56	79
Escort	29	27	50
EXP	35	51	104
Mustang	56	59	104
Tempo	45	45	.....
Fairmont	45	42	82
LTD	56	51	.....
Thunderbird	83	84	101
Crown Victoria	41	30	62
Ford	48	44	72
Lynx	43	36	63
LN7	71	47	108
Capri	81	78	135
Topaz	46	44	.....
Zephyr	43	50	65
Marquis	46	58	.....
Cougar XR7	63	70	99
Grand Marquis	32	39	50
Mercury	48	51	71
Lincoln	62	61	69
Continental	82	95	88
Mark VI	61	75	95
Lincoln	64	72	78
FORD MOTOR CO.	49	48	71
Skyhawk	38	33	195
Skylark	38	42	105
Century	69	62	179
Regal 4-door	48	46	74½
Regal coupe	45	47	71
LeSabre	39	33	57½
Electra	58	55	69
Riviera	66	47	77
Buick	49	45	95
Cimarron	68	50	112
Seville	55	59	130
Cadillac	41½	52½	59
Eldorado	56	59	71
Cadillac	48	56	68
Chevette	61	46	117
Cavalier	36	23	162
Citation	78	64	119
Camaro	52	47	44
Malibu	41½	39½	57
Celebrity	71	44	178
Monte Carlo	51	60	75½
Chevrolet	49	50	70½
Corvette	22	22	142½
Chevrolet	51	43	93
Firenza	42½	40	218
Omega	34	33	117
Ciera	50	50	128
Cutlass 4-door	29	28	51
Cutlass coupe	31½	28	62
Olds 88	23	25	44
Olds 98	37½	28	46
Toronado	62½	53½	70
Oldsmobile	35½	34	70
1000	68	56	171
2000	30	30	209
Phoenix	66½	60	144
Firebird	54	46	63
Bonneville	59	49	77½
6000	58½	48	253
Grand Prix	63	58	72½
Parisienne	70½	57	.....
Pontiac	55½	47	117
GENERAL MOTORS	47	57	90
Volkswagen	67	47	110
TOTAL	48	47	83

Masked psychic

Capitol Lincoln-Mercury and Richmond Honda, Richmond, Va., had a blindfolded psychic named Manlow drive a car around an obstacle course of cars at the Virginia State Fairgrounds. He covered his head with a steel blindfold, four-foot Ace bandages and a black hood for the stunt.

Second shift scheduled for Laser/Daytona

ST. LOUIS. — Orders from dealers for the Chrysler Laser and Dodge Daytona have poured in and the Chrysler Corp. Fenton plant here has announced that a second shift will be added Sept. 12, meaning work for more than 1,500 persons.

Orders have jumped to 130 percent of early production plans, and this does not include fleet and Canadian business.

Larry Schaefer, St. Louis zone distribution manager, said that "dealers are showing considerable interest and have placed their orders accordingly."

He added that the plant in Fenton, the corporation's "high-tech showcase," will build 4,000 to 5,000 sports cars per month before the second shift begins.

The Laser and Daytona will be launched officially today (Aug. 15), in ceremonies at St. Louis Assembly Plant No. 1.

On hand for the occasion will be Chrysler Chairman Lee Iacocca and Missouri Gov. Christopher (Kit) Bond.

Chrysler has invested $96 million to convert the plant for the assembly of the cars, previously coded G-24. Presently, 2,900 employes are on the payroll and the second shift will boost the number to about 4,500. Plant No. 2 will add 1,500 in September.

Extensive retooling was necessary to accommodate the production line switch for FWD vehicles. Plant conversion was completed July 18.

Manaker appointed

HARTFORD. — Barton L. Manaker, owner of Rte. 44 Volkswagen, Inc., has been named to the Connecticut State University board of trustees.

$200 million to be spent on more aggressive approach

Chrysler outlines '84 ad campaign

Continued from Page 8

front-drive, turbocharging, high technology and fun-to-drive appeal.

It shows the '84 lineup on the road. After reciting various innovations, it calls attention to Dodge introducing seven new models in the last six years, two this year and three in the next two years, claiming the nation's largest turbocharged and largest front-wheel-drive fleets.

Daytona ads use a three-page spread to talk about the "turbo charge revolution," with shots of the cockpit and the Daytona Turbo Z the lead car.

"The American sports car has just grown up," continues the ad, after pointing out electronic fuel injection, front-drive and 5/50 warranty protection.

Dodge ads for other models are "heavily deviced," for strong resemblance, according to Joseph Cronin, ad manager.

The Aries K is called "the best six-passenger car you can buy." The four-door Aries is featured in print, the wagon version in TV commercials.

Ads call attention to "great traction, room for six, solid resale, 5/50 warranty protection" and a quarter-million families who have bought it.

"The world still hasn't beaten this car," claims the headline to an Omni spread. It's "logged over 13 billion miles," has solid resale value and is backed by 5/50 warranty, continues the ad.

The 600 Series has replaced, or absorbed, the Dodge 400. Ads feature the convertibles as "the most affordable convertible" and the 600 ES is still the touring car, recalling "forgotten pleasures of the American road" and competing against imports.

Charger and Shelby are "the first front-wheel-drive American sports coupes" with the "2.2-liter destined to become a legend," according to Car and Driver, which ads quote.

• While regular product ads break Sept. 25, Iacocca's corporate campaign runs from Sept. 9-29. He thanks the public for "help(ing) us stand on our own two feet" and predicts America will regain leadership in technology "by regaining the courage to invest in brains, plants, products that represent the future, not the past."

Iacocca also previews the Chrysler Laser, Dodge Daytona, Dodge Caravan and Plymouth Voyager.

"To turn a company around, you don't just need a lot up here," says Iacocca, pointing to his head. "You need a little something in here," pointing to his gut.

"The new Chrysler Technology" commercials run on all three networks through Sept. 29. Chrysler estimates it will reach 80 percent of adult viewers through network news, NFL and NCAA football and prime-time TV spots. Kenyon & Eckhardt handles corporate and Chrysler-Plymouth spots.

Dodge media strategy will use high-impact techniques in national TV, cable TV and magazines to gain attention.

Joseph Cadell, general marketing manager - Dodge, noted that 25-to-44-year-olds were the target.

Dodge will use "roadblocks" (scheduling spots at the same time on all networks), "single network nights" (clusters of spots during prime time on a network's strongest night), "billboard programs" (identifying Dodge as host) and "showcasing" (exclusive auto sponsor for network special, mini-series or major movie) to get attention.

• The national print schedule has 54 publications and a total of 117 insertions during the quarter. Publications include news weeklies, general interest, special interest, business and finance, car enthusiast, mechanics, outdoor, women's, regional and miscellaneous.

BBD&O handles Dodge car and truck.

Chrysler media starts with a "buyout" of the "60 Minutes" premier show Sept. 25. Chrysler ads also use regionalization and demographic customization with national publications and to a lesser degree with network TV to tailor ads to specific markets.

Laser announcement runs on "60 Minutes," NFL football, Johnny Carson Anniversary special et. al, plus a new Johnny Miller PGA event on USA Cable.

New Yorker runs on these shows, plus print in news weeklies and upscale business and leisure interest publications.

LeBaron run in demo editions of news weeklies, while Fifth Avenue gets broader print.

Plymouth uses network and cable TV, plus 51 national or regional magazines. NFL Football, Johnny Carson Special and other TV buys are on the list.

Reliant and Horizon use broad print in weeklies and monthlies, like Life, Reader's Digest, Car and Driver.

Turismo 2.2 runs in life-style and special-interest books, like People, Rolling Stones, Cosmopolitan.

Commission formed to offset pressure for protectionism

WASHINGTON. — President Reagan, in an attempt to counter pressure for protectionist laws such as the domestic-content bill for autos now before Congress, has established a 21-member Presidential Commission on Industrial Competitiveness.

John A. Young, president of Hewlett-Packard Co., is chairman of the new commission.

Members with ties to the auto industry include John D. Ong, chairman and president of B. F. Goodrich Co.; Robert Anderson, chief executive officer of Rockwell International Corp., and Stephen L. Schlossberg, former director of government and public affairs with the UAW, and now a partner with the Washington law firm of Zwerdling, Schlossberg, Liebig & Kahn.

The commission, which appears to be the Administration's answer to numerous Democratic calls for a national economic policy, will concentrate on two specific goals, according to the President:

1. Identifying opportunities for private industry to transform new technological information and innovations into saleable goods and services.

2. Recommending policy changes at all levels of government to improve private industry's ability to compete in the U. S. marketplace and to maintain and create opportunities for U. S. workers.

May total is 772,842

Registrations best since early 1980

Continued from Page 7

Chrysler was up 2.20 percentage points, to 10.53 percent from 8.33 percent, and the imports climbed 1.13 percentage points, to 27.85 percent from 26.72 percent.

GM was off 2.86 percentage points, AMC dropped 0.41 percentage points and Ford was off 0.01 percentage points compared with market shares in May, 1982. Miscellaneous domestics all but disappeared, fading to 0.01 percent of the market from 0.06 percent.

(In the Polk tabulation, Renault Alliance is counted as an import; it is not included in the AMC total. Volkswagen Rabbit i. also counted as an import.)

Of the domestics alone, GM products accounted for 61.64 percent this May compared with 64.59 percent a year earlier. Ford claimed 22.80 percent, up from 22.46 percent. Chrysler climbed to 14.60 percent from 11.37 percent. AMC slipped to 0.95 percent from 1.50 percent and miscellaneous domestics held the remaining 0.01 percent compared with 0.08 percent in 1982.

The market class breakdown in May showed imports having the largest single piece of the total, at 27.85 percent (215,278 units), followed by U. S. intermediates at 26.01 percent (201,039 units), compacts at 16.38 percent (126,558 units), standards at 13.83 percent (106,848 units), subcompacts at 10.54 percent (81,427 units) and luxury models at 5.39 percent (41,692 units).

A year earlier, imports had 26.72 percent of the market, followed by intermediates at 23.18 percent, compacts at 18.10 percent, subcompacts at 14.44 percent, standards at 11.74 percent and luxuries at 5.82 percent.

Of the domestics-only market in May, 1983, intermediates claimed 36.06 percent, compacts had 22.70 percent, standards had 19.16 percent, subcompacts had 14.60 percent and luxury models claimed 7.48 percent.

New-car registrations for the first five months of 1983 numbered 3,390,119, up 10.76 percent from 3,060,751 in 1982. The total, however, was 6.95 percent behind the five-month count of 3,643,403 in 1981.

Domestic registrations of 2,375,569 were up 8.62 percent from 2,187,094 in 1982. Imports were up 16.13 percent, to 1,014,550 from 873,657.

For the first five months, Chrysler Corp. and the imports enjoyed market-share increases of 1.15 percentage points and 1.39 percentage points, respectively. Chrysler edged up to 9.85 percent from 8.70 percent and the imports claimed 29.93 percent, up from 28.54 percent.

GM dropped 1.76 percentage points, Ford was off 0.28 percentage points, AMC was down 0.47 percentage points and miscellaneous domestics were down 0.03 percentage points.

In the domestics-only market, GM had 61.27 percent, Ford claimed 23.54 percent, Chrysler had 14.06 percent, AMC had 1.12 percent and miscellaneous makes had 0.01 percent for the first five months of this year.

Alfa Romeo offers no-interest loans on GTV-6 coupes

ENGLEWOOD CLIFFS, N. J. — Thirty - six - month interest-free loans are being offered by participating Alfa Romeo dealers and the importer of GTV-6 sports cars.

The program — pitched at dealerships with the tag line, "We have absolutely no interest" —is aimed at clearing out 1982 models in time for an early launch of 1983 models. Alfa Romeo usually gets its new-model cars to U. S. dealers around the beginning of the calendar year; this time, it will be Oct. 1.

There aren't many GTVs left to clear out, however. Dealer stocks are estimated at fewer than 200.

Qualifying customers may finance up to $13,000 for 36 months on the $18,000 sports coupes through Borg - Warner Acceptance Corp.

Borg-Warner signed with the importer last year to provide financial services for Alfa Romeo dealers. Even non-participating dealers, however, are eligible to sign up for this promotion. A majority of dealers have signed on, Alfa Romeo said.

Dealers and Alfa Romeo split the prepaid interest fee. The program runs through Sept. 30.

Alfa 6 in three versions

Alfa Romeo's flagship, the Alfa 6, will be offered in three new versions: The fuel-injected, 158-HP, V-6, 2.5-liter Gold Cloverleaf; the 2.5-liter, five-cylinder, 105-HP turbocharged diesel, and the carburetted, 135-HP, 2.0-liter V-6. Basically the bodywork of the Alfa 6 has not been changed except for the bumpers and the headlights.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

MAY '83 VS. MAY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	697	3,412	1,955	9,149
Concord	1,418	6,579	2,256	9,574
Concord SW	605	3,096	756	3,965
Eagle 4WD	315	1,613	539	2,679
Eagle 4WD SW	1,728	8,868	1,332	7,664
Eagle SX4 4WD	548	3,066	964	5,546
TOTAL AMC	5,311	26,634	7,802	38,577
Chrysler LeBaron FWD	6,780	28,438	7,422	31,784
LeBaron SW FWD	861	3,986	792	1,826
E Class/NY FWD	6,523	25,989		
Cordoba	1,390	6,514	1,207	6,055
NY Fifth Ave.	7,425	32,848	5,477	20,084
Imperial	148	921	293	1,304
Total	23,127	98,696	15,191	61,053
Plymouth Horizon FWD	5,008	18,936	6,268	33,857
Turismo FWD	3,698	13,250	539	1,940
Reliant FWD	13,834	53,131	9,103	43,082
Reliant SW FWD	4,521	19,907	4,240	17,626
Gran Fury	1,673	7,530	1,967	6,860
Total	28,734	112,754	22,137	103,365
Dodge Omni FWD	4,608	17,247	5,368	28,760
Charger FWD	4,375	15,322	927	4,719
Aries FWD	8,110	35,955	6,678	31,805
Aries SW FWD	3,879	15,786	3,342	14,255
Dodge 400 FWD	3,272	13,940	2,153	9,651
Diplomat	2,391	10,267	2,571	9,563
Diplomat SW			7	57
Mirada	509	2,371	586	3,034
Dodge 600 FWD	2,419	11,596		
Total	29,563	122,484	21,632	101,844
TOTAL CHRYSLER CORP.	81,424	333,934	58,960	266,262
Ford Escort FWD	24,619	101,414	21,691	100,190
Escort SW FWD	8,150	35,552	6,966	32,578
EXP FWD	2,442	9,646	3,550	17,961
Fairmont	3,853	38,046	11,261	50,551
Fairmont SW			99	1,869
Tempo FWD	840	842		
Granada			6,229	30,703
Granada SW			3,951	15,037
LTD	9,914	46,193		
LTD SW	4,225	18,456		
LTD '82			5,421	18,806
LTD Crn. Victoria	9,795	43,126	4,271	16,137
LTD Crn. Victoria SW	1,782	9,862	1,943	7,551
Mustang	10,162	46,854	10,140	46,106
Thunderbird	10,819	30,192	4,184	17,050
Total	86,601	380,183	79,706	354,539
Lincoln Town Car	4,104	19,468	3,840	12,132
Mark VI	2,346	11,068	2,738	9,535
Continental	1,055	6,873	1,543	9,933
Total	7,505	37,409	8,121	31,600
Mercury Lynx FWD	5,934	24,465	6,487	30,645
Lynx SW FWD	1,580	7,264	1,702	8,493
LN7 FWD	648	2,917	1,324	6,595
Capri	1,616	9,457	2,610	12,273
Zephyr	940	11,226	3,450	15,678
Zephyr SW			38	742
Topaz FWD	225	225		
Cougar			2,746	13,830
Cougar SW			1,789	6,205
Marquis	4,073	18,728		
Marquis SW	1,757	6,280		
Marquis '82			979	3,330
Marquis Brougham '82			1,717	6,900
Grand Marquis	7,806	37,740	3,393	12,649
Marquis '82 SW/G Marquis SW	1,113	5,402	1,033	3,650
XR7	7,326	17,865	1,425	6,222
Total	33,018	141,569	28,693	127,212
Lincoln Mercury Div. Total	40,523	178,978	36,814	158,812
TOTAL FORD MOTOR CO.	127,124	559,161	116,520	513,351
Buick Skylark FWD	9,563	40,622	12,382	66,757
Skyhawk FWD	6,370	25,064	4,024	10,425
Skyhawk SW FWD	1,147	4,345		
Century FWD	10,497	46,856	8,364	31,009
Regal	18,832	84,804	21,692	83,283
Regal SW	1,407	5,967	1,598	5,456
LeSabre	3,677	15,218	3,121	11,056
LeSabre Limited	7,745	31,905	6,212	22,316
Electra	7,114	27,512	5,622	21,652
Buick SW	1,727	7,335	1,501	5,665
Riviera FWD	3,895	17,977	4,422	16,952
Total	71,974	307,605	68,938	274,571
Cadillac deVille	11,916	49,379	10,693	39,733
Cimarron FWD	1,824	8,071	958	6,011
Fleetwood & Chas.	3,729	17,443	3,721	15,573
Eldorado FWD	5,553	24,997	5,455	21,555
Seville FWD	2,531	11,354	1,818	9,540
Total	25,553	111,244	22,645	92,412
Chevrolet Chevette	16,073	71,385	20,310	99,878
Camaro	15,712	65,705	22,611	62,380
Cavalier FWD	15,992	57,763	7,689	39,278
Cavalier SW FWD	5,965	20,437	2,321	11,025
Citation FWD	8,617	43,601	14,906	90,610
Malibu	4,584	21,498	6,486	31,099
Malibu SW	4,538	20,963	4,435	15,366
Celebrity FWD	12,150	52,492	8,885	29,393
Monte Carlo	7,932	36,938	10,559	41,192
Impala	4,488	17,523	5,727	21,836
Caprice	10,806	46,891	9,933	38,304
Chevrolet SW	5,283	21,054	4,417	16,560
Corvette	3,201	8,275	2,357	9,272
Total	115,341	484,525	120,636	506,193
Oldsmobile Omega FWD	5,297	21,355	6,183	33,454
Firenza FWD	3,038	12,295	2,549	7,370
Firenza SW FWD	1,305	4,542		
Cutlass Ciera FWD	14,057	58,392	9,717	37,057
Cutlass Sup/Calais	26,524	115,596	26,024	106,647
Cutlass SW	2,069	8,883	2,213	8,554
Delta 88	887	3,636	941	3,961
Delta Royale	18,019	75,305	15,586	54,253
98	9,575	42,522	8,379	33,327
Oldsmobile SW	2,365	10,110	2,163	7,793
Toronado FWD	3,214	14,226	3,346	12,832
Total	86,350	366,862	77,101	305,248
Pontiac 1000	3,047	13,586	3,908	23,404
Firebird	7,709	35,924	11,486	35,663
2000 FWD	7,510	26,945	3,935	19,266
2000 SW FWD	1,093	4,347	723	3,119
Phoenix FWD	2,388	11,973	3,755	23,741
Bonneville	5,531	24,034	6,089	24,147
Bonneville SW	1,368	5,547	1,559	5,804
6000 FWD	6,980	29,077	4,416	15,649
Grand Prix	7,583	32,503	9,541	34,932
Catalina			45	403
Bonneville '81	82	84	134	1,523
Bonneville Brougham '81	963	1,035	103	1,269
Pontiac SW	194	208	41	418
Total	44,448	185,263	45,735	189,338
TOTAL GM CORP.	343,666	1,455,499	335,055	1,367,762
(Checker)	12	226	379	1,022
Miscellaneous Domestic	39	341	409	1,142
Domestic Station Wagon Total	58,662	248,197	48,961	201,278
Domestic Grand Total	557,564	2,375,569	518,748	2,187,094
Import Total	215,278	1,014,550	189,123	873,657
Grand Total All Registrations	772,842	3,390,119	707,869	3,060,751

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

104,249 cars built; all makers report gains

Auto production climbs for week

U. S. auto production rose 12.74 percent last week, boosted by week-to-week increases in output by all major domestic auto makers.

The manufacturers scheduled production of 104,249 cars last week, up from 92,468 the previous week. The total was up 60.50 percent from the 64,954 built during the comparable week in 1982.

Chrysler production trebled last week as the maker had all plants operating.

Ford Motor's Atlanta assembly plant closed last week for inventory adjustment and was scheduled to reopen today (Aug. 15). Ford Dearborn cut back to one-shift operations last week to trim inventories.

Ford's Kansas City (Tempo/Topaz) and Metuchen (Escort/Lynx) plants both worked daily overtime last week. Kansas City is scheduled to work 10-hour daily shifts this week and two overtime shifts this Saturday.

GM scheduled two shifts of Saturday overtime last week at the Flint Plant 40, which assembles the G-body line (Buick Regal).

Down for model changeover last week were GM's Van Nuys (Calif.), Willow Run (Mich.) and Detroit plants. Van Nuys is slated to re-open August 19, while Willow Run and Detroit are scheduled to resume operations on August 22.

GM last week said that it would close its Baltimore assembly plant next March for 20 weeks for renovation and changeover to production of a new vehicle.

Percentage breakdown for last week's production was: GM, 52.11 percent; Ford, 28.04 percent; Chrysler, 11.99 percent; American Motors Corp., 4.17 percent; Volkswagen of America, 2.25 percent, and Honda, 1.44 percent.

Cumulative production was edging toward the four-million mark late last week. Year-to-date, the makers have built 3,951,158 cars, up 21.25 percent from the 3,258,538 built during the equivalent period in 1982.

Four assembly plants win tariff relief on auto parts

WASHINGTON. — The Commerce Department has approved foreign-trade subzone status for four U. S. auto plants.

The plants are Toyota's truck-bed assembly facility in Long Beach, Calif., General Motors' Lakewood and Doraville plants, and a Ford auto plant in Kansas City. Each will qualify for tariff relief on certain imported parts.

The Toyota facility will qualify for deferred duty payments on imported parts and will be charged the same rate as that applied to importers of finished cargo bodies. This duty is lower than that charged for the total of Toyota's imported truck materials. These parts include steel coil, fasteners and decals.

The Ford plant, which produces the new Tempo and Topaz, imports 5 percent of its components including engines, transaxles and radios. The Ford facility will no longer pay duties on its foreign parts when they are used to build export-market autos. On domestic sales, the company will be able to defer duties and pay the same rate available to importers of finished autos.

The average duty rate for Ford's non-U. S. components is 4.6 percent, while the rate for finished autos is 2.8 percent.

GM's two plants will receive relief similar to that enjoyed by Ford. GM's Lakewood plant produces Chevette, while the Doraville facility makes Buick Century and Olds Cutlass Ciera. Foreign content at the Doraville plant is less than 2 percent and includes brake hoses, radios and optional engines. The Chevette plant utilizes 5 percent foreign-sourced parts. These include automatic transmissions, optional diesel engines, solenoids, wiring harnesses, and seat covers.

Exports account for 7.5 percent of Doraville's output, while Lakewood is slated for possible export production. The average duty rate on the foreign parts used at Doraville and Lakewood is 4.4 percent and 3.8 percent, respectively. Both plants will now pay 2.8 percent for finished automobiles.

Seminar planned on CAD/CAM

TROY, Mich. — A seminar on the Medusa CAD/CAM system is planned for Sept. 21 with a repeat on Sept. 22, by Prime Computer, Inc.

Medusa is a computer-aided design package providing two and three-dimensional mechanical design, drafting and documentation. It allows the user to produce drawings for annotation, dimensioning and sectioning. Data can be used to generate parts lists and bills of material, or to interface with programs for analysis and numerical control.

The seminars will be held at Prime's Troy office. Information is available from Prime at (313) 362-0050.

Cook, Pontiac sign

HUTCHINSON, Kans. — J. H. Cook has signed with Pontiac to open Cook Motor Co., Inc.

Truck production dips 3 pct. to 40,013 for week

Production decreases by both GMC and Ford Motor Co. helped pare 3.55 percent from last week's scheduled domestic truck output.

Makers planned assembly of 40,013 trucks, down from the previous week's 41,486 units but a 21.17-percent increase from the 33,022 built during the comparable 1982 week.

All plants were reported open last week except General Motors' Lordstown (O.) van plant, which will be closed until Aug. 16 for model changeover.

No overtime was reported.

Year-to-date, the truck manufacturers have built 1,378,254 trucks, an 8.87-percent hike from the 1,265,897 units assembled during the equivalent period last year.

Canadian output plunges as Ford, GM close plants

Canadian car production plunged 34.73 percent last week as both Ford Motor and General Motors closed assembly plants.

Scheduled output last week was 8,360 cars, down from the 12,809 built the previous week and a 35.66-percent drop from the 12,994 built during the comparable year-ago week.

GM's Oshawa Plant No. 1 closed last week for two weeks; at the same time, Oshawa Plant No. 2 reopened after one week of vacation downtime.

Ford's St. Thomas assembly point closed last week for tooling changes to add production of full-size cars to the Escort/Lynx subcompact cars already built there.

St. Thomas will remain down through August 19, then reopen for three weeks. Final changeover will be completed when St. Thomas closes again from Sept. 12 to Oct. 10.

Year-to-date, the Canadian makers have assembled 608,229 cars, up 19.69 percent from the 550,658 built during the equivalent period last year.

Canadian production of trucks last week increased 12.13 percent on boosts by Ford and GM.

Makers scheduled production of 7,551 trucks, up from 6,734 built the previous week but down 6.66 percent from the 8,090 assemblies of the equivalent 1982 week.

U. S. CAR PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
AMERICAN MOTORS	4,350	2,456*	3,596	7,946	41,211*	106,515
AMC Total	.....	2,456*	.....	.....	41,211*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	3,596	7,946	.....	102,444
Alliance	2,900	.....	2,449	5,349	.....	97,972
Encore	1,450	.....	1,147	2,597	.....	4,472
CHRYSLER CORP.	12,500	5,678	3,894	16,394	359,714	507,344
Plymouth Total	4,800	1,826	825	5,625	148,127	183,544
Horizon	1,900	.....	.....	1,900	46,460	65,617
Reliant	2,800	1,792	787	3,587	101,617	114,843
Caravelle ('83)	100	34	38	138	.....	3,084
Chrysler Total	2,800	1,747	1,770	4,570	69,801	118,414
LeBaron	700	1,270	480	1,180	69,801	53,245
Chrysler E-Class	2,100	477	1,290	3,390	.....	65,169
Dodge Total	4,900	2,105	1,299	6,199	141,768	205,386
Omni	1,700	.....	.....	1,700	43,771	74,529
Aries	2,300	1,195	585	2,885	76,650	85,234
Dodge 400	.....	706	.....	.....	21,365	18,478
Dodge 600	900	204	714	1,614	.....	27,145
FORD MOTOR	29,229	12,442	27,736	56,965	699,376	888,618
Ford Division	17,861	6,802	16,352	34,213	440,760	564,499
Escort	5,362	4,030	5,410	10,772	172,678	157,404
Fairmont	.....	2,772	.....	.....	80,493	23,728
Mustang	1,740	.....	.....	1,740	81,665	69,218
LTD/Granada	3,053	.....	2,610	5,663	74,051	103,438
Thunderbird	2,030	.....	1,655	3,685	27,378	115,949
Crown Victoria/Ford..	1,605	.....	1,916	3,521	.....	56,307
EXP	.....	.....	.....	.....	4,499	1,184
Tempo	4,071	.....	4,761	8,832	.....	37,271
L-M Division	11,368	5,640	11,384	22,752	258,612	324,119
Mercury Total	8,723	4,333	8,728	17,451	199,923	255,451
Lynx	2,208	2,442	2,637	4,845	55,418	45,691
Capri	413	.....	.....	413	22,566	13,305
Zephyr	.....	332	.....	.....	26,812	8,601
Marquis/Cougar	987	.....	672	1,659	35,953	44,159
Cougar/XR7	2,828	.....	3,291	6,119	9,472	73,474
Gr. Marquis/Marquis..	1,303	1,559	933	2,236	48,636	58,791
LN7	.....	.....	.....	.....	1,066	290
Topaz	984	.....	1,195	2,179	.....	11,140
Lincoln Total	2,645	1,307	2,656	5,301	58,689	68,668
Continental ('82)	.....	258	.....	.....	12,263	8,793
Lincoln	2,645	576	2,656	5,301	26,675	39,684
Mark VI	.....	473	.....	.....	19,751	20,191
GENERAL MOTORS	54,320	44,378	53,700	108,020	2,095,953	2,369,340
Buick Division	14,159	12,965	10,815	24,974	491,118	546,602
Skylark	.....	1,873	.....	.....	93,135	61,382
Skyhawk J	1,400	.....	1,548	2,948	47,922	46,160
Century	3,480	1,724	1,636	5,116	86,431	100,876
Regal	5,099	5,023	4,522	9,621	131,589	154,495
Buick	3,173	4,081	2,378	5,551	110,565	154,301
Riviera	1,007	264	731	1,738	21,476	29,388
Cadillac Division	1,938	135	1,215	3,153	139,370	187,161
Cimarron	.....	.....	237	237	3,660	12,324
Seville	650	41	251	901	12,693	20,959
Eldorado	1,288	94	727	2,015	34,578	46,383
Cadillac	.....	.....	.....	.....	88,439	107,495
Chevrolet Division	9,215	18,070	16,012	25,227	677,700	761,277
Chevette	.....	5,336	150	150	150,212	109,323
Cavalier	1,925	.....	7,526	9,451	55,191	179,436
Celebrity	3,516	224	.....	3,516	41,077	83,861
Camaro	572	5,244	1,101	1,673	146,447	119,269
Citation	1,670	7,390	633	2,303	118,808	63,253
Malibu	.....	2,125	2,230	2,230	78,650	94,973
Monte Carlo	.....	1,070	2,456	2,456	44,172	57,215
Chevrolet	907	1,681	1,323	2,230	24,730	39,008
Corvette	625	.....	593	1,218	18,413	14,939
Oldsmobile Division	14,779	8,485	15,569	30,348	476,787	620,145
Omega	.....	1,093	.....	.....	56,531	36,269
Firenza	770	.....	817	1,587	34,011	29,964
Cutlass	3,600	.....	4,414	8,014	122,842	178,563
Cutlass/Ciera	4,690	1,616	3,491	8,181	73,445	125,577
Oldsmobile	4,930	5,615	6,304	11,234	170,447	224,656
Toronado	789	161	543	1,332	19,511	25,116
Pontiac Division	14,229	4,723	10,089	24,318	310,978	254,155
Acadian†	8,104	225	4,376	12,480	8,128	22,933
2000	2,055	.....	2,238	4,293	27,438	65,329
1000	1,020	1,101	749	1,769	27,045	27,662
Firebird	710	3,360	596	1,306	89,047	58,099
Phoenix	500	.....	160	660	34,378	16,925
G. Prix/B'ville ('83)	1,840	37	1,970	3,810	100,172	63,207
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,504	3,004	.....	25,616
VOLKSWAGEN	2,350	.....	2,038	4,388	60,121	53,725
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	104,249	64,954	92,468	196,717	3,258,538	3,951,158

CANADIAN CAR PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
AMERICAN MOTORS	600	1,217	601	1,201	18,548	17,758
CHRYSLER CORP	.....	4,140	.....	.....	103,454	103,857
FORD MOTOR	4,800	4,065	8,295	13,095	193,323	143,931
GENERAL MOTORS	2,960	3,572	3,913	6,873	228,655	336,748
VOLVO	.....	.....	.....	.....	6,678	5,935
Total Cars, Canada	8,360	12,994	12,809	21,169	550,658	608,229
N. American Cars	112,609	77,948	105,277	217,886	3,809,196	4,559,387
N. American Trucks	47,564	41,112	48,220	95,784	1,590,608	1,693,037
North American Cars and Trucks	160,173	119,060	153,497	313,670	5,399,804	6,252,424

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
CHEVROLET	14,091	7,110	13,552	27,643	441,090	488,089
DODGE	2,000	2,329	2,323	4,323	82,233	82,821
FORD	16,530	16,444	17,540	34,070	452,078	538,114
GMC	2,967	3,094	4,219	7,186	161,188	156,086
INTERNATIONAL	1,175	995	1,075	2,250	30,602	30,413
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,000*	1,727	3,927	53,123	48,522
AM GENERAL	50*	50*	50*	100*	1,480*	1,530
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	36,000*	30,600
Total Trucks, U. S.	40,013	33,022	41,486	81,499	1,265,897	1,378,254

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 13, 1983	Week Ended Aug. 14, 1982	Week Ended Aug. 6, 1983	Aug. to Date	Jan. 1 to Aug. 14, 1982	Jan. 1 to Aug. 13, 1983
CHRYSLER CORP	2,164	2,623	1,603	3,767	63,465	76,570
FORD MOTOR	2,536	3,487	3,144	5,680	90,137	82,765
GENERAL MOTORS	2,761	1,713	1,922	4,683	163,952	152,004
INTERNATIONAL	90	267	65	155	7,157	3,444
Total Trucks, Canada	7,551	8,090	6,734	14,285	342,711	314,783
N. American Trucks	47,564	41,112	48,220	95,784	1,590,608	1,693,037

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Premiere performance

Renault Encore waiting in wings

The 1984 Renault Encore 5-door and 3-door hatchbacks share the basic platform of the Alliance, as well as its wide range of comfort and luxury options. On three of the Encore's six models, the aerodynamic rear hatch and wraparound glass are accompanied by a spoiler. Story on Page 30.

breaking news

Chrysler hikes October production schedule

LAS VEGAS.—Responding to complaints of car shortages for the fall, Bennett E. Bidwell, Chrysler executive vice president, told dealers at their national new-car announcement that 50,000 cars are being added to Chrysler's October schedule, with 48,000 going to dealers.

Radio standard on many '84 AMC-Renault models

SOUTHFIELD, Mich. — Radios will be standard equipment on many '84 American Motors-Renault models. All Alliance models except the base two-door, will have an AM radio as standard as will the Jeep Cherokee Pioneer and Chief, the base Wagoneer and all Encore models except the base three-door hatchback. The Jeep Wagoneer Limited will have an AM/FM/stereo radio as standard. An AM/FM/stereo elec-

See BREAKING NEWS, Page 8, Col. 1

Japanese makes dominate sales-per-outlet rankings

By Jenny L. King
Staff Writer

The domestic makers were pushed even farther down in the lineup of sales per outlet for the first half of 1983 as four imports—all Japanese—took the top spots.

Toyota, followed by Nissan, Honda and newcomer Mitsubishi, claimed substantially higher sales per franchised outlet than any of the U. S. makes, according to figures compiled by AUTOMOTIVE NEWS.

Oldsmobile stayed in first place among the domestics, where it has been since snatching the crown from Chevrolet in 1981. This year, Chevrolet fell below Buick in average sales per outlet, January through June.

The top 10 makes included only four domestics: Oldsmobile, Buick, Chevrolet and Ford.

Average sales of domestic units per new-car dealer climbed to 162 from 139 in the first half of 1982. Two years ago, the domestic average was 149 sales per outlet.

The imported-car average for the first half of 1983 was 119 sales per outlet. For domestic and import outlets combined, the first half average was 185. Many dealerships handle both imported and domestic cars.

With the dealer population continuing to decline, but at a slower pace, and domestic new-car sales climbing steadily, sales per outlet improved for all five major U. S. auto makers in the first half of 1983. General Motors grew to 196 from 171 last year. Ford Motor Co. dealers improved their average to 140 from 124.

Chrysler Corp. outlets showed a similar gain, climbing to an average of 118 from the year-ago 95 for the first half of the calendar year. Two years ago its dealers averaged 105 sales per outlet.

American Motors' corporate sales per outlet now include all Renault products—both U. S.-built Alliances and imported Fuego, R-18i and LeCar models—along with AMC Spirit, Concord and Eagle units. AMC dealers averaged 75 sales per outlet for the first half of 1983, up from 30 a year earlier when there were no Alliances on the market and Renault imports were not a factor.

Volkswagen's sales per outlet likewise include all VW imports with its U. S.-built products, Rabbits. VW sales per dealer averaged 87 this year compared with 80 a year earlier.

Although Honda now assembles some Accords in this country, the vast majority of its products are imported from Japan and it therefore remains among the imports for the purposes of this survey.

Among the U. S. makes, Oldsmobile pulled farther in front of its competition, its average expanding to 161 from 129 and securing a comfortable lead over second-place Buick's 142-per-outlet average.

A year ago Buick and Chevrolet shared second place among the domestics. This time around, Chevrolet wasn't a contender, its dealers averaging 129 sales per outlet, up slightly from 123 in 1982.

Fourth-place Ford was up to

Continued on Page 6, Col. 4

SALES PER OUTLET
First 6 Months

1983 Position	Make	1982 Position
1—259	Toyota	241— 1
2—254	Nissan	209— 3
3—246	Honda	236— 2
4—197	Mitsubishi	— †
5—161	Oldsmobile	129— 4
6—142	Buick	123— 5
7—129	Chevrolet	123— 5
8—119	Volvo	104— 7
9—117	Mazda	100— 9
10—112	Ford	101— 8
11—101	Subaru	95—10
12— 91	Cadillac	73—14
13— 87	Volkswagen	80—12
14— 86	Mercedes	78—13
15— 85	Pontiac	85—11
16— 75	Mercury	64—15
17— 66	BMW	63—16
17— 66	Renault	15—28
19— 63	Dodge	53—17
20— 55	Plymouth	53—17
21— 53	Audi	53—17
22— 47	Isuzu	33—20
22— 47	Chrysler	31—21
24— 43	Saab	29—24
25— 39	Jaguar	21—25
26— 34	Porsche	21—25
27— 32	Lincoln	39—22
28— 23	Peugeot	21—25
29— 21	AMC	30—22
30— 16	Alfa Romeo	7—36
31— 7	Dodge Colt	8—29
32— 6	Plymouth Colt	7—30
33— 3	Challenger	3—32
34— 2	Sapporo	2—34
34— 2	Imperial	4—33

† New in second half of 1982

Diesel problems to the fore

FTC turmoil: GM vs. millions of angry car owners

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — When the five FTC commissioners return from their annual summer recess Sept. 1, they must face a decision involving General Motors and millions of angry car owners.

They must decide whether to accept a consent decree on alleged defects in GM engines and transmissions, or whether to proceed to court.

The FTC voted last April, 3 to 2, to accept the proposed settlement, but it retains the right to change its mind in the wake of the public comment period, which has now ended.

Much of the controversy involves diesel engines.

The case has stirred an extraordinary amount of discussion, dissatisfaction and bitterness. It goes back to 1980, when the FTC Cleveland office filed a complaint against GM, alleging engine and transmission defects which GM failed to disclose to all owners—although it was making fixes for some customers.

Dissatisfaction with the proposal has risen to such great heights as to almost demand a second look—even though final approval of a consent agreement after a public comment period is usually a mere rubber-stamping.

- FTC has several options other than merely accepting the current proposed settlement or dropping the case.

It could reformulate the proposal to shift the burden of proof from consumers to GM. It could change the proposal to separate the diesel-engine problems from the Type 200 transmission and camshaft cases. The latter would let older vehicles get handled while freeing diesel owners and their engine problems for separate treatment—in or out of court.

Another option—longest, toughest and least likely of all—is to prove that GM knew of defects and misled the public by not disclosing them. This would mean first an administrative hearing and then court action. GM would likely fight every inch of the way or at least until all the cars in question have been junked.

The FTC complaint followed a similar "extended warranty" case against Ford Motor Co. over "piston scuffing" and other engine problems.

The proposed consent settlement negotiated by the Cleveland office with GM — like the Ford case—would require GM to make public its service bulletins.

But the proposal also would use GM's existing arbitration agreement with the Council of Better Business Bureaus.

Most of the complaints on the proposed settlement center around the arbitration provision. As it is set up, arbitration would be free to consum-

Continued on Page 8, Col. 1

From three streams to a torrent

During the summer doldrums, our Washington Bureau decided to review the General Motors diesel case.

The time seemed right, since the FTC has taken its annual August recess without voting on a proposed settlement of its case against GM and will not tackle it again until September. What developed was a story that has billowed almost beyond control. The FTC docket bulged with complaints from irate consumers, many state attorneys general and professional consumer groups. But it also contained a formidable GM filing clearly showing that GM was prepared to fight to the end any further action from the FTC.

Midway in the paper war, the reporter decided to aim for the independent expert—a statistical haven between owners filled with fury and GM's calm reassurance that if owners will merely follow the procedure spelled out in their owner's manual, GM will handle their complaints.

The result was several reports from Runzheimer and Co., which sells statistical data—including data on GM diesels—but has no ax to grind. The convergence of these three streams has produced the adjoining torrent of controversy.

NEWSPAPER

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Early-August total of 178,686 is 58 pct. above last year

Domestic-car sales best since 1979

By Jenny L. King
Staff Writer

For the eighth consecutive period, domestic new-car sales showed an increase over 1982 levels as they climbed 57.93 percent Aug. 1-10.

Year-to-date sales expanded 17.62 percent beyond the preceding year's and the annualized sales rate figured to 7.35 million based on early August results.

New-car sales of 178,686 were best for Aug. 1-10 since 1979 when 193,306 units were retailed. A year ago, retail sales were only 113,139, close to the modern low of 107,665 posted back in 1958.

The year-to-date total of 4,090,579 was up 17.62 percent from 3,477,871.

On a daily-rate basis, sales in early August were up 40.39 percent. Nine selling days this year averaged 19,854 sales compared with 14,142 for each of eight selling days in 1982.

Largest sales gain among the domestic Big Three was reported by Chrysler Corp. where sales were up 69.51 percent, to 23,183 from 13,676 last year (up 50.64 percent daily rate).

Ford Motor Co. was up 65.24 percent, to 38,880 from 23,530 (up 46.89 percent daily rate). General Motors dealers sold 109,189 new cars in the period, up 52.77 percent from 71,473 (up 35.80 percent daily rate).

• American Motors reported estimated sales of 3,900 units, up 77.27 percent from 2,200 a year earlier (up 57.45 percent daily rate).

Volkswagen of America slipped below Honda as its sales lagged 27.52 percent behind the year-ago amount. VWoA sales numbered 1,638 this year compared with 2,260 a year earlier (down 35.51 percent daily rate). Honda dealers sold 1,896 U. S.-built Accords during the period.

GM sales represented 61.11 percent of the early-August domestic market, down from 63.17 percent a year ago. Ford earned 21.76 percent, up from 20.80 percent. Chrysler had 12.97 percent, up from 12.09 percent.

AMC's share climbed to 2.18 percent from 1.94 percent. VWoA slipped to 0.92 percent from 2.00 percent, and Honda claimed 1.06 percent of the Aug. 1-10, 1983, market.

AMC and VW were the only domestic makes to suffer a sales decline for the period. AMC was estimated to be down 72.73 percent, dropping to 600 from 2,200 units last year. VW was down 27.52 percent. Imperial sales are no longer reported separately; a year ago they were a modest 24 units.

Chrysler Corp.'s other sales showed Plymouth up 80.11 percent, Chrysler up 75.13 percent and Dodge up 56.53 percent. At Ford Motor Co., Ford was up 64.86 percent, Mercury was up 62.90 percent and Lincoln was up 80.83 percent.

At GM, Buick was up 46.70 percent; Cadilac's record sales of 8,618 were up 71.57 percent from 5,023; Chevrolet was up 52.11 percent; Oldsmobile was up 57.31 percent, and Pontiac was up 46.47 percent.

DOMESTIC SALES

	Aug. 1-10, 1983	Aug. 1-10, 1982
Renault		
Alliance	3,300†	.....
AMC	600†	2,200†
AMERICAN MOTORS	3,900†	2,200†
Chrysler	6,662	3,804
Imperial	.....	24
Plymouth	6,449	4,691
Dodge	8,072	5,157
CHRYSLER CORP.	23,183	13,676
Ford	25,163	15,263
Mercury	11,198	6,874
Lincoln	2,519	1,393
FORD MOTOR	38,880	23,530
Buick	21,213	14,460
Cadillac	8,618	5,023
Chevrolet	42,272	27,790
Oldsmobile	23,801	15,130
Pontiac	13,285	9,070
GENERAL MOTORS	109,189	71,473
VOLKSWAGEN	1,638	2,260
HONDA	1,996	.....
U. S. INDUSTRY TOTAL	178,686	113,139

† Estimate.

Jeep Cherokee $9,995; old Wagoneer up 12%

American Motors has raised the price of its carryover Jeep Grand Wagoneer four-door wagon 12 percent for 1984 and has placed a tentative tag of $9,995 on its all-new Jeep Cherokee two-door SportWagon.

The '84 Grand Wagoneer Limited is priced at $19,306, up $2,167 or 12.64 percent from the final '83 figure of $17,139. New standard equipment, which AMC values at $754, has been added for '84. On a comparably equipped basis, the increase is $1,413 or 8.24 percent.

The new equipment consists of AM/FM/stereo electronic search-tune radio, clear-coat metallic paint, halogen foglamps and conventional spare tire.

AMC has dropped the Brougham model which was priced at $13,173, so the only Grand Wagoneer available for '84 is $6,133 more than the base '83 model. The '84 unit has a much higher level of standard equipment, however.

The Grand Wagoneer was called the Wagoneer in '83. The Wagoneer name now is used on an all-new line of smaller models.

• The '84 Jeep Cherokee line consists of six models. In addition to the base two-door at $9,995, they are:

Base four-door, $10,295; Pioneer two-door, $10,995; Pioneer four-door, $11,295; Chief two-door, $11,305, and Chief four-door, $11,605.

The new Jeep Cherokee is about 1,000 pounds lighter, 21 inches shorter and six inches narrower than the '83 version, but AMC said it retains about 90 percent of the usable interior space.

Fuel-economy ratings have not been finalized, but AMC expects the '84 base Cherokee to have an EPA city estimate of at least 24 MPG.

AMC also said that the tentative price of the new Jeep Wagoneer will be $12,444. The Wagoneer Limited will be $17,076.

The Wagoneer is a four-door model which AMC has targeted at what it calls the family segment of the four-wheel-drive market.

Wagoneer standard equipment includes 2.5-liter engine, five-speed overdrive transmission, power steering, power brakes, reclining front bucket seats and rear wiper/washer.

Additional standard features on the Wagoneer Limited include automatic transmission, air conditioning, Selec-Trac full-time 2WD/4WD, stereo cassette radio, power windows, power door locks, six-way power front bucket leather seats, electric remote-control mirrors, rear-window defroster and leather-wrapped tilt steering wheel.

T-115 on schedule despite explosion

WINDSOR. — Robots and machinery warehoused for the Chrysler Corp. T-115 van/wagon plant escaped damage in an explosion that caused an estimated $250,000 worth of damage to the former Chrysler engine plant here.

The explosion occurred Saturday evening, Aug. 6, and extensively damaged the front wall of the building. It apparently occurred in a stairwell when fumes of some type were ignited. The Ontario Fire Marshall's Office is still investigating the cause. No evidence of an explosive device has been found, a Chrysler Canada spokesman said.

Engines have not been built at the plant for three years. It has been used as a warehouse for the adjacent assembly plant which is being refitted for T-115 production. Chrysler Canada Data Center, upstairs from the blast site, also escaped damage. The loss is insured, the Chrysler spokesman said.

Chrysler adds 5 Chicago outlets

CHICAGO.—Chrysler Corp.'s zone office here signed five new dealerships in June, setting a record for the installation of new dealerships in the zone for a 30-day period.

New dealers are: Paul H. Tormohlen, Tormohlen Motor Sales, Inc., Freeport, Ill.; Timothy T. Dillon, Marquette Park Chrysler-Plymouth, Inc., Chicago, and Paul P. Demler, 5 Corners Dodge, Inc., Cedarburg, Wis.

Also: Fran't Mancari, Quality Chrysler-Plymouth, Inc., Chicago, and John Gerald, Gerald Dodge, Inc., Skokie, Ill.

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59th year — No. 4982

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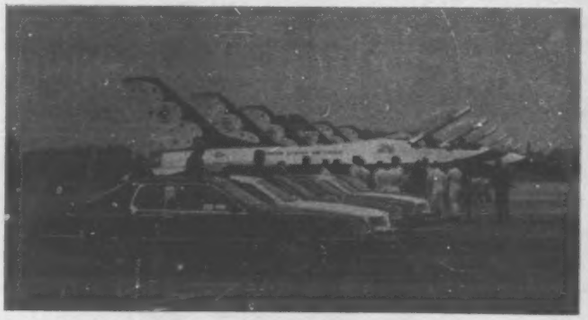

Thunderbirds for Thunderbirds

During the annual Boys Home of the South Air Show in Greenville, S. C., U. S. Air Force Thunderbird pilots were provided with 1983 Ford Thunderbirds for their four-day visit, courtesy of Fairway Ford, Inc.

Firestone, Budd slate appeal of rim award

By Miles Moore
Washington Staff Writer

KANSAS CITY. — Firestone Tire & Rubber Co. and Budd Co. will appeal a federal jury's award of $4.29 million—the largest amount ever awarded in a multipiece rim case—to a Missouri man and his wife for injuries received in an explosive rim separation.

The jury in the U. S. District Court for the Western District of Missouri ordered Firestone and Budd to split payment of $350,000 in compensatory damages to Larry Hale, owner of a small trucking firm in Sheldon, Mo.

In addition, the jury ordered Firestone to pay Hale $2.8 million in punitive damages, and Budd to pay him $700,000. The jury ordered Firestone to pay $320,000 and Budd $80,000 in punitive damages to Hale's wife, Linda, who also was awarded $40,000 in compensatory damages.

Kelsey-Hayes, another major rim manufacturer and a third defendant in the case, was absolved by the jury.

The Hale case began Oct. 4, 1977, when Larry Hale used an air hose to inflate a tire on a two-ton truck. The multipiece wheel rim, a Firestone RH5° model, separated explosively, striking Hale in the face.

• Hale's top teeth were knocked out, his facial bones fractured, his tear ducts damaged and his hand broken. His nose, which was severed, was reattached.

John C. Risjord, Hale's attorney, said Hale will need at least three more operations to correct problems with facial scars, nasal passages and sinus cavities and to remove a Teflon plate in his eye socket.

Firestone is "exploring various avenues of appeal," said Firestone spokesman James Strandberg, but he added that the company preferred not to discuss its strategy at this time.

"We don't believe the verdict is justified by the facts of the case," Strandberg said.

Budd is obviously "not very happy" about the decision, said company spokesman Paul Sichert. Like Firestone, Budd intends to appeal.

"We haven't fully studied all the options," said company counsel Herman Foster. "We've got plenty of time."

• Before the Hale decision, the largest award ever made in a multipiece rim case was the $1.8 million Goodyear was ordered to pay to Dennis Kuiper, a Montana man whose skull was fractured by an exploding rim.

The Hale case was one of 25 consolidated civil suits seeking more than $175 million in damages against multipiece rim manufacturers. Documents filed in those cases claim that more than 400 instances of explosive separations have caused at least 71 deaths and hundreds of injuries.

One multipiece rim manufacturer has itself instigated a suit.

Redco Corp., a small multipiece rim maker in Red Lion, Pa., filed suit in U. S. District Court in Harrisburg, Pa., claiming that CBS News and the Insurance Institute for Highway Safety slandered the company in a 1981 "Killer Wheels" broadcast on "60 Minutes."

The broadcast caused Redco to lose business, the company claimed.

The judge in the case is considering CBS's motion for summary judgment.

High performance

Jackie Stewart, three-time world driving champion, normally gets a different kind of high performance out of his Goodyear NCT radials at the company's proving grounds in San Angelo, Tex. Stewart used the NCTs to measure up to proving grounds manager Rich Olsen, who is 6-foot-9.

SALES PER OUTLET BY MAKE: TOTAL U. S. MARKET

FIRST SIX MONTHS

	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Toyota	259	241	300	295	245	229	254	160	144	132
Nissan	254	209	225	259	223	182	198	137	130	95
Honda	246	236	262	251	266	216	199	105	106	61
Mitsubishi	197	0	0	0	0	0	0	0	0	0
Oldsmobile	161	129	140	127	152	155	164	143	86	77
Buick	142	123	126	116	119	125	125	126	77	69
Chevrolet	129	123	137	159	192	199	190	175	139	176
Volvo	119	104	92	68	75	55	50	42	71	54
Mazda	117	100	123	98	108	50	41	37	104	105
Ford	112	101	107	107	149	178	172	161	126	169
Subaru	101	95	103	95	96	69	55	36	32	20
Cadillac	91	73	68	66	99	108	103	101	72	62
Volkswagen	87	80	127	138	126	114	132	89	144	144
Mercedes	86	78	80	64	70	54	62	55	52	46
Pontiac	85	85	93	99	130	141	137	118	73	78
Mercury	75	64	67	59	93	106	89	74	51	60
BMW	66	53	55	49	49	45	49	47	30	30
Renault	66	15	12	13	32	25	27	11	11	13
Dodge	63	53	69	52	75	86	85	90	57	86
Plymouth	55	53	73	45	64	77	82	97	64	101
Audi	53	53	57	48	48	47	41	40	73	83
Isuzu	47	33	44	0	0	0	0	0	0	0
Chrysler	47	31	18	26	36	45	46	44	31	16
Saab	43	29	24	21	24	25	23	15	19	15
Jaguar	39	21	8	5	8	7	8	13	11	6
Porsche	34	21	18	17	23	30	35	21	30	43
Lincoln	32	30	22	23	42	54	56	38	25	24
Peugeot	23	21	25	22	23	16	21	18	20	12
AMC	21	30	46	46	44	59	61	76	90	106
Alfa Romeo	16	7	6	10	10	17	17	16	15	11
Dodge Colt	7	8	10	15	16	12	24	12	19	11
Plymouth Colt	6	7	10	17	13	10	19	8	0	0
Challenger	3	3	3	3	4	3	0	0	0	0
Sapporo	2	2	3	3	3	2	0	0	0	0
Imperial	2	4	7	0	0	0	0	0	0	0

Honda, Volkswagen and Renault figures include U.S.-built cars and imports.

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U.S. lighting firm formed by Hella and Tokyo's Koito

FLORA, Ill. — Hella North America, Inc., and Tokyo's Koito Mfg. Co., Ltd., have established a U. S. corporation to produce and supply various automotive lighting equipment for North America.

The new firm, which is headquartered here, is North American Lighting, Inc., and Walter A. Genthe, former president of Hella, has been named president.

The new company's first production item is the tail lamp which will be installed on pickup trucks built by Nissan Motor Mfg. Corp., U.S.A. The rear combination lamp will be supplied starting in January, 1984.

North American Lighting also takes over the other lighting equipment items which had been manufactured and marketed by Hella North America. Hella North America is a subsidiary of Westfaelische Metall Industrie KG (Hella), Lippstadt, West Germany.

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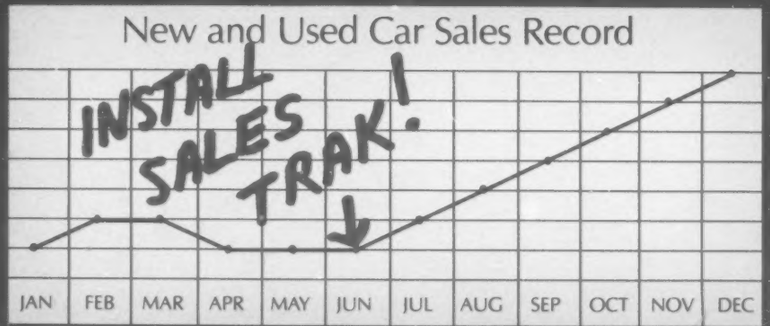

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Olds, in fifth, leads domestics

Four Japanese makes tops in sales per dealer

Continued from Page 1

112 from 101 sales per dealer last year, followed by Cadillac at 91 compared with 73 in 1982. Cadillac climbed over VW to gain fifth place, VW was sixth among the domestics with 87 sales per outlet, followed by Pontiac at 85 (same as its 1982 average).

Mercury was eighth among the domestics with 75 sales per dealer, up from 64 a year ago. Ninth place went to Dodge where dealers improved to a 63-unit average from 53, and Plymouth was 10th with 55 sales per outlet. It was followed by Chrysler, which showed tremendous growth going from 31 to 47 sales per dealer.

Lincoln followed Chrysler in the domestic ranking with a 32-per-dealer average; then AMC which, on the basis of its sales minus Renault products, dropped to 21 from 30 sales per dealer, and last was Imperial, dropping to 2 sales per outlet from 4 the preceding year.

As the retail sales climate improved, new sales-per-dealer highs are announced. Buick's 142 is a record, replacing 126 notched in 1981 and 1976. Chrysler's 47 squeezed past the former record of 46 set in 1977.

For the import franchise-holders, there was more good news. Volvo dealers averaged a record 119, up from the former high of 104 noted last year. Mercedes-Benz' 86 was better than the record 80 from 1981. BMW, Saab, Renault, Isuzu and Jaguar dealers all traced record first-half averages in their books.

The average sales per outlet for the top 20 imports was 89, also a record, and was up from 63 a year ago.

• Average sales per outlet of domestic nameplates featured the full-size Oldsmobile (combined 88 and 98 models) as the hottest in sales-per-outlet average, replacing the Oldsmobile Cutlass Supreme sedan/coupe. The 88/98 average was 57 per outlet this year, compared with Cutlass' 48 per outlet in 1982. Second-best this year was the full-size Cadillac (Fleetwood/DeVille) with 55 sales per outlet, followed by Renault Alliance and Oldsmobile Cutlass Supreme with 54 each.

Fifth-best was VW Rabbit at 46 per dealer, and Buick's Regal coupe/sedan was sixth with 41 per outlet. Ford Escort's 40 average was seventh, followed by Buick LeSabre/Electra at 38, Plymouth Reliant at 34 and Dodge Aries and Cutlass Ciera tied at 26 sales per dealer.

A year earlier, the top 10 nameplates were: Oldsmobile Cutlass Supreme, VW Rabbit, full-size Cadillac, Oldsmobile 88/98, Buick Regal, Ford Escort, Plymouth Reliant, Buick LeSabre/Electra, Buick Skylark and Dodge Aries.

Domestic nameplate leaders by market segment this year were: Subcompact—Renault Alliance, 54; compact — Plymouth Reliant, 34; intermediate—Cutlass Supreme, 54; standard—Oldsmobile 88/98, 57, and luxury, Cadillac Fleetwood/DeVille, 55.

This year's top domestic nameplates by make in sales per outlet were as follows: Oldsmobile—Olds 88/98; Buick—Regal; Chevrolet — Cavalier and full-size Chevrolet; Ford — Escort; Cadillac—full-size Cadillac; Volkswagen — Rabbit sedan; Pontiac—2000 and Grand Prix; Mercury — Marquis and Grand Marquis; Dodge — Aries; Plymouth—Reliant; Chrysler — New Yorker Fifth Avenue; Lincoln—full-size Lincoln; AMC — Eagle and Renault-Alliance.

U. S. NAMEPLATES SALES PER OUTLET

First Half

First 6 Mos., 1983		First 6 Mos., 1982
	SUBCOMPACT	
1—54	Alliance	.....
2—46	Rabbit	47— 1
3—40	Escort	38— 2
4—18	Chevette	22— 3
5—17	Lynx	20— 4
5—17	Omni/Charger	18— 6
7—16	Horizon/Turismo	19— 5
8— 6	Pontiac 1000	9— 7
9— 3	EXP	5— 9
10— 2	Spirit	7— 8
11— 1	LN7	3—10
	COMPACT	
1—34	Reliant	30— 1
2—26	Aries	23— 2
3—23	Cavalier	12— 8
4—17	Camaro	18— 4
5—15	Pontiac 2000	9— 9
5—15	Firebird	19— 3
5—15	LeBaron	17— 5
8—14	Skyhawk	6—11
9—13	Mustang	13— 7
10— 8	Firenza	4—14
11— 7	Fairmont	15— 6
11— 7	Dodge 400	5—13
11— 7	Cimarron	4—14
14— 5	Capri	6—11
15— 4	Tempo	.....
15— 4	Zephyr	8—10
17— 2	Topaz	.....
	INTERMEDIATES	
1—54	Cutlass Sup./Sedan	48— 1
2—41	Regal Coupe/Sedan	39— 2
3—26	Cutlass Ciera	16— 5
4—21	Century	15— 7
4—21	Marquis	.....
6—19	Skylark	27— 3
7—17	LTD	.....
8—15	Grand Prix	16— 5
9—14	Celebrity	8—17
10—13	Pontiac 6000	7—18
10—13	Bonneville	13— 8
12—12	Thunderbird	5—19
12—12	XR-7	3—20
14—11	Eagle	13— 8
14—11	Citation	20— 4
14—11	Malibu	11—12
17—10	Omega	13— 8
18— 9	Monte Carlo	10—13
19— 7	Concord	10—13
19— 7	E Class	.....
21— 6	New Yorker E	.....
21— 6	Dodge 600	.....
23— 5	Phoenix	9—16
24— 1	Granada	13— 8
.....	Cougar/Monarch	10—13
	STANDARD	
1—57	Oldsmobile 88/98	43— 1
2—38	LeSabre/Electra	28— 2
3—23	Chevrolet	19— 3
4—21	Grand Marquis	14— 4
5—16	N.Y. 5th Ave.	11— 6
6—15	Crown Victoria	13— 5
7— 6	Diplomat	6— 7
8— 4	Gran Fury	4— 8
9— 3	Cordoba	3— 9
10— 2	Parisienne	1—11
11— 1	Mirada	2—10
	LUXURY	
1—55	Cadillac	45— 1
2—20	Eldorado	17— 2
3—17	Lincoln	12— 3
4—10	Mark VI	9— 4
5— 9	Seville	7— 7
6— 8	Riviera	8— 5
7— 6	Toronado	6— 8
8— 5	Continental	8— 5
9— 3	Corvette	2—10
10— 2	Imperial	4— 9

GMC offers proven specs to aid buyers

DETROIT.—GMC Truck is introducing a computerized heavy-truck ordering system to help small fleets and operators select proven specifications matched to specific application requirements for greater cost-effectiveness and operating efficiency.

The GMC Customer Proven (CP) system identifies nearly 300 driveline combinations which have been effectively used by some of the nation's most successful major fleets in a wide range of applications, said John D. Rock, manager of the GMC Truck & Coach Operation.

"CP is designed to help operators remove much of the mystery and confusion associated with a multitude of Class 8 truck specifications by ordering trucks which have proven themselves in demanding job requirements in the field, as well as at General Motors engineering and test facilities," he explained.

Emphasizing that the CP program is not unduly restrictive, Rock pointed out that more than 7,000 combinations of drivelines, wheelbases, suspensions and axle ratios are available with the new system.

"CP has been established to help operators select the 'right track to the right truck for the right application' and avoid the costs of nonessential equipment," he said.

The CP program he added, is another tangible GMC response to a growing need for cost-control measures in all segments of the truck industry which faces unprecedented cost and competitive pressures.

• "Truck firms simply cannot afford needless costs for nonessential equipment and operating inefficiencies in today's intensely competitive environment," Rock said, "and CP is an effective means for reducing costs and improving operating efficiency."

A computerized truck-specification data bank representing millions of miles of successful heavy-truck operations is the foundation of the CP system.

"Without CP, many of the

Continued on Page 16, Col. 1

Jeep's 'dynamic duo' for 1984

The Wagoneer Limited (foreground) and the downsized Cherokee are top features of the Jeep 1984 model lineup. The smaller Jeep SportsWagons are 21 inches shorter, six inches narrower and 1,000 pounds lighter than the 1983 counterparts, yet retain 90 percent of the interior roominess.

Compact Jeeps aimed at a 'changing market'

SOUTHFIELD, Mich. — Jeep's new 1984 compact Wagoneer and Cherokee SportWagons are targeted at off-road enthusiasts, families requiring versatile transportation and luxury four-wheel-drive buyers, according to Joseph E. Cappy, American Motors marketing group vice president.

"Our new Jeep SportWagons are designed to have broad appeal in a changing market," he said.

Cherokee and Wagoneer are the newest entries in the compact sports/utility-vehicle field —a segment Cappy expects to claim nearly 25 percent of the total four-wheel-drive market by 1985.

"We expect the new Wagoneer and Cherokee to gain instant popularity," Cappy said. "They have Jeep's traditional ruggedness in a stylish, economical, dependable package."

He said marketing studies indicate the company can expect to attract many young passenger-car owners and many women buyers who want the security and flexibility afforded by a vehicle that provides both 2WD and 4WD.

According to Cappy, company studies show that buyers of compact sports/utility vehicles are very likely to be influenced by workmanship, bad weather driving concerns, off-road recreational potential, on-road performance and handling, fuel economy, and use of the vehicle as the chief family car.

• Cappy described the three basic target groups for Wagoneer and Cherokee as follows:

The enthusiast group. They are off-road oriented and well versed in all aspects of four-wheel-drive. Prospective buyers are attracted to contemporary exterior styling and functional comfort, convenience and control features.

The family sports/utility group. It includes people with four-wheel-drive experience along with two-wheel-drive wagon owners who want greater versatility and security in the family car.

The luxury four-wheel-drive

Continued on Page 16, Col. 4

Newcomer to Mack's line

The Mack MS250 Mid-Liner, new to the mid-range diesel line, blends key chassis components of the MS300 Series with the MS200's 175-HP diesel engine. Mack said it's for operators who need higher hauling capacity without additional horsepower.

Mack expands Mid-Liner series with 'blend' model

ALLENTOWN, Pa. — Mack Trucks, Inc., has expanded its Class 6 and 7 medium diesel Mid-Liner series with the addition of the MS250 truck chassis.

The MS250 model blends key chassis components of the MS-300 series with the MS200 175-HP diesel engine, Mack said, for operators who require higher hauling capacity without additional horsepower.

Standard features include a 12,000-pound front axle, 20,000-pound rear axle, the Spicer 5552A five-speed synchronized transmission, full air brakes and integral power steering. Options include a 23,000-pound rear axle, a 22,000-pound two-speed Eaton rear axle and the Spicer 5852A transmission.

The 175-HP Mid-Liner diesel incorporates many design features similar to Mack's heavy-duty diesel powerplants, including turbocharging, chassis-mounted Charge-Air cooling for greater fuel efficiency and durability, direct injection, and rebuildability with wet-type cylinder liners, Mack noted.

"Since introduction in late 1979, Mack's Mid-Liner trucks have been used in a number of applications, including the daily rental and one-way rental markets, and is hastening the switch from gasoline to diesel power," a Mack spokesman said.

truck industry news

Truck registrations hit four-year high in first half of 1983

First-half registrations of new trucks of all types in the U. S. were the highest in four years, and the June total was the best of any of the six months.

R. L. Polk & Co. reported 1,365,041 new-truck registrations in the January-June period, an increase of 13.3 percent over last year's 1,204,538 units.

In the first half of 1979 — the year which marked the start of the recent truck slump — new-truck registrations in the U. S. totaled 1,774,709 units.

June tallies totaled 274,989 units, 21.9 percent greater than last year's 225,522.

Through June, registrations were higher than a year ago in only one of the three major market segments, but were up in four of the eight weight classifications.

Six-month light-truck tallies totaled 1,287,867 units, a gain of 15.2 percent over the year-earlier 1,117,959. Medium trucks were down only one percent to 19,075 units, compared with 19,265 last year. Heavies were off 13.7 percent, from 67,314 units in 1982 to 58,099.

Group 1 registrations in the first half totaled 716,615, an increase of 16 percent over the previous year's 617,788. There were 565,417 Group 2 tallies, up 15.3 percent over the year-ago 490,467.

Group 3 registrations through June were down 39.9 percent to 5,835 units, compared with 9,704 in the first half of 1982.

There were increases in two of the three medium-truck weight classes, and a sizeable slump in the third.

In the first six months, there were 149 Group 4 registrations, compared with only five last year. The Group 5 count slipped from 755 last year to 270, a decline of 64.2 percent.

Six-month Group 6 registrations totaled 18,656 units, an increase of 0.8 percent over the

Continued on Page 16, Col. 4

HD registrations for six months decline 13.7 pct.

Registrations of new heavy trucks in the U. S. in the first six months of 1983 dropped almost 14 percent below last year's count, with declines in both weight groups making up this market segment.

In the January-June period, according to R. L. Polk & Co. statistics, 58,099 Groups 7 and 8 trucks were registered, a decrease of 13.7 percent from the 67,314 tallied in the first half of 1982.

Six-month registrations of Group 7 vehicles totaled 23,149

Continued on Page 16, Col. 3

U. S. TRUCK REGISTRATIONS

SIX MONTHS, 1983 VS. 1982★

	6 mos., 1983	Percent Share of '83 market	6 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	433,863	31.78	363,511	30.18	+ 1.60
Chevrolet	417,579	30.59	390,445	32.42	− 1.83
Dodge	123,765	9.07	110,860	9.20	− 0.13
GMC	117,882	8.64	108,451	9.00	− 0.36
Jeep	33,230	2.44	29,232	2.43	+ 0.01
International	21,892	1.60	21,604	1.79	− 0.19
Mack	7,137	0.52	8,047	0.67	− 0.15
Freightliner	4,956	0.36	3,613	0.30	+ 0.06
Plymouth*	4,768	0.35	5,583	0.46	− 0.11
Peterbilt	3,195	0.24	2,942	0.25	− 0.01
Kenworth	3,070	0.23	3,762	0.31	− 0.08
Mercedes-Benz	1,278	0.09	1,537	0.13	− 0.04
White	1,064	0.08	996	0.08	.....
Volvo	709	0.05	248	0.02	+ 0.03
Autocar	462	0.03	312	0.03	.....
Western Star	145	0.01	374	0.03	− 0.02
Miscellaneous**	190,046	13.92	153,021	12.70	+ 1.22
TOTALS	1,365,041	100.00	1,204,538	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.
*Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SIX MONTHS, 1983 VS. 1982★

	6 mos., 1983	Percent Share of '83 market	6 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	14,203	24.44	14,589	21.67	+ 2.77
Ford	12,447	21.42	15,501	23.03	− 1.61
GMC	7,464	12.85	12,717	18.89	− 6.04
Mack	6,145	10.58	6,945	10.32	+ 0.26
Freightliner	4,956	8.53	3,613	5.37	+ 3.16
Chevrolet	3,286	5.66	4,005	5.95	− 0.29
Peterbilt	3,195	5.50	2,942	4.37	+ 1.13
Kenworth	3,070	5.28	3,762	5.59	− 0.31
White	1,064	1.83	996	1.48	+ 0.35
Volvo	709	1.22	248	0.37	+ 0.85
Autocar	462	0.80	312	0.46	+ 0.34
Mercedes-Benz	425	0.73	459	0.68	+ 0.05
Western Star	145	0.25	374	0.56	− 0.31
Miscellaneous	528	0.91	851	1.26	− 0.35
TOTALS	58,099	100.00	67,314	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Champion chairman

Veteran race truck builder Bill Stroppe, left, and off-road racer Rod Hall flank Chrysler Corp. Chairman Lee Iacocca at a presentation of off-road racing trophies. Hall was Overall Points Champion for 1982 and SCORE International 1982 Point Champion for points earned campaigning his Dodge four-wheel drive pickup. Stroppe and Hall presented the trophies to Iacocca in appreciation of Chrysler's support of their racing activities.

GMC offers specs to assist buyers

Continued from Page 15

smaller fleets and truck operators would not have convenient access to this information concerning tried and proven specifications," Rock pointed out.

The customer benefits from CP are far-reaching, beyond the initial advantages of being a simplified means of selecting established specifications for a precise application, he added.

For example, Rock noted, delivery time is substantially compressed from the time the order is placed since the CP truck is already in the computer system ready for production, or it may already be in stock.

In addition, he said, service-parts inventory requirements are significantly reduced and service and maintenance operations are facilitated by the high degree of CP truck component commonality.

The CP program also permits addition or deletion of options, trim and comfort accessories, depending on operator preference, he noted.

6-month tally is 58,099

HD truck registrations show 13.7-pct. decline

Continued from Page 15

units, down 23.3 percent from the year-ago 30,186. The Group 8 total was off 5.9 percent to 34,950 units, compared with 37,128 last year.

Second-quarter registrations this year were almost 20 percent higher than those in the first three months, 31,578 versus 26,521. A year ago, the April-June count was 21.3 percent greater than the first quarter's, 36,898 versus 30,416.

In June, 10,607 Groups 7 and 8 trucks were registered, a decline of 7.4 percent from last year's 11,456 units.

Through June, International accounted for 24.44 percent of the industry total with 14,203 registrations. Its share was 2.77 percentage points over last year's 21.67 percent on 14,589 tallies.

No. 2 Ford's share this year was down 1.61 points from 1982. Its 12,447 tallies through June took 21.42 percent of the industry total, compared with 23.03 percent a year ago with 15,501 units.

The biggest loss in penetration in the first half was suffered by GMC. Its share was down 6.04 points from a year ago, dropping to 12.85 percent on 7,464 tallies. In 1982, its six-month total of 12,717 units accounted for 18.89 percent of the total.

Freightliner scored the biggest gain in penetration in the January-June period. Its total of 4,956 tallies accounted for 8.53 percent, 3.16 points greater than last year's 5.37 percent on 3,613 registrations.

No !?&$, says Massachusetts

BOSTON. — A Massachusetts appeals board upheld the Registry of Motor Vehicles' action in revoking vanity automobile registration plates carrying the symbols — !, ?, & and $.

Holders of vanity plates carrying such symbols had appealed the move by Registrar. Alan A. Mackey to the state Board of Appeals for Motor Vehicles, Liability Policies and Bonds.

The state board ruled that the symbols were inconsistent "with the purpose of the regular and proper identification in law enforcement."

Sesi's 35th year

Sesi Lincoln-Mercury, Ypsilanti, Mich., is celebrating 35 years as an L-M dealership. Joe Sesi, right, accepts a plaque from Frank Gibbs, manager of L-M's Detroit sales district.

1st-half truck registrations highest charted in four years

Continued from Page 15

18,505 tallies in the like period a year ago.

Registrations were down from a year ago in both heavy-truck weight classifications, but the Group 8 decline was far smaller than the Group 7 slump.

Through June, there were 23,149 Group 7 registrations, a drop of 23.3 percent from last year's 30,186 units. The Group 8 total was down 5.9 percent to 34,950 units in the first half, compared with 67,314 a year ago.

• Chevrolet had a slight lead over Ford in June registrations, but still trailed Ford by more than 16,000 units at the end of the first half.

Through June, Ford had 433,863 registrations good for 31.78 percent of the industry total, 1.60 percentage points higher than last year. A year ago, Ford was No. 2 with 363,511 tallies which accounted for 30.18 percent.

Chevrolet accounted for 30.59 percent of the six-month industry total with 417,579 tallies, a decline of 1.83 points from last year's 32.42 percent on 390,445 tallies.

In the first half, Ford built up a small lead over Chevrolet in light-truck tallies, and was ahead in the big-truck count by more than 11,000 units.

Ford's light-truck registrations through June totaled 417,059 units, compared with 411,968 for Chevrolet. The big-truck total was 16,804 for Ford and 5,611 for Chevrolet.

Other than Ford, Freightliner, Volvo, Jeep and the miscellaneous group were the only gainers in penetration in the January-June period.

Jeep seeks broader market with new SportWagon line

Continued from Page 15

group. Prospects include affluent owners of large sport utility vehicles who are seeking a sleeker, smaller vehicle.

"We expect that the enthusiast group will account for about 30 percent of the compact SportWagon sales, with the main emphasis on Cherokee 2-door models," Cappy said.

"The family group should capture about 55 percent of sales, with the Cherokee 4-door the volume leader. The luxury group will account for about 15 percent of sales and will be mostly Wagoneer Limited buyers."

Cappy said the Wagoneer and Cherokee are the first totally new vehicles introduced by Jeep in 20 years.

"They represent a quarter billion dollar investment in the future," Cappy said, "one that will assure Jeep's leadership in four-wheel-drive."

GMAC promotes Buller

DETROIT. — Larry W. Buller has been promoted to manager of the General Motors Acceptance Corp. branch in Merritt Island, Fla. He succeeds Johnny L. Ricketson who has been appointed assistant control branch manager in Indianapolis.

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terior, lightweight alloy wheels, racing mirrors and fender flares.

The Wolfsburg edition Scirocco is fitted with VW's new 1.8-liter four-cylinder power plant (the same engine is in the Rabbit GTI). With a top speed of 110 MPH, the car is the fastest VW ever sold in the U. S.

The new engine increases horsepower by some 20 percent over that of the 1983 engine. Horsepower output: 90.

Those lightweight wheels are a fairly widespread option for 1984. The new Fiero from Pontiac, for example, while not boasting a lengthy list of add-ons, does have cast aluminum wheels available.

• Big news from American Motors this fall is the Encore, a hatchback version of the Alliance. Options on Encore include upgrade trims on the S, LS and GS types. There will be, in addition, a five-speed manual with overdrive transmission and an automatic three-speed.

The popular AMC Eagle also is being offered with the five-speed overdrive gear box and the three-speed automatic.

Jeep options include the big 4-2-liter engine along with those transmission offerings on the other AMC passenger cars.

In the all-new XJ line an optional 2.8-liter V-6 built by General Motors is an option with the five-speed and the three-speed automatic also is available. The options list includes, too, full-time or part-time four-wheel drive.

At Ford Motor Co., the option news also is under the hood. A 115-horsepower 1.6-liter turbocharged engine will be optional in the Ford Escort GT, the Mercury Lynx RS and Ford EXP. That availability may not be solid on public introduction day, but the option will spread as the engine becomes available.

The SVO (Special Vehicle Operations) Mustang option comes with an intercooled, multipoint injection, turbocharged engine displacing 2.3 liters. It will turn out some 165 HP and promises to be the No. One talked-about powerplant in 1984.

Buick is the turbocharging division at General Motors and it is in the turbo area the division puts on the dog this year.

For '84 the Skyhawk gets turbo power with the optional 1.8-liter, 130 HP engine. And, across the line at Buick, the GM 4.3-liter diesel is an option — except on the T types.

Chevrolet Division will offer a sporty Eurosedan version of its Celebrity. That will mean a European style ride because of suspension hardening and such niceties as Lear-Seigler bucket seats and all-weather tires.

At Chevy the watchword is a car for everyone, again, and a look at the engine availability reconfirms it. There are choices on the Malibu, for instance, of engines ranging in displacement from 3.8 liters to 5.0 liters with the 4.3-liter diesel tossed in for good measure.

Engine changes shake up the parts market

Spark plugs continue to be the engine component most often replaced as part of a tuneup.

According to Champion Spark Plug Co.'s annual survey of the parts and services included in a tuneup, 81 percent of all ignition work performed in 1982 included new spark plugs. This statistic has remained virtually constant since 1976.

As expected, certain parts are playing lesser roles in tuneups as engine designs change. New points were part of 75 percent of tuneups in 1976, but only 47 percent in 1982. New condensers, once part of 62 percent of tuneups, are now in only 36 percent, according to Champion.

"The decline in the use of points and condensers, obviously, is because they are no longer used in engines with electronic ignition," David L. Walker, Champion's director of automotive technical services, said.

"What is interesting, however, is that despite the fact that electronic ignition systems have been installed on all U.S.-made cars since 1975, there is still a large market—47 and 36 percent respectively — for points and condensers. Many of the pre-electronic ignition cars are still on the road and in need of tuneups," Walker said.

The use of new rotors, distributor caps, and ignition wires as parts of a tuneup has remained relatively stable over the past six years, the survey showed. In 1982, rotors were replaced in 29 percent of the tuneups; distributor caps in 23 percent, and ignition wires in 14 percent.

"With the higher voltage requirements in modern engines, more attention needs to be paid to rotors, distributor caps, and ignition wires, which under greater load may show increased wear," Walker said.

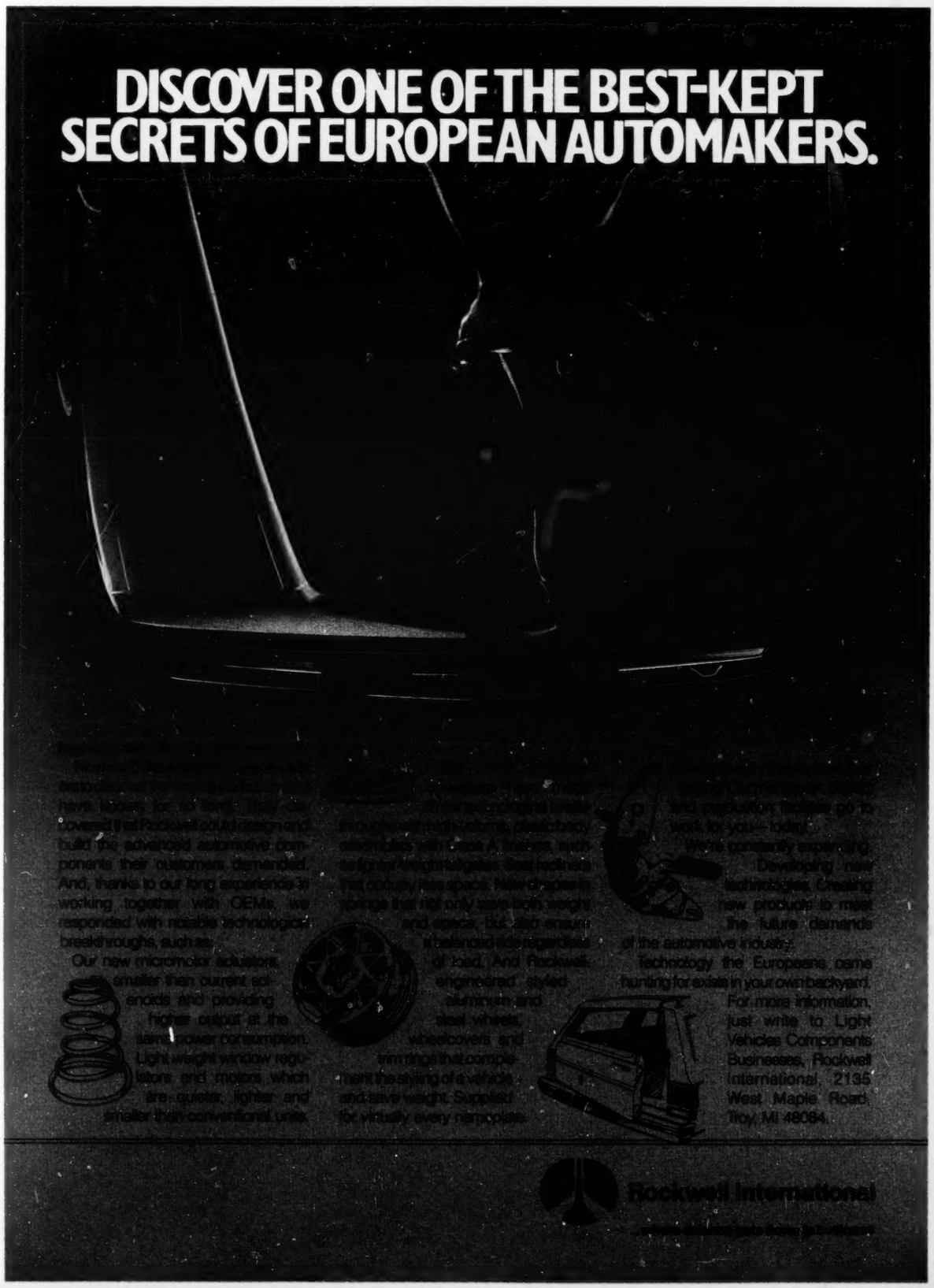
The installation of new PCV valves grew from 17 percent in 1976 to 20 percent in the recent survey; new air filters increased from 51 percent to 59 percent.

Parts included in a Tuneup

	Year of Survey	
	1976	1982
New spark plugs	81%	81%
New points	75%	47%
New condenser	62%	36%
New rotor	31%	29%
New distributor cap	20%	23%
New ignition wires	16%	14%
New PCV valve	17%	20%
New air cleaner	51%	59%

Services included in a Tuneup

	Year of Survey	
	1976	1982
Timing checked and/or adjusted	80%	81%
Carburetor checked and/or adjusted	68%	68%
Old plugs gapped and/or cleaned	8%	8%



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IMPORT REGISTRATION SHARES IN U. S.

	MAY					FIVE MONTHS				
	Regis., May, 1983	Percent Share of Market	Regis., May, 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 5 mos., 1983	Percent Share of Market	Regis., 5 mos., 1982	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	44,809	20.82	47,723	25.23	— 4.41	214,007	21.09	206,242	23.61	— 2.52
Nissan	42,659	19.82	38,995	20.62	— 0.80	207,842	20.49	167,097	19.13	+ 1.36
Honda	34,172	15.87	30,589	16.17	— 0.20	151,191	14.90	148,252	16.97	— 2.07
Mazda	14,068	6.53	13,467	7.12	— 0.59	69,953	6.90	59,625	6.83	+ 0.07
Subaru	12,770	5.93	10,440	5.52	+ 0.41	58,617	5.78	55,170	6.31	— 0.53
VW	11,679	5.43	11,659	6.16	— 0.73	55,919	5.51	.....	.....	.....
Alliance	11,216	5.21	.....	.....	.....	55,900	5.51	59,974	6.86	— 1.35
Volvo	8,651	4.02	6,709	3.55	+ 0.47	36,019	3.55	29,067	3.33	+ 0.22
Mercedes	6,308	2.93	5,906	3.12	— 0.19	28,319	2.79	26,410	3.02	— 0.23
BMW	3,773	1.75	4,272	2.26	— 0.51	21,387	2.11	19,169	2.19	— 0.08
Audi	.....	.....	3,730	1.97	.....	.....	.....	18,074	2.07	.....
Others	25,173	11.69	15,653	8.28	+ 3.41	115,396	11.37	84,577	9.68	+ 1.69
TOTAL	215,278		189,123			1,014,550		873,657		
Share of U. S. Total		27.85		26.72	+ 1.13		29.93		28.54	+ 1.39

Registrations for Oklahoma not available.

May total tops last year by 13 pct.

Import registrations on the rise

By Jenny L. King
Staff Writer

New imported-car registrations were up 3.39 percent in May compared with the preceding month, and they rose 13.83 percent when matched with May, 1982, figures.

The imports' May market penetration, however, was at its lowest point thus far in the calendar year.

According to figures compiled by R. L. Polk & Co., import registrations totaled 215,278 in May, up 3.39 percent from 208,211 in April, and up 13.83 percent from 189,123 for May, 1982.

Import market penetration in May was 27.85 percent, up from 26.72 percent a year earlier but the shallowest of the current calendar year. Import penetration has declined steadily from 32.09 percent in January to 27.85 percent in May.

Year-to-date import registrations numbered 1,014,550, up 16.13 percent from 873,657 for the first five months of 1982. Penetration the first five months, 1983, was 29.93 percent, up from 28.54 percent in 1982.

In May, Toyota claimed first place among new imports, with Nissan placing a close second. Toyota dropped 4.41 percentage points, to 20.82 percent from 25.23 percent last year, while Nissan had 19.82 percent this year compared with 20.62 percent in May of 1982.

Third-place Honda dipped to 15.87 percent from 16.17 percent, Mazda was fourth with 6.53 percent and Subaru fifth at 5.93 percent. Volkswagen slipped to sixth from fifth place and dropped 0.73 percentage points. Renault Alliance was seventh with 5.21 percent of the import total, followed by Volvo, Mercedes and BMW.

The top 10 imports accounted for 88.31 percent of the import market segment, down from 81.72 percent in May a year ago.

• In the first five months of 1983, Nissan picked up 1.36 percentage points, Mazda was up 0.07 percentage points and Volvo climbed 0.22 percentage points. Toyota lost the most ground, down 2.52 percentage points during the period. Ten imports accounted for 88.63 percent of the market, down from 90.32 percent last year.

Japanese-buit imports claimed 72.01 percent of the import total in May, down from 77.82 percent a year earlier. U. S. imports — VW Rabbits, Renault Alliances and U. S.-built Honda Accords — represented the secondly largest piece of the total, 10.23 percent. Cars from West Germany were third at 9.23 percent, and Swedish products were fourth at 5.20 percent. ("U. S. imports" is Polk's term for cars built in this country by foreign-based companies.)

Registrations by country of origin in May were as follows:

	May, 1983	May, 1982
Japan	155,021	147,181
United States	22,016	7,488
West Germany	19,872	19,357
Sweden	11,185	8,318
France	4,558	4,116
Great Britain	1,505	922
Italy	1,047	1,536
Ireland	74	205
TOTAL	215,278	189,123

Registrations by country of origin for the five months were:

	5 mos., 1983	5 mos., 1982
Japan	744,915	677,628
West Germany	99,457	89,046
United States	95,356	39,781
Sweden	46,396	35,833
France	18,073	19,173
Great Britain	5,829	3,478
Italy	4,270	7,333
Ireland	254	1,385
TOTAL	1,014,550	873,657

Imported truck registrations totaled 36,829 in May, up 10.23 percent from 33,410 last year. The breakout by manufacturer was:

	May, 1983	May, 1982
Toyota	13,301	11,631
Nissan	9,846	7,384
Mazda	5,458	3,542
Isuzu	2,041	.....
Volkswagen	.....	2,276
Others	6,183	8,577
TOTAL	36,829	33,410

Registrations of trucks during the first five months were:

	5 mos., 1983	5 mos., 1982
Toyota	59,439	54,359
Nissan	45,050	37,697
Mazda	25,065	.....
Dodge Ram 50	10,274	13,937
Ford Courier	.....	13,609
Others	36,049	50,436
TOTAL	175,877	170,038

TOP CARS

U. S. registrations for the first five months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position
1—	484,525	Chevrolet	506,193— 1
2—	380,183	Ford	354,539— 2
3—	366,862	Oldsmobile	305,248— 3
4—	307,605	Buick	274,571— 4
5—	214,007	Toyota	206,242— 5
6—	207,842	Nissan	167,097— 7
7—	185,263	Pontiac	189,338— 6
8—	151,191	Honda	148,252— 8
9—	141,569	Mercury	127,212— 9
10—	122,484	Dodge	101,844—11
11—	112,754	Plymouth	103,365—10
12—	111,244	Cadillac	92,412—12
13—	98,696	Chrysler	61,053—13
14—	69,953	Mazda	59,625—15
15—	58,617	Subaru	55,170—16
16—	55,919	Alliance	....
17—	55,900	Volkswagen	59,974—14
18—	37,409	Lincoln	31,600—18
19—	36,019	Volvo	29,067—19
20—	28,319	Mercedes	26,410—20
21—	26,634	AMC	38,577—17
22—	21,387	BMW	19,169—21
....	.....	Audi	18,074—22
	115,396	Other Imports	84,577
	341	Misc. Dom.	1,142
	3,390,119	TOTAL	3,060,751

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Hatchbacks complement Alliance line for '84

Encore joins AMC-Renault team

The Renault Encore, a follow-up act to the Alliance, is waiting in the wings for introduction this fall.

The Encore, a hatchback version of the Alliance, is the second entry into the subcompact market for the American Motors-Renault partnership.

While sharing the basic platform of the Alliance, which enjoyed sales topping 100,000 in its first year, the front-wheel-drive Encore has an aerodynamic rear liftgate with wraparound glass and a spoiler, which is standard on high-line models and optional on other models.

Six Encore models are offered, varying by trim and equipment levels. The 3-door version is available in base, custom S, deluxe LS and luxury/sport GS versions; the 5-door is offered in S and LS models. The tentative base prices of the six models run from $5,755 to $7,547.

Powered by a transverse-mounted, electronically fuel-injected 1.4-liter engine, Encore has rack and pinion steering and an independent front suspension system.

An overdrive 4-speed manual transmission is standard on base and S models, and an overdrive 5-speed manual transmission is standard on LS and GS models. A 3-speed automatic transaxle is an option on all models.

• These powertrain combinations are identical to those of the Alliance, which offered estimated fuel economy ratings of 37 MPG city and 42 MPG highway in 1983.

Primary competition for the Encore was identified as the Escort and Chevette hatchbacks.

Wheelbase of both the 3-door and 5-door models is 97.8 inches, and overall length is 160.6 inches. Curb weight is 2,010 pounds for the 3-door and 2,044 pounds for the 5-door.

The standard tire on the manual-drive models is a 175/70R-13 steel-belted radial, and with the automatic transmission, tires are 155/80R-13 glass-belted radials.

Encore's similarities to Alliance continue on the inside, with pedestal front seats mounted on twin curved tracks. The seats in the LS and GS models feature six-way adjustment, reclining and rocking.

Encore's split folding rear seat increases cargo carrying capability.

Among the many options available on the Encore are the Systems Sentry, which electrically monitors fluid levels in the vehicle, and a keyless entry system which uses infra-red light waves activated from a key chain.

Encore is available in 10 exterior colors and four cloth and two vinyl interiors are offered, depending on the model. A leather seat trim option is available.

• The Alliance was not significantly changed for the 1984 model year, due to a "why change a good thing" attitude on the part of AMC and Renault.

Among the refinements it received are improved audio systems and the addition of a second windshield washer orifice. A decklid luggage rack is a new option.

Tentative base prices for Alliance's six models range from $5,959 to $8,014.

AMC has dropped the Spirit, Concord and Eagle SX-4 models from its lineup, thus making the "senior" Eagle the sole surviving AMC-developed car line. Not including the Alliance and Encore, the AMC model count is down to four for 1984 from 10 in 1983 and 23 in 1982.

The 1984 Eagle is offered in two body styles—a 4-door sedan and 4-door wagon. The sedan will have only a DL model, while the wagon is available in DL, Sport and Limited series.

Standard on all models is a new in-line 2.5-liter (150-CID) 4-cylinder engine. An in-line 4.2-liter (258-CID) 6-cylinder engine is available as an option.

Transmissions for the Eagle include a standard 4-speed manual, as well as an optional 5-speed manual and 3-speed automatic.

All four Eagle models feature the Select-Drive System which allows motorists to choose between two-wheel drive and four-wheel drive with the flip of a switch.

The Encore, Alliance and Eagle are covered by 12,000-mile, 12-month warranties, three-year No-Rust-Thru warranties and an additional 12/12 Extended Powertrain Protection program.

AMC FOR 1984

	Wheelbase (Inches)	Length (Inches)	Width (Inches)	Height (Inches)	Curb Weight (Pounds)
Renault Encore 3-door hatchback	97.8	160.6	65.0	54.5	2,010
Renault Encore 5-door hatchback	97.8	160.6	65.0	54.5	2,044
Renault Alliance 2-door sedan	97.8	163.8	65.0	54.5	1,969
Renault Alliance 4-door sedan	97.8	163.8	65.0	54.5	2,000
Eagle 4-door sedan	109.3	180.9	72.3	54.4	3,169
Eagle 4-door wagon	109.3	180.9	72.3	54.6	3,384

Still flying for '84

Although American Motors has dropped the Spirit and Concord lines, the Eagle remains. The 1984 two-wheel-drive and four-wheel-drive Eagle is offered in both four-door sedan and wagon body stayles. Eagle has Select-Drive, which enables the driver to select either driving mode with the flip of a switch.

Renault Alliance receives refinements

Alliance, the first offspring of the American Motors-Renault union, is not significantly changed for the 1984 model year. Added features include improved audio systems and an optional decklid luggage rack.

factories list auction dates

American Motors

Aug. 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, East Windsor, Conn.

Aug. 25—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Aug. 26—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Aug. 30—Aptco Auto Auction, Taylor, Mich., and D-A Auto Auction, New Stanton, Pa.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Chrysler Corp.

Aug. 23—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Aug. 24—Southern Auto Auction, Warehouse Point, Conn.

Aug. 25—Northway Exchange, Clifton Park, N. Y., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 26—Concord Auto Auction, Acton, Mass.

Aug. 30—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Aug. 31—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

Aug. 24—Columbus Fair Auto Auction, Obetz, O., and Northway Exchange, Clifton Park, N. Y.

Aug. 25—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Aug. 30—Aptco Auto Auction, Taylor, Mich.

Sept. 1 — 166 Auto Auction, Springfield, Mo.

General Motors

Aug. 23—Aptco Auto Auction, Taylor, Mich.

Aug. 24—Hatfield Auto Auction, Hatfield, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 25 — Indianapolis Auto Auction, Indianapolis, Ind.

Aug. 30—Arena Auto Auction, Chicago, Ill.

Aug. 31—Metro Auto Auction, Kansas City, Mo.

Chevy signs Urfer

ARCADIA, Fla. — Emery Urfer has been franchised by Chevrolet.

auction directory

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 901, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

WASHINGTON

Bob McConkey & Sons, So. Seattle Auto Auction, the Lease Specialist. 206-872-6800, P. O. Box 5189, Kent, WA 98032

Used Car Sales
Auction Averages

August to date	$5,164
Month ago	$5,158
Year ago	$4,921

Earnhardt consignment lots move cars at rapid rate

TEMPE, Ariz. — There is plenty of action here at Tex Earnhardt's used-car lots.

The cars are moving out rapidly under a consignment franchise, called Triex, according to Gary Langseth, sales manager. Triex was developed in California by the founders of the Century 21 realty organization.

Langseth said that the oldest cars sold at the lots are 1977 models and cars have been selling at between 45 and 50 each month.

"It is very simple," he said. "The used-car owner advises us to sell his or her car and we make an agreement about the price. We advise that the car can remain on the lot for 60 days and if it doesn't sell, it is returned to the owner."

In the consignment business for the past eight months, Earnhardt said that owners who bring their cars to him are happy because they know what they must pay in cleanup and listing fees, what must be paid in commission when the car is sold and how much they can take to the bank when the sale is completed. The dealership mentioned a fee of $95 up front.

The Earnhardt dealership gets involved in all factors of the sale, including liens and insurance. Earnhardt said this is important because most late-model used cars carry a lien.

Triex, for an initial membership fee of $10,000 and monthly fees of about $2,000, provides advertising, promotion and public knowledge of the Triex sticker with its firm price on the window of every used car sold under the franchise.

Between 20 and 24 salespersons are working on the system at Earnhardt's lots and they are producing results so far amounting to sales of 94 percent of the used cars, Earnhardt said.

The dealership is very happy with the success of the Triex system, he said, because only the finest cars are taken as trade-ins for new cars sold by Earnhardt's dealership.

He added that older or suspicious automobiles absorbed in tradeins are sold to wholesalers and this leaves the Earnhardt lot full of quality cars.

Cars have been selling at a rate of between 10 and 12 days after receipt, Langseth said.

Model breakdown
Auction Averages

	AUGUST TO DATE	JULY	JUNE
1983	$10,603	$11,178	$10,012
1982	7,810	7,622	8,070
1981	6,126	6,164	6,142
1980	5,077	5,281	4,906
1979	4,561	4,529	4,644
1978	3,592	3,353	3,475
1977	2,756	2,645	2,779
1976	1,959	2,113	1,877
Overall Average	$ 5,164	$ 5,172	$ 5,138

Pontiac for Behel

SAN JOSE, Calif.—Lee Behel has been appointed a Pontiac dealer here.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

FIVE MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May, '83	.....	.....	.....	.....	.....	.....	.....	78	78
	May, '82	.....	.....	.....	.....	.....	.....	.....	35	35
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	314	314
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	254	254
CHEVROLET	May, '83	42,521	33,791	1,581	.....	27	501	536	24	78,981
	May, '82	37,799	30,999	1,631	.....	31	406	782	66	71,714
	Year to Date '83	179,682	143,081	3,684	.....	106	1,788	2,441	199	330,981
	Year to Date '82	175,422	134,036	7,230	.....	175	1,807	3,013	277	321,960
(Memo Units) #	May, '83	28,480	14,336	.....	.....	.....	.....	.....	.....	42,816
	May, '82	22,408	11,061	.....	.....	.....	.....	.....	.....	33,469
	Year to Date '83	123,030	58,108	.....	.....	.....	.....	.....	.....	181,138
	Year to Date '82	105,537	43,183	.....	.....	.....	.....	.....	.....	148,720
DODGE	May, '83	13,783	9,505	.....	.....	.....	.....	.....	.....	23,288
	May, '82	12,500	7,153	1	.....	.....	.....	.....	.....	19,654
	Year to Date '83	60,706	39,080	.....	.....	.....	.....	.....	.....	99,786
	Year to Date '82	59,529	30,978	18	.....	.....	.....	.....	.....	90,525
(Memo Units) #	May, '83	8,173	6,881	.....	.....	.....	.....	.....	.....	15,054
	May, '82	7,563	1,725	.....	.....	.....	.....	.....	.....	4,663
	Year to Date '83	36,886	27,459	.....	.....	.....	.....	.....	.....	64,345
	Year to Date '82	38,099	21,054	.....	.....	.....	.....	.....	.....	59,153
FORD	May, '83	29,422	48,653	.....	.....	.....	730	1,643	585	81,034
	May, '82	25,327	43,189	.....	.....	.....	992	2,444	790	72,742
	Year to Date '83	123,245	209,999	.....	.....	.....	3,717	7,404	2,958	347,323
	Year to Date '82	93,515	177,740	.....	.....	.....	4,324	9,200	3,485	288,264
(Memo Units) #	May, '83	22,732	18,750	.....	.....	.....	.....	.....	.....	41,482
	May, '82	15,271	16,162	.....	.....	.....	.....	.....	.....	31,433
	Year to Date '83	92,634	81,289	.....	.....	.....	.....	.....	.....	174,123
	Year to Date '82	46,042	62,680	.....	.....	.....	.....	.....	.....	108,722
FREIGHTLINER	May, '83	.....	.....	.....	.....	.....	.....	.....	832	832
	May, '82	.....	.....	.....	.....	.....	.....	.....	659	659
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,710	3,710
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,022	3,022
GMC	May, '83	9,703	10,849	40	.....	33	497	697	569	22,388
	May, '82	8,693	9,375	160	.....	114	344	1,096	872	20,654
	Year to Date '83	39,814	45,169	90	.....	131	2,243	3,696	2,426	93,569
	Year to Date '82	35,736	39,031	545	.....	355	1,505	7,525	3,578	88,275
(Memo Units) #	May, '83	6,005	4,782	.....	.....	.....	.....	.....	.....	10,787
	May, '82	4,344	2,826	.....	.....	.....	.....	.....	.....	7,170
	Year to Date '83	24,001	17,583	.....	.....	.....	.....	.....	.....	41,584
	Year to Date '82	17,771	11,059	.....	.....	.....	.....	.....	.....	28,830
INTERNATIONAL	May, '83	.....	.....	.....	.....	.....	1,483	913	1,630	4,026
	May, '82	.....	.....	.....	.....	.....	1,247	1,125	1,529	3,901
	Year to Date '83	.....	.....	.....	.....	.....	6,064	4,243	7,478	17,785
	Year to Date '82	.....	.....	.....	.....	.....	5,914	5,026	6,831	17,771
JEEP	May, '83	3,734	2,282	.....	.....	.....	.....	.....	.....	6,016
	May, '82	3,457	2,080	.....	.....	.....	.....	.....	.....	5,537
	Year to Date '83	15,811	10,853	.....	.....	.....	.....	.....	.....	26,664
	Year to Date '82	12,702	10,206	.....	.....	.....	.....	.....	.....	22,908
(Memo Units) #	May, '83	3,734	1,942	.....	.....	.....	.....	.....	.....	5,676
	May, '82	3,457	1,559	.....	.....	.....	.....	.....	.....	5,016
	Year to Date '83	15,811	8,933	.....	.....	.....	.....	.....	.....	24,744
	Year to Date '82	12,702	7,563	.....	.....	.....	.....	.....	.....	20,265
KENWORTH	May, '83	.....	.....	.....	.....	.....	.....	.....	574	574
	May, '82	.....	.....	.....	.....	.....	.....	.....	747	747
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,612	2,612
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,103	3,103
MACK	May, '83	.....	.....	.....	.....	.....	159	114	923	1,196
	May, '82	.....	.....	.....	.....	.....	188	44	1,234	1,466
	Year to Date '83	.....	.....	.....	.....	.....	749	388	4,667	5,804
	Year to Date '82	.....	.....	.....	.....	.....	936	251	5,490	6,677
MERCEDES-BENZ	May, '83	.....	.....	.....	.....	.....	141	69	.....	210
	May, '82	.....	.....	.....	.....	.....	178	69	.....	247
	Year to Date '83	.....	.....	.....	.....	.....	695	307	.....	1,002
	Year to Date '82	.....	.....	.....	.....	.....	911	362	.....	1,273
PETERBILT	May, '83	.....	.....	.....	.....	.....	.....	.....	581	581
	May, '82	.....	.....	.....	.....	.....	.....	.....	501	501
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,685	2,685
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,405	2,405
PLYMOUTH	May, '83	447	401	.....	.....	.....	.....	.....	.....	848
	May, '82	435	337	.....	.....	.....	.....	.....	.....	772
	Year to Date '83	2,158	1,697	.....	.....	.....	.....	.....	.....	3,855
	Year to Date '82	2,938	1,725	.....	.....	.....	.....	.....	.....	4,663
VOLVO	May, '83	.....	.....	.....	.....	.....	.....	60	75	135
	May, '82	.....	.....	.....	.....	.....	.....	26	20	46
	Year to Date '83	.....	.....	.....	.....	.....	.....	298	239	537
	Year to Date '82	.....	.....	.....	.....	.....	.....	134	52	186
WESTERN STAR	May, '83	.....	.....	.....	.....	.....	.....	.....	28	28
	May, '82	.....	.....	.....	.....	.....	.....	.....	51	51
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	123	123
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	313	313
WHITE	May, '83	.....	.....	.....	.....	.....	.....	.....	127	127
	May, '82	.....	.....	.....	.....	.....	.....	.....	151	151
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	883	883
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	809	809
MISCELLANEOUS*	May, '83	32,859	621	.....	24	.....	.....	34	63	33,601
	May, '82	26,536	602	.....	.....	1	.....	6	155	27,300
	Year to Date '83	149,007	2,871	.....	115	5	.....	106	315	152,419
	Year to Date '82	123,334	2,538	.....	4	4	.....	50	678	136,608
TOTALS	May, '83	132,470	106,102	1,621	24	60	3,511	4,066	6,089	253,943
	May, '82	114,747	93,735	1,792	.....	146	3,355	5,592	6,810	226,177
	Year to Date '83	570,423	452,750	3,774	115	242	15,256	18,883	28,609	1,090,052
	Year to Date '82	503,176	396,254	7,793	4	534	15,397	25,561	30,297	979,016

★—No Oklahoma registrations, 1983 and 1982: Delaware, May, 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco II, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokees, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.
—Compiled from R. L. Polk & Co. data

Toyota Cressida becomes Griffith Panther

Jack Griffith is modifying Toyota cars and calling them the Griffith Panther GTS (Cressida) and Griffith Panther GTC (Celica Supra). The modification includes a turbocharger system. The cars will be sold through selected Toyota dealerships and will be priced from $18,000 to $21,000. No more than 1,250 will be produced by the end of the 1984 model year.

Griffith modifying Toyotas for high-performance fans

JACKSONVILLE, Fla.—Jack Griffith, whose high-powered Griffith cars were widely known in the "Golden Age of Horsepower" in the 1960s, has turned his hand to modifying Toyotas.

He calls them the Griffith Panther GTC and the Griffith Panther GTS. The GTC is a Toyota Celica Supra and the GTS is a Toyota Cressida.

He plans to produce no more than 1,250 of his Panthers by the end of the 1984 model year. They will be priced between $18,000 and $21,000 and will be sold through selected Toyota dealerships.

"What we've done," said Griffith, "is take a pair of cars that are already stellar performers in their own right and, with a specially designed package of modifications, turn them into what might be called 'everyday exotics' that will perform on a par with the best European and American high-performance cars."

The Griffith cars that first appeared in 1964 were, like Carroll Shelby's Cobras, a hybrid of a British-built two-seater with a Ford V-8 engine.

• The Panther GTC and GTS, however, achieve their performance increases not by changing engines but by the installation of a turbocharger system designed by George Spears, of SPEARCO Turbo Systems, for Jack Griffith Enterprises.

The turbocharged system is designed to reach about 193 HP. Griffith said the turbocharged engines are emissions-certified in 49 states, with California certification expected shortly.

Other changes include a tuned suspension and exhaust system and special graphics package.

The Panther GTS (Cressida) also will feature high-performance wheels and tires, aerodynamic rear wing, new front grille and spoiler and driving lights and a modified interior.

All Panther cars will carry a 45,000-mile and/or 5-year insured warranty on all Griffith engine parts. Each car will have a number plate on the instrument panel to indicate when it was produced.

Griffith Enterprises expects production of the GTS to begin this fall.

Toyota turbos

Griffith Panthers include new sway bars, a new exhaust system and a turbocharged engine designed to reach about 193 HP.

Salaried workers get $558 million in GM savings plan

DETROIT. — General Motors salaried employes in the U. S. who participate in the GM Savings-Stock Purchase Program (S-SPP) received $558 million Aug. 1, representing $2.50 for every dollar saved during 1980.

Some 65,000 employes opted for distribution of their 1980 S-SPP assets and received GM common stock, government securities and cash valued at $390 million.

More than 25,000 employes chose to leave $168 million in the tax-sheltered trust until they retire or decide to withdraw their assets earlier under terms of the program.

The program encourages employes to set aside a portion of their pay, which is then partially matched by GM and placed in one of five investment options available to each employe.

Currently, 80 percent of GM's U. S. salaried employes participate in the program and save an average of 9 percent of their compensation.

Since the inception of the S-SPP in 1955, GM employes have saved nearly $4 billion. Their savings, combined with GM's contribution, have been used to purchase 83 million shares of GM common stock, and more than $2 billion in U. S. government bonds and other securities.

Chevy for Bachrodt

POMPANO BEACH, Fla. — Louis Bachrodt III signed a Chevrolet sales and service agreement.

Milestone reached 8 weeks ahead of 1982

Year's auto output tops 4 million

By Mary Beth Mayer
Staff Writer

The domestic auto makers reached a milestone last Wednesday (Aug. 7) as the four-millionth automobile of 1983 was assembled, about eight weeks earlier than in 1982. Last year, the four-million mark was reached Oct. 11.

So far this year, the manufacturers have built 4,058,722 cars, a 22.00 percent gain from 3,326,860 units finished in the comparable year-ago period.

Last week's estimated production was 109,358 units, a 6.74 percent increase from the previous week's 102,455, and a 45.41 percent jump from last year's 75,207.

Breakdown for last week's production by company was: General Motors, 47.89 percent; Ford Motor Co., 29.20 percent; Chrysler Corp. 15.41 percent; American Motors, 3.98 percent; Volkswagen of America, 2.15 percent, and Honda 1.37 percent.

GM was the only maker with plants down last week. Its Detroit, Van Nuys and Willow Run facilities were idle for model changeover. Van Nuys reopened last Friday (Aug. 19), while Willow Run and Detroit are slated to resume operations today (Aug. 22).

Overtime was scheduled last week at GM's Flint plant (Buick Regal) and Ford's Kansas City facility (Tempo/Topaz). Chrysler's Jefferson point also worked overtime last week.

obituaries

Ross Roy, 85; auto ad pioneer, head of agency

DETROIT.—Ross Roy, 85, chairman of Detroit-based Ross Roy Advertising, died Aug. 16 at his home in Grosse Pointe Shores, Mich., after a brief illness.

Mr. Roy was the last survivor of a group of Detroit advertising agency pioneers—Henry T. Ewald, Theodore F. MacManus and Lou Maxon—whose agencies grew up with the auto industry.

Mr. Roy founded his agency in 1926. Today it is one of the top 25 worldwide. He had been a prominent business and civic leader in Detroit.

Mr. Roy was an auto salesman in the mid-1920s when he devised the industry's first product comparison study to gain a selling edge over competitors. He sold Dodge.

His knowledge of Dodge cars and news of his unusual merchandising and selling techniques led to his being asked to provide his services for Dodge and, after Chrysler Corp. acquired it, for the entire corporation.

Edward L. Cleary

TEQUESTA, Fla.—Edward L. Cleary, 79, retired executive vice president of the Chicago Automobile Trade Assn., died here Aug. 6. Known as "Mr. Auto Show," Mr. Cleary was the general manager of the Chicago Automobile Show from 1950 to 1970, when he retired.

Joseph J. Seregny

DETROIT.—Joseph J. Seregny, 55, former advertising manager for Lincoln-Mercury and executive vice president of Young & Rubicam, Inc., died Aug. 16. Mr. Seregny was a consultant who established a Detroit office for Benton & Bowles recently. He was a past president of the Detroit Advertising Assn. and a former vice president of the Adcraft Club of Detroit.

25 years

Frank Raduenz, right, Stillwater Motor Co., Stillwater, Minn., receives a tray commemorating 25 years as a Buick dealer. Presenting the award is J. E. Pirtle, Buick zone manager.

Chicago auction slates sale of collector cars

CHICAGO. — The Greater Chicago Auto Auction will hold its fifth annual collector car auction, show and swap meet Aug. 27-28.

The event will feature 400 cars—classics, antiques, special interest vehicles, trucks, sports cars and muscle cars. Cars in every price category will be available, according to auction officials.

Spectators will see a cross-section of automobiles, including a 1929 Pierce Arrow, various Model Ts and Model As, Corvettes, Mustangs and Thunderbirds and a large collection of '57 Chevrolet convertibles.

The auction will be held at Greater Chicago Auto Auction site, 12055 S. Cicero, Chicago, and will begin at 10 a.m. Aug. 27 and Aug. 28.

Canadian output up 9 pct. for year to date

Last week's Canadian car production climbed 26.06 percent above the previous week's total, but was off 20.82 percent from the year-ago mark.

The car makers targeted 11,274 units last week, up from 8,944 the week before and down from 14,238 in the year-ago period.

So far this year, 620,087 cars have been completed in Canada, up 9.76 percent from 564,988 built in the comparable 1982 period.

Last week, truck production fell 8.00 percent as Ford closed its Oakville truck facility because of a shortage of C-6 automatic transmissions. There were 6,812 units scheduled, down from 7,404 built in the prior week and down 8.16 percent from 7,417 assembled in the year ago week.

Year - to - date, 321,448 trucks have been built, down 2.83 percent from 330,776 at this time in 1982.

General Motors' Oshawa Plant No. 1 is scheduled to return to work today (Aug. 22), after being closed for two weeks.

Ford's St. Thomas assembly point is also scheduled to open today after being down for two weeks to begin tooling changes to add production of the full-size Crown Victoria and Grand Marquis to the Escort/Lynx subcompact cars already built there. Final changeover will be completed when St. Thomas closes again from Sept. 12 to Oct. 10.

Volvo's Halifax plant was back at work last week after a three-week vacation.

Truck production holds steady at 37,419 for week

At 37,419, last week's estimated domestic truck production was down 39 units from the previous week's total of 37,458, but up 14.07 percent from 32,804 assembled in the year-ago week.

Year-to-date, the makers have built 1,413,118 units, up 9.29 percent over the 1,293,012 completed in the 1982 period.

Three Ford Motor Co. facilities were down last week because of a shortage of C-6 automatic transmissions. The shuttered plants were Kansas City, Norfolk and Twin Cities.

General Motors' Lordstown van plant reopened last week after being closed for model changeover.

No overtime was reported.

U. S. CAR PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
AMERICAN MOTORS	4,350	2,456*	4,500	12,446	43,667*	111,015
AMC Total	.....	2,456*	.....	.....	43,667*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	4,500	12,446	.....	106,944
Alliance	2,900	.....	3,018	8,367	.....	100,990
Encore	1,450	.....	1,482	4,079	.....	5,954
CHRYSLER CORP.	16,850	6,341	14,969	35,713	366,492	526,663
Plymouth Total	5,850	1,741	5,298	11,973	149,653	189,892
Horizon	2,600	.....	2,333	4,933	46,460	68,650
Reliant	3,200	1,702	2,920	6,907	103,109	118,163
Caravelle ('83)	50	39	45	133	84	3,079
Chrysler Total	5,000	2,355	3,879	10,649	72,448	124,493
LeBaron	1,300	1,435	922	2,702	71,371	54,767
Laser	800	.....	645	1,445	.....	1,445
Chrysler E-Class	2,900	920	2,312	6,502	1,077	68,281
Dodge Total	6,000	2,245	5,792	13,091	144,391	212,278
Omni	2,200	.....	2,070	4,270	43,771	77,099
Aries	2,600	982	2,406	5,591	77,645	87,940
Daytona	200	.....	361	561	.....	561
Dodge 400	.....	676	.....	.....	22,171	18,478
Dodge 600	1,000	587	955	2,669	804	28,200
FORD MOTOR	31,931	16,959	29,070	88,737	715,545	920,390
Ford Division	20,553	10,003	17,869	54,774	450,799	585,060
Escort	4,551	6,143	5,322	15,283	178,945	161,915
Fairmont	.....	2,634	.....	.....	83,000	23,728
Mustang	3,145	.....	1,739	4,884	81,665	72,362
LTD/Granada	2,713	.....	3,073	8,396	74,051	106,171
Thunderbird	4,024	1,040	2,023	7,702	28,467	119,966
Crown Victoria/Ford	1,523	.....	1,613	5,052	.....	57,838
EXP	.....	186	.....	.....	4,671	1,184
Tempo	4,597	.....	4,099	13,457	.....	41,896
L-M Division	11,378	6,956	11,201	33,963	264,746	335,330
Mercury Total	8,757	5,297	8,551	26,036	204,372	264,036
Lynx	1,329	1,944	1,911	5,877	57,206	46,723
Capri	992	.....	421	1,413	22,566	14,718
Zephyr	.....	1,246	.....	.....	27,409	8,601
Marquis/Cougar	1,367	.....	1,067	3,106	35,953	45,606
Cougar/XR7	2,447	593	2,794	8,532	9,996	75,887
Gr. Marquis/Marquis	1,389	1,456	1,319	3,641	50,108	60,196
LN7	.....	58	.....	.....	1,134	290
Topaz	1,233	.....	1,039	3,467	.....	12,428
Lincoln Total	2,621	1,659	2,650	7,927	60,374	71,294
Continental ('82)	.....	332	.....	.....	12,602	8,793
Lincoln	2,621	729	2,650	7,927	27,413	42,310
Mark VI	.....	578	.....	.....	20,359	20,191
GENERAL MOTORS	52,377	49,451	50,257	156,334	2,138,872	2,417,654
Buick Division	10,222	11,183	10,321	31,358	502,779	552,986
Skylark	.....	.....	.....	.....	93,240	61,382
Skyhawk J	375	.....	1,473	3,396	47,922	46,608
Century	860	1,673	623	3,119	88,465	98,879
Regal	4,780	4,709	4,367	13,669	136,339	158,543
Buick	3,127	3,801	3,053	8,558	114,244	157,308
Riviera	1,080	1,000	805	2,616	22,569	30,266
Cadillac Division	2,384	4,380	1,558	5,157	143,836	189,165
Cimarron	309	.....	.....	546	3,660	12,633
Seville	696	398	524	1,471	13,062	21,529
Eldorado	1,379	1,002	1,034	3,140	35,505	47,508
Cadillac	.....	2,980	.....	.....	91,609	107,495
Chevrolet Division	17,358	15,950	21,744	55,114	689,134	791,164
Chevette	4,039	1,495	3,868	8,057	150,853	117,230
Cavalier	3,013	.....	7,699	18,238	55,191	188,223
Celebrity	934	176	1	935	41,301	81,280
Camaro	1,693	6,006	1,467	4,261	152,672	121,857
Citation	1,670	2,406	1,342	3,645	121,198	64,595
Malibu	660	2,340	2,232	5,122	80,035	97,865
Monte Carlo	2,321	1,205	2,457	7,234	44,745	61,993
Chevrolet	2,403	1,730	2,034	5,760	24,726	42,538
Corvette	625	592	644	1,862	18,413	15,583
Oldsmobile Division	17,885	13,503	12,867	46,321	487,491	636,118
Omega	.....	.....	.....	.....	56,754	36,269
Firenza	454	.....	822	2,093	34,011	30,470
Cutlass	6,920	4,611	3,534	14,868	123,596	185,417
Cutlass/Ciera	4,683	2,375	2,955	11,129	76,518	128,525
Oldsmobile	4,983	5,918	4,929	16,216	176,441	229,638
Toronado	845	599	627	2,015	20,171	25,799
Pontiac Division	4,528	4,435	3,767	18,384	315,632	248,221
Acadian†	.....	.....	271	4,647	8,453	15,100
2000	.....	.....	180	2,418	27,438	63,454
1000	1,021	364	1,199	2,965	27,338	28,862
Firebird	1,127	4,071	251	1,974	93,082	58,767
Phoenix	500	.....	380	1,040	34,378	17,305
G. Prix/B'ville ('83)	1,880	.....	1,486	5,336	100,173	64,733
6000	.....	.....	.....	.....	24,770	.....
HONDA	1,500	.....	1,463	4,467	.....	27,079
VOLKSWAGEN	2,350	.....	2,196	6,584	60,121	55,921
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	109,358	75,207	102,455	304,281	3,326,860	4,058,722

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
CHEVROLET	14,568	8,229	12,007	40,127	443,584	500,573
DODGE	2,800	2,126	2,133	7,256	84,562	85,754
FORD	11,556	16,075	16,175	45,271	467,523	549,315
GMC	4,099	2,219	3,152	11,470	163,890	160,370
INTERNATIONAL	1,146	1,105	1,032	3,253	31,697	31,416
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,000*	1,909	5,836	55,123*	50,431
AM GENERAL	50*	50*	50*	150*	1,530*	1,580*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	37,000*	31,600*
Total Trucks, U. S.	37,419	32,804	37,458	116,363	1,293,012	1,413,118

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
CHRYSLER CORP.	2,652	2,190	2,277	6,532	65,779	79,335
FORD MOTOR	177	3,170	2,739	6,060	92,986	83,145
GENERAL MOTORS	3,879	1,793	2,319	8,120	164,587	155,441
INTERNATIONAL	104	264	69	238	7,424	3,527
Total Trucks, Canada	6,812	7,417	7,404	20,950	330,776	321,448
N. American Trucks	44,231	40,221	44,862	137,313	1,623,788	1,734,566

—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 20, 1983	Week Ended Aug. 21, 1982	Week Ended Aug. 13, 1983	Aug. to Date	Jan. 1 to Aug. 21, 1982	Jan. 1 to Aug. 20, 1983
AMERICAN MOTORS	600	1,219	605	1,806	19,765	18,363
CHRYSLER CORP.	.....	3,489	.....	.....	106,947	103,857
FORD MOTOR	5,836	3,760	5,364	19,495	196,524	150,331
GENERAL MOTORS	4,703	5,770	2,975	11,591	235,211	341,466
VOLVO	135	.....	.....	135	6,541	6,070
Total Cars, Canada	11,274	14,238	8,944	33,027	564,988	620,087
N. American Cars	120,632	69,445	111,399	337,308	3,891,848	4,678,809
N. American Trucks	44,231	40,221	44,862	137,313	1,623,788	1,734,566
North American Cars and Trucks	164,863	129,666	156,261	474,621	5,515,636	6,413,375

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

August 29, 1983

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Pinch may continue through December, dealers say

Shortages trimming sales

By Kathleen Hamilton
Financial Editor

Shortages of new cars are depressing sales, promising to keep sales low through at least September and probably through December, dealers told AUTOMOTIVE NEWS.

Almost without exception, dealers polled by telephone last week reported shortages that ranged from low or no inventory across one or two lines to severe shortages across their entire lineup.

Big cars, luxury cars, performance cars and vans were cited most often as being in short supply.

Most dealers said they are losing sales because of low inventories or long waiting periods, especially for Japanese cars. Efforts to get customers to place orders are reported only mildly successful in most cases.

Domestic-car dealers are beginning to get some relief as 1984 models are arriving with invoices and presell authorization.

Not surprisingly, it is the import-car dealers who are looking for the leanest September: With official introduction dates near Jan. 1, most aren't expecting shipments until October or November, when their 1984 models will arrive.

Jones Toyota-Volvo, Little Rock, Ark., is a study in shortages: Volvos are "always short" at this time of year, and sales people are able to take some orders; Toyotas are on a 30-to-45-day backlog.

What does a sales staff do with no cars to sell?

"Go on vacation," Sales Manager Ken Rich said.

• Forty-five days is a short wait compared with some Japanese imports. At Colonial Ford and Honda of Danbury (Conn.), the wait for Hondas is at least eight weeks, often 30 weeks and sometimes as long as eight months for a new Prelude, said Jim Johnson, Ford sales manager.

There, as at apparently every other Ford dealership in the U.S., the Crown Victoria is in short supply. Vans, high-performance Mustangs, Broncos, Bronco IIs and pickups were among the other shortages listed by Ford dealers.

In some respects, though, Ford Motor dealers recognize they're better off than their competitors. Because of staggered introductions, they have Cougars, Thunderbirds, Tempos and Topazes to sell—the last two particularly important because they are volume cars that have been supported by heavy introductory advertising.

But there hasn't been an overabundance even of these.

"Since we introduced the Tempo, there's never been more than three in inventory until last week, when we got seven or eight," said Cecil Phipps, new-car manager at Fred Jones Ford, Oklahoma City.

• That same store had 338 new cars in inventory at this time last year and only 38 last week. It is preparing for its lowest carryover inventory ever.

Phipps said the dealership is swapping with other Ford dealers in the state to try to keep its customers.

He pointed to one silver lining: "It doesn't take long to make your mind up when you have two or three cars to choose from," and his salespeople can say with honesty that a car probably won't be around if the customer takes too long to decide.

Phipps' rather sunny attitude on the shortage "problem" was shared by many dealers.

"It's better than the other way around," said Jim Nevergold, general manager of Red McCombs Ford-Mazda, San Antonio.

There are no floorplanning costs without inventory, after all. And there is some comfort in knowing that virtually everyone is in a similar position. Be-

Continued on Page 45, Col. 4

GM price hike is $232; above '83; below '82

By John K. Teahen Jr.
Managing Editor

General Motors' '84 price deliberations produced a result that wasn't quite so good as last year's, but it was infinitely better than what happened two years ago.

The corporation last week announced an increase averaging $232, or 2 percent, for the average equipped car. That compares with a bump of $212 when the '83s were priced last summer.

Two years ago, the boost was a staggering $617. Many observers feel that that hike buried the '82 model year before it even began.

It's a commentary of some sort on today's domestic auto prices that a 2 percent raise can amount to $232.

The price of an average-equipped GM car for '84 is $11,619. The figure for the end of the '83 model year is estimated at $11,387.

The $232 consists of $180 on the base vehicle and $52 on optional equipment.

GM said it has made no changes in dealer discounts for the '84 model year, and there have been no changes in destination charges.

Along with the price announcement, GM gave its dealers the OK to pre-sell the '84s before the Sept. 22 announcement day. Dealers can deliver them as soon as they receive invoices, price stickers and EPA stickers.

• GM didn't price the new Pontiac Fiero sports coupe or the new front-wheel-drive C-cars (Buick Electra, Oldsmobile 98 and Cadillac deVille and Brougham). The Fiero will be tagged before its Sept. 22 intro-

Continued on Page 45, Col. 4

breaking news

Ford buying into robot vision firm

DEARBORN. — Ford Motor Co. today (Aug. 29) is expected to announce acquisition of an interest in Synthetic Vision Systems, Inc. (SVS), a new, Ann Arbor-based machine vision system company. Machine vision gives what amounts to eyesight to robots. Ford will use an SVS-developed Cytocomputer system in inspecting electronics. It also will sell it under license. The Cytocomputer, described as the heart of an advanced sensing and image processing system, was developed and patented by the Environmental Research Institute of Michigan (ERIM), a not-for-profit R&D unit.

Buick eyes model-year sales record

FLINT.—Buick anticipates that, with its present rate of travel, it can sell 810,000 cars in the '83 model year—which would be a record, topping the previous high mark of 755,000 set in '79. The 810,000 sales would give Buick a 9.4-percent share of the market.

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Chrysler lifts lid on '84s

Sporty Chrysler

Chrysler Laser, a high-tech offering, comes to market with crisp styling, two-plus-two seating and sport suspension. Standard equipment includes an all-electronic instrument cluster and fuel injection. Story on Page 18.

Performance machine

Chrysler Corp.'s performance leaders for 1984 are the Dodge Daytona models. They boast such goodies as a multipoint electronic fuel injection, turbocharging and close-ratio five-speed transmission. The Daytona goes on sale Sept. 29. Story on Page 44.

Colt Vista for '84

The Colt Vista, a seven-passenger wagon, will be offered by Dodge and Plymouth dealers in the '84 model year. Wheelbase is 103.3 inches, overall length is 174.6 inches, and the Vista is powered by a 2.0-liter four-cylinder engine. It is made by Mitsubishi and is called the Chariot in Japan. Story on Page 20.

Conquest in; Sapporo, Challenger out

The Conquest, a turbocharged sport coupe, replaces the Dodge Challenger and Plymouth Sapporo for '84. It is a version of the Starion, introduced last year by Mitsubishi's other U. S. distributor. Chrysler will position the Conquest against the Nissan 300-ZX, the Toyota Supra and the Mazda RX-7. Story on Page 20.

Sierra and Telstar coming

Ford going overseas to bolster U. S. lineup

By Ralph Gray
and Jesse Snyder
Crain News Service

DETROIT. — Ford Motor Co. is set to reap the U. S. marketing fruit of its overseas operations. At least two new cars will cross borders to jazz up domestic lineups.

They are the Sierra XR4 from Ford of Europe and a version of the Australian Telstar, which is to be reskinned for the U. S. and made in Mexico.

The European Sierra will carry the XR4 designation in its as yet unselected name. It will be marketed by Lincoln-Mercury in model year 1985—about a year from now—as a separate brand from the Lincoln and Mercury labels.

Telstar is an offspring of the Ford-Toyo Kogyo marriage in Australia. Ford owns 25 percent of TK and nowhere is the relationship more meaningful than Down Under. The Telstar is actually the Mazda 626. Mazda is the TK brand name.

But the Telstar won't look like the rather boxy subcompact 626. New sheet metal will enable it to step in for the U. S.-made Mercury Capri—a rear-wheel-drive twin of the Ford Mustang.

• The 626-Telstar-Capri is front-wheel drive, with a five-speed transmission and other goodies like rack-and-pinion steering and four-wheel independent suspension.

Sierra will be a federalized version of the existing coupe with twin rear spoilers and a 2.3-liter turbocharged four-cylinder engine that is used in some existing Ford products.

While the Telstar is a good example of the kind of manufacturing economies internationalization brings, the Sierra epitomizes marketing benefits.

Telstar gives Ford a slick new sporty car entry for the cost of some sheet metal that can be bent into a snazzy coupe.

Sierra brings the whole weight of German technology and mystique to the Ford lineup at a time when Eurosedans are gaining favor for their simple styling and good road manners.

• While other U. S. manufacturers cobble up Euro versions of their sedans, Ford is able to bring out the real thing.

"There are those people who just won't buy anything but an European import," one Ford executive said. "This will be a Porsche 944 with a backseat."

That's important because technically the Sierra will be replacing the LN7 in the L-M lineup. The LN7 has been dropped this year because its two-seater design didn't catch on. The twin Ford EXP is hanging on, principally, some say, because Ford had the parts on hand.

Ford has the cars on hand in its overseas operations, where the company earned $100 million in the first quarter of 1983. That was $104 million less than the year-ago period, yet Ford's car share in Europe was a record 13.8 percent to lead all makers there. Sierra was the best-selling car line in the United Kingdom in March.

Just as importantly, Ford now has products that are compatible worldwide thanks to downsizing of cars and the new aerodynamic look being adapted from Europe for the U. S. That means if Ford has a vehicle overseas, it fits a lot easier with U. S. tastes.

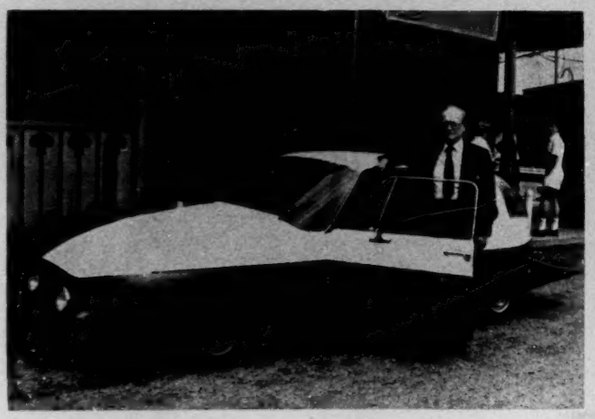
Ford has imported cars before like Fiesta, the English Anglia and the early Capris but that was simply to plug a hole in the market. The Sierra is designed to be around for a long time, Ford sources said.

The 626 variants help Ford politically in Mexico, which has a local-content law. By making the car there, Ford earns export credits against imports. The 2.3-liter engine is also made in Mexico and is used in the compact Tempo-Topaz duo and is scheduled for installation in the future front-wheel drive replacements for the full-sized Ford and Mercury models.

Officially, Ford hasn't decided to build the 626 in Mexico but insiders believe problems with dollar-peso relations will be solved. It's an attractive spot for Ford in addition to local content—labor is cheaper.

It's understood that Ford plans to hold the U. S. Sierra price to around $14,000 to broaden its appeal although the trend for Euro sporty cars and others is for even higher price tags. The 626-Telstar sells in Australia for from $8,235 (U.S.) to $12,093.

On the domestic side, there is rejoicing because engineers managed to increase the subcompact Escort-Lynx city MPG to 36 and 33 for 1984. The competition's ads have been taking whacks at Escort fuel economy.



Fuel-economy challenger

James G. Sawyer, president of Ronal Research Corp., Fraser, Mich., was dissatisfied with the fuel economy of conventional cars. It provided a challenge to the engineer who set about to build this sleek job. Leslie Viland, of Detroit Testing Laboratory, ran the car and got 172 MPG from its one-cylinder, 14 HP diesel engine at speeds close to those in the federal highway test procedure.

'Willing to gamble everything' on them, Cappy says

AMC's goal: More new products

By Mary Beth Mayer
Staff Writer

American Motors has adopted a new product philosophy and is "willing to gamble everything" on a steady stream of new products, according to Joseph E. Cappy, vice president of AMC's marketing group.

"We are trying to compete with all of the biggies," Cappy said at a preview of the company's new line of Jeeps and Renault Encore hatchbacks.

"Our partnership with Renault gives us clout because we can bring vehicles on stream much quicker and be more aggressive."

Cappy said that one of the causes of AMC's 13 consecutive quarterly losses has been an expenditure of $890 million on new products over the last three years. The next three years will also see a substantial investment in that area, he said, as the company continues to have new entries in the volume segments of the market.

The 1984 Cherokee and Wagoneer are the first totally new vehicles introduced by Jeep in 20 years.

"In the past, American Motors would bring out a product and then not change it for 20 years," Cappy said. "You can't compete in today's automobile industry with that kind of marketing plan.

"You have to have competitive products. They have to be state-of-the-art. You have to continue to make improvements on the ones you have, plus continue to bring out new ones.

"That's our strategy and that's the reason we have made a maximum effort in investing in new products," he said.

• Sales for the two Jeep lines are expected to total 40,000 in the first year. Of those sales, Cappy said, Wagoneers should account for 40 percent, and Cherokees, 60 percent.

As for the Encore, the second entry into the subcompact market for the AMC-Renault partnership, Cappy estimated first-year sales would be about 70,000. Second-year Alliance sales are targeted at 130,000.

On AMC's relationship with Renault, Cappy said, "You feel like a little kid in a candy store with a pocket full of change. You see all of the goodies that they have on the shelf and you've got your choice on deciding what, if anything, you're interested in bringing in."

Cappy said that by Oct. 3, the Kenosha (Wis.) assembly facility will be building about 1,100 units a day with a split of about 60 percent Alliance and 40 percent Encore.

"But, of course, we're ready to react to whichever way the market indicates," he said.

"We basically have rehired every single employe that was on layoff (from the Kenosha plant), plus we have hired about 700 or 800 additional people," he said.

"Once we go into a two-shift plan in Toledo in the middle of October, we should have pretty well called back everybody in Toledo. We're probably the only company that's put everybody back to work."

When asked about future product plans, Cappy said that AMC is strong in the four-wheel-drive market but it does not have a compact pickup truck. He said that the competition has taken a compact pickup and made it into a 4WD vehicle.

"There's nothing to say we couldn't do that in reverse," he said.

Prospects appear dim for U.S. 'lemon law'

WASHINGTON. — A federal "lemon law" designed to protect consumers from cars with recurring mechanical problems may pick up steam next year, but the bill's outlook is dim for the 97th Congress.

Early this month, Rep. Tom Lantos, California Democrat, introduced legislation calling for repair or replacement of a defective automobile by the manufacturer if the problem occurs within two years or 18,000 miles of purchase.

Under the proposed law the consumer may petition for a new car through the manufacturer's arbitration program after the car maker has made four unsuccessful attempts to repair a specific defect or after the car has been out of service for 30 days.

The bill is essentially the same as those passed in 15 states already, but Lantos claims Congress should provide a national guarantee to car owners that is "uniform and unambiguous."

• However, the bill will probably not make much headway this year due to its late introduction, auto industry opposition and an administration unwilling to preempt state laws.

A similar measure failed to even pass the committee stage when pushed by former Texas Democrat Rep. Bob Eckhardt in 1979. But with the popularity and variety of state-passed lemon laws confronting automakers, the car industry could switch its strategy and push for a single federal rule.

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59th year — No. 4983

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Formal

Roman Chariot, Cleveland, now offers a Designer Classic roof treatment for the Dodge 600 model.

AMC seeking to add dealers in California

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — AMC/Renault is seeking to open more dealer points in California to improve market representation, Jose Dedeurwaerder, American Motors president, said at a press conference here last week.

Dedeurwaerder was on hand to introduce the company's new line of Encore hatchbacks and downsized Jeep Cherokee and Wagoneer four-wheel-drive vehicles to the local media.

According to Dedeurwaerder, the AMC/Renault market penetration in California is lower than in the rest of the country.

As a result, the company is working closely with existing dealers to improve quality and is looking to re-establish points that have been closed over the years.

Although the company is rebuilding its dealer network nationwide, particular attention is going to be paid to this state, he said. "We will open more stores as a percentage (of the total effort) in California than anywhere else," Dedeurwaerder said.

He noted that the addition of the Encore will help AMC/Renault cover a greater share of the market and may help increase the company's penetration in the import-dominated West Coast.

While the company is projecting 60 percent Alliance, 40 percent Encore nationally, it expects Encore to take more than half the sales of the Alliance/Encore lines in California.

Dedeurwaerder said the Encore will also aid the company in appealing to younger buyers.

Although Alliance is hitting its target group, he said, the demographics of that car's average buyer is a person 35 to 38 years old with an income between $30,000 and $35,000 per year. Dedeurwaerder said the company hopes the new hatchback will attract more buyers in the under-35 bracket.

Anniversary ceremonies start Sept. 16

GM looks at 75 years of progress

DETROIT. — Consistent with its anniversary theme, "Building on 75 Years of Excellence," General Motors this fall will remember its past success and those who contributed to it.

But the primary focus of the celebration, GM said, will be on how even greater success can be achieved in the future.

Ceremonies marking the start of GM's 75th Anniversary celebration will be at noon, Friday, Sept. 16, at the corporation's world headquarters here. Open houses at 136 GM plants and operations in the U. S. and Canada will follow Sept. 17-24. In addition, five "Up With People" casts will tour 50 cities this fall to give some 170 performances for GM employes.

On Sept. 16, AUTOMOTIVE NEWS will publish a special issue commemorating this GM milestone. The GM 75th Anniversary Issue will chronicle the corporation's activities since 1908.

As another part of GM's anniversary celebration, a 224-page pictorial history of the company has been prepared in cooperation with Automobile Quarterly. With 650,000 copies being printed, the book will be sent to all North American employes as well as overseas managers.

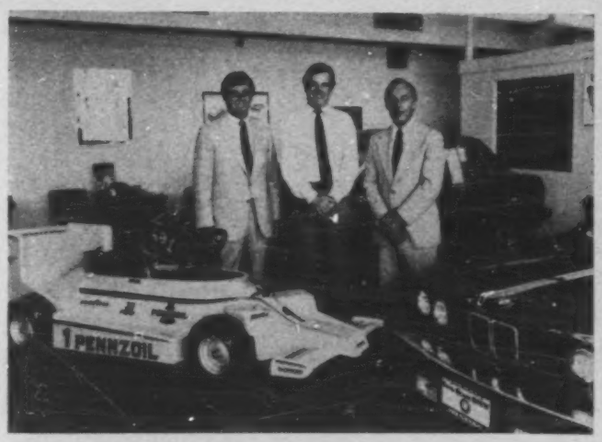
To round out the celebration, GM and its divisions will be the sole sponsors of an eight-hour CBS-TV special in April on the life of George Washington.

In a joint statement, Chairman Roger B. Smith and President F. James McDonald said:

"From its founding on Sept. 16, 1908, as a loose grouping of largely unproven and under-financed firms, GM has grown to become the world's most successful automotive manufacturer. It is entirely fitting that we now look back at the events and the people who contributed to our company's success—and, indeed, its very survival—over 75 years.

"But we would not be true to the legacy that has been left us if we looked only backward at this time. The future is where we must make our marks, and as we celebrate the past, we will also be rededicating ourselves to the achievement of excellence in the years ahead, so that we can continue to see this great company grow and prosper around the globe."

In an article looking ahead to GM's 100th Anniversary in 2008, Smith left no doubt that he is confident GM will increase its success. He said that sometime in the mid-'90s, North American new-car and truck sales will reach 20 million for the first time, while worldwide car and truck sales will reach 60 million, with GM strengthening its position as the No. 1 producer in the world.



Autrey wins mini-racer

Bob Autrey, center, owner of Long Beach BMW, won a mini version of the Pennzoil-Penske Indy Car at the Southern California Motor Car Dealers Assn. Business Conference in Palm Springs. Presenting the 3-HP vehicle to Autrey are Pennzoil's Jim Hayes, left, Los Angeles branch manager, and Gene Johnson, Los Angeles division manager.

PPG, auto glass supplier, marks 100th anniversary

PITTSBURGH. — PPG Industries celebrated its centennial last Wednesday (Aug. 24).

The firm, originally named Pittsburgh Plate Glass Co., became one of the nation's first commercially successful makers of polished plate glass.

Today, the company, called PPG since 1968, is a supplier of original equipment automotive glass, consumer paints and chemicals.

However, in 1883, an uncertain time to form a new major manufacturing concern, the company's role in industrial America was yet to be seen.

John B. Ford produced the first American polished plate glass in commercial quantities in 1867, PPG said, but he was unable to make this a lasting business success. In 1881, he found backers and New York City Plate Glass Co. was incorporated.

It became apparent that it would be more efficient to operate the business as a Pennsylvania corporation based in the Pittsburgh area. New investors were found there, Pittsburgh Plate Glass was incorporated and New York City Plate Glass was dissolved.

Within 12 years, the company was the largest glass firm in the U.S., having built or acquired nine plants.

At the turn of the century, Pittsburgh Plate Glass entered the chemical and paint businesses.

Later, the company developed new technology that made the plate glass process more efficient and provided a new process for making thinner window glass by the sheet process. It also developed safety glass products for automobiles and buildings.

Today, PPG makes a wide range of glass, coating, chemical and fiberglass products at 90 locations worldwide—57 of which are in the U.S.

The company has about 37,000 employes worldwide and had sales of $3.3 billion in 1982, ranking the company 118th on the Fortune 500 list of American industrial firms, PPG said.

As PPG marks its centennial, it is moving into new world headquarters here, half a block from the site of the company's 1883 office.

NHTSA permits more ways of marking convex mirrors

WASHINGTON. — NHTSA will permit additional methods of marking right-hand convex mirrors permanently, but it will not permit their use without warning because of American drivers' inexperience with the convex surface which affects distance perception.

The changes in Safety Standard 111 are effective immediately.

Currently, the convex outside mirror on the passenger side has "indelibly etched" on it: "Objects in Mirror Are Closer Than They Appear." In addition, the maximum allowable curvature is specified.

Toyota petitioned NHTSA to allow other methods of permanent warning, such as sandblasting or glass-based ink for the back side of the mirror glass, to ease the compliance burden of different mirrors for different markets.

NHTSA agreed, but noted that exterior-surface painting or using a plastic decal, either of which could be removed or become illegible, would not be acceptable.

Volkswagen of America wanted both the labeling and the maximum radius requirements to be deleted. The curvature mandate, said VWoA, is in effect a trade barrier since there is no maximum in Europe. Moreover, the large-radius convex mirrors closely resemble plane mirrors and therefore present no safety concerns, VWoA said.

NHTSA rejected VWoA's arguments on grounds of American drivers' inexperience with convex mirrors.

Tidewater dealer group elects Compton president

NORFOLK. — John C. Compton Jr., Green Gifford Motor Corp. (Chrysler-Plymouth), has been elected president of the Tidewater Automobile Dealers Assn. He succeeds Bob Roughton Jr., Roughton Pontiac.

Other new officers are Buster Perry, Perry Buick Co., vice president; Bill Sheppard, Greenbriar Chrysler-Plymouth-AMC, secretary, and Bill Thompson, treasurer. The association includes dealers in the Eastern Virginia cities of Norfolk, Portsmouth, Virginia Beach and Chesapeake.

Can a car built in Britain be 40 pct. Japanese?

TOKYO. — The Ministry of International Trade & Industry is concerned over French moves to restrict imports of the Triumph Acclaim, according to the Japan Economic Journal.

The Acclaim is produced jointly in Britain by BL, Ltd., and Honda Motor Co. It was certified last year as a European car by the EEC.

France reportedly will view 40 percent of the Acclaim as Japanese-made and will place it within the 3-percent market ceiling it applies to Japanese imports.

Should the French move be authorized, MITI fears that similar industrial cooperation projects in Europe will be endangered.

MITI, after conferring with Honda and exploring the French situation through diplomatic channels, may lodge a formal protest with the French Government.

TV spending by auto leaders rises 16 pct. for first half

By Joseph Bohn
Marketing Editor

TV ad spending by nine leading automotive firms increased 16.1 percent in the first half of 1983, with the increases coming mostly from network spending.

Ford Motor Co., because of heavy new product introductions, outspent General Motors, according to Broadcast Advertisers Reports data compiled by the Television Advertising Bureau.

As a group, the auto companies spent $415,872,700 to advertise in TV compared with $358,068,600 last year.

Network ad outlays were up 23.3 percent, with companies spending $309,450,500 against $251,080,800 in the first half of 1982.

Spot advertising remained flat at $106,422,200 compared with $106,987,800 last year.

Ford Motor outspent GM both in network and spot dollars, a temporary phenomenon, due to the introduction of such cars as Thunderbird/Cougar and Tempo/Topaz.

In total, Ford spent $113,111,400, up 53.5 percent from last year.

GM, on the other hand, spent $91,102,600, compared with $83,845,300 last year.

Among the interesting changes was a sharp increase in network spending by American Motors which, at $27,240,700, more than doubled the $12,388,700 of the first half of 1982.

AMC took some of the money out of spot TV—which dropped to $3,941,500 from $10,356,800—to subsidize the heavy network expenditures.

Ford Motor, American Honda and Nissan Motor all recorded fairly heavy increases in spot TV spending.

In total, Chrysler's TV ad spending dropped to $46,534,700 million from $47,241,100 million. Chrysler, along with Volkswagen and Mazda, were the only three firms to show a significant decrease in overall TV spending.

Full-size cars bring top dollar on used market

ROCHESTER, Wis. — Now is the time to sell full-size cars and receive top dollar for them on the used-car market, according to Runzheimer Reports on Transportation, an industry newsletter.

Based on interviews with used-car professionals at major leasing companies and auto auctions, Runzheimer editors pinpointed today's trends in the used-car market.

The findings included:

1. Full-size cars are receiving premium prices on the used-car market because new and used large cars are scarce and in demand.

2. Front-wheel drive on used domestic cars is making many buyers hesitant.

3. Used domestic diesels are still in a tailspin—some outlets are pulling the diesel engine and dropping in a gasoline engine to get rid of the cars.

4. Accessories continue to enhance used-car value.

Used-car professionals quoted in the report predicted the strong used-car market would last through this fall.

TV Advertising
(In thousands of dollars)

	January-June, 1983			January-June, 1982		
	Spot	Network	Total	Spot	Network	Total
Ford Motor	19,230.1	93,881.3	113,111.4	10,885.0	62,792.2	73,677.2
General Motors	12,687.3	78,415.3	91,102.6	11,524.2	72,321.1	83,845.3
Chrysler Corp.	9,406.1	37,128.6	46,534.7	12,729.7	34,511.4	47,241.1
Nissan Motor	22,091.2	13,168.0	35,259.2	17,534.1	11,422.3	28,956.4
Toyota Motor	20,973.6	9,172.0	30,145.6	21,341.4	9,212.0	30,553.4
Volkswagen	7,225.3	9,909.9	17,135.2	10,149.9	11,523.8	21,673.7
American Motors	3,941.5	27,240.7	31,182.2	10,356.8	12,388.7	22,745.5
Honda	9,380.5	24,938.9	34,319.4	6,532.6	22,067.6	28,600.2
Mazda	1,486.6	15,595.8	17,082.4	5,934.1	14,841.7	20,775.8
TOTAL	106,422.2	309,450.5	415,872.7	106,987.8	251,080.8	358,068.6

Compiled by Television Advertising Bureau from Broadcast Advertisers Reports.

The result: More outsourcing

Low-pay jobs rejected at GM unit

By Marjorie Sorge
Labor Editor

Workers at the General Motors Packard Electric Division in Warren, O., have rejected a controversial contract which would have added 200 low-paying jobs to the operation.

The rejection of that contract will not only eliminate those additional jobs but will result in GM outsourcing certain final assembly work for automotive wiring harnesses to outside suppliers or to GM's Mexican operations.

Members of Local 717 of the International Union of Electrical Workers rejected the new contract by a vote of 5,301 to 2,084 last week.

Had the contract been approved, GM would have been able to hire the 200 new workers for about $6 an hour, $4.50 in wages and $1.50 in benefits. Current Packard workers make about $19 an hour in wages and benefits.

According to Elmer Reese, general manager, Packard's competitors are paying less than $2 an hour for similar work outside the U.S. He said reports show that Packard could be competitive paying $6 an hour and keeping the jobs in Warren, where there is a 17 percent unemployment rate.

The $6 an hour wage plan would have applied only to new employes; those already on the payroll would continue to make the current wages, a Packard spokesman said.

According to Ed Fire, president of the IUE, the contract was defeated because the workers considered it a threat. He said there was a "tremendous fear among the employes that they could be forced to work in the low-wage plant or lose their jobs entirely at Packard and General Motors."

A second reason was that GM has returned to prosperity and the workers felt they had made their sacrifice in the concessions contracts of 1982, he said.

The new concept was called the Final Assembly Option (FAO) which Reese said is "unique in American industrial relations."

• "The Warren package provided for Packard Electric to improve its competitive position," Reese said. "It also provided job opportunities for the people of Warren. It guaranteed that the current workforce in Warren would not be asked to work for lower wages and benefits and most important of all it provided the opportunity for our workers to significantly increase their job security.

"Nowhere in American industry has any workforce that we know of ever been offered such an opportunity, the opportunity to grow into 100 percent job security by working with their union leadership, and their management."

Last year the Packard Warren facility was picked as one of five GM plants which will be used for an experimental lifetime job security program. The program provides lifetime job security for 80 percent of the workforce. There are 9,100 hourly workers at the facility.

Under the package, the higher-paid workers were offered alternatives. They could retire through buyouts or changes in the pension plans. Workers in the protected 80-percent group who chose to retire would be replaced by those in the 20 percent group.

According to Richard K. Huber, director of personnel and public relations, the rejection of the FAO "may also hinder the opportunity for the pilot employment guarantee project to be extended to the Warren workforce beyond the September, 1984, expiration date."

Fire said he sees no problem with the pilot project even though the contract was rejected. He said he believes there is a record of cooperation between the local union and management which will continue.

Sporty T-bird

Thunderbird owners can give their cars the look of a convertible with the help of a Simulated Convertible Kit from E&G Classics, Inc., Columbia, Md.

Sales continue to advance with 161,000 in mid-month

By Jenny L. King
Staff Writer

Domestic new-car sales continued their climb out of the 3½-year recession with a 21.72-percent increase for the mid-August period.

It was the ninth consecutive reporting period in which sales improved over year-ago levels and the 19th improved period out of 23 for the calendar year.

Dealers retailed 161,104 new domestics Aug 11-20, up 21.72 percent from 132,356 in 1982. This year's total, however, fell short of 1981's 204,678 and the 170,765 reported in 1980. Record for the period was 242,865, set in 1979.

Year-to-date sales of 4,251,683 were up 17.77 percent from 3,610,221 in 1982.

Annualized sales for 1983 based on the Aug. 11-20 performance were 6,117,000. The mid-August daily-selling rate averaged 17,900, up 21.72 percent from 14,706 the preceding year. There were nine selling days this year and last.

General Motors' mid-month sales of 96,720 were up 18.53 percent from 81,597 last year. Ford Motor Co. reported sales of 36,769 new cars, up 23.65 percent from 29,736. Chrysler Corp. was up 19.15 percent, to 19,174 from 16,092. American Motors reported an estimated sales total of 4,300 units, up 72.00 percent from its year-ago 2,500.

Volkswagen again slipped below its 1982 mark, down 15.71 percent, to 2,049 from 2,431. Honda topped VW with 1983 sales of 2,092 in mid-August.

• GM's share of the domestic market was 60.04 percent, down from 61.65 percent last year. Ford sales accounted for 22.82 percent, up from 22.46 percent. Chrysler earned 11.90 percent, down from 12.16 percent.

AMC climbed to 2.67 percent from 1.89 percent of the market. VW had 1.27 percent, down from 1.84 percent, and Honda won the remaining 1.30 percent of the current mid-month market, with no sales and no share a year earlier.

Of the Chrysler Corp. makes, three were up with Plymouth missing its year-ago sales level by 5.16 percent. Chrysler was up 57.88 percent, Dodge was up 15.60 percent, and sales of remaining Imperials jumped 76.92 percent, to 46 units from 26 a year earlier.

At Ford Motor Co., Ford was up 26.07 percent, Mercury was up 9.84 percent and Lincoln was up 69.37 percent.

In the GM family, Buick was up 35.04 percent, Cadillac was up 7.05 percent, Oldsmobile was up 28.66 percent, Chevrolet was up 0.45 percent and Pontiac was up 33.63 percent.

AMC products dropped 64.00 percent in mid-August, VW Rabbits were down 15.71 percent, and Renault Alliance and Honda Accord had no year-ago sales for comparison purposes.

DOMESTIC SALES

	Aug. 11-20, 1983	Aug. 11-20, 1982
Renault		
Alliance	3,400†	—
AMC	900†	2,500†
AMERICAN MOTORS	4,300†	2,500†
Chrysler	6,718	4,255
Imperial	46	26
Plymouth	5,580	5,989
Dodge	6,730	5,822
CHRYSLER CORP.	19,174	16,092
Ford	23,739	18,830
Mercury	10,039	9,140
Lincoln	2,991	1,766
FORD MOTOR	36,769	29,736
Buick	22,879	16,943
Cadillac	7,292	6,812
Chevrolet	29,894	29,761
Oldsmobile	22,538	17,517
Pontiac	14,117	10,584
GENERAL MOTORS	96,720	81,597
VOLKSWAGEN	2,049	2,431
HONDA	2,092	—
U.S. INDUSTRY TOTAL	161,104	132,356

† Estimate.

News roundup

MITI's Uno expected to visit U. S.

TOKYO. — International Trade and Industry Minister Sosuke Uno probably will visit the U. S. this fall after a quadrilateral trade conference in Canada, ministry officials said. Auto exports from Japan to the U. S. are expected to be a key issue. Uno's recent remark that the three-year auto export restraint would not be extended caused strong reaction in the U. S. Uno said later there is plenty of time for both sides to discuss the issue before next March, when the current export lid expires.

Lotus approves purchases of its shares

NORWICH, England.—At an extraordinary meeting following Lotus' annual meeting here, the purchases of Lotus shares by British Car Auctions and Toyota Motor Corp. was approved. Kiyoshi Matsumoto, a senior managing director of Toyota, joined the Lotus board.

Workers oppose Nissan move into Britain

TOKYO.—Nissan Motor Co.'s labor union has urged management to call off a long-stalled plan to build an assembly plant in Britain. The union claimed the multimillion-dollar project is highly risky and could threaten the jobs of its member workers. Union leaders said a Nissan plant in Britain would operate at a loss for a long period. Nissan declined comment on the union's written presentation.

Delaware asks early repayment from Chrysler

DOVER, Del.—Noting Chrysler Corp.'s improved financial position, the General Assembly has asked Chrysler to set a date for early repayment of $5 million the state loaned Chrysler in 1980. Chrysler has been paying 15.5 percent annual interest and is scheduled to begin principal payments in semi-annual installments of $227,000 in 1984. The state wants Chrysler to set a date for early lump-sum repayment and it wants the date announced before Sept. 19. A Chrysler spokesman said the request is "under consideration."

Chinese tires on way to U. S.

CITY OF INDUSTRY, Calif.—Mainland China plans to ship the first of possibly several hundred thousand passenger-car tires to the U. S. shortly. Topac International Trading Co. made an agreement with China National Chemicals Import & Export Corp. to sell 5,284 "Warrior" brand steel-belted radials and 5,000 "Warrior" snow tires in the U. S. Topac said it anticipated importing "at least several hundred thousand" Chinese tires.

Chrysler beefs up car production

HIGHLAND PARK, Mich.—Clarifying a report that appeared in the Aug. 22 issue of Automotive News, Chrysler Corp. said it will produce 50,000 more 1984-model cars from the start of the model year through Oct. 31 than the number of '83 model cars which it assembled in the same year-ago period. In October alone, Chrysler plans to build 102,000 cars in the U. S.—31,000 more than it completed during that month last year in the U. S. and Canada.

Nissan prunes Pulsar lineup

CARSON, Calif.—Nissan's Pulsar hatchback, introduced last fall as a replacement for the Datsun 310, is being dropped from the line for 1984, according to company officials. The Pulsar NX coupe, which accounts for 80 percent of the series' sales, will continue to be sold.

AMC plans new car for 1985 introduction

CHICAGO. — American Motors will build a "derivative vehicle" of the Renault Alliance and Encore at its Kenosha plant next spring or summer for a fall 1985 introduction, Chairman Paul Tippett told a press conference in Chicago. The vehicle will be a total AMC production, he said.

Chrysler Engineering Institute revived

HIGHLAND PARK, Mich.—Following a three-year hiatus, Chrysler's Institute of Engineering is back in the business of helping engineering school graduates earn their masters' degrees through its work-study program. Ten new students have spent the summer in hands-on classes learning automotive repairs at the MoTech facility in Livonia. This fall they begin classroom studies at local universities and are employed by Chrysler simultaneously. The Institute was temporarily dropped in 1980 when Chrysler was in severe financial difficulties.

FBI pursues $17-million mystery

DeLorean woes grow with lawsuits, probe

By Edward Lapham
Senior Editor

DETROIT. — Former auto maker John Z. DeLorean's problems multiplied last week as the result of new lawsuits and a mounting criminal investigation by the FBI.

The U. S. Attorney's office here last week continued to process the necessary paper work to impanel a grand jury and launch the federal task force headed by Assistant U. S. Attorney Martin Reisig.

The FBI also stepped up its portion of the investigation, which currently is focusing on the mystery of the $17.65 million which disappeared from the DeLorean sports-car project in 1978. The FBI is trying to build a case based on "the interstate transport of stolen money," AUTOMOTIVE NEWS sources said.

Meanwhile in federal court in Miami, a group of former investors in the ill-fated DeLorean project filed a $396-million class-action lawsuit against DeLorean, his bankrupt car company, New York investment banker Oppenheimer & Co. and several Oppenheimer officials.

The suit charged the defendants made several misrepresentations in order to bilk the investors of more than $18 million in 1978.

The investors, who formed the DeLorean Research Limited Partnership, were assembled by Oppenheimer in 1978.

The suit, filed by Miami law firm Sams, Gerstein, Ward, Newman & Beckham, claims the money raised by the partnership was supposed to have been used for research and development but instead was paid to GPD Services, Inc., a Panamanian-registered Swiss company.

"Sometime in the fall of 1978, John Z. DeLorean and other persons as yet unknown converted the DRLP proceeds for their own personal use, benefit and gain by causing said proceeds to be paid to GPD Services, Inc., and then to themselves, under the false pretext that the DRLP proceeds would be void by GPD Services, Inc., for its DMC-12," the suit said.

Oppenheimer began soliciting investors with a private placement memorandum in early 1978 when it looked like the DeLorean sports-car project would be located in Puerto Rico.

It was later amended when DeLorean was to close a deal to take his factory to the Republic of Ireland and amended again when he finally decided to accept a deal to build his plant in Northern Ireland.

The partnership raised $18.7 million, $12.5 million of which was included in the missing $17.65 million.

The suit charges that subcontracting the development work to Lotus Cars through GPD materially changed the investment risks and that the 132 limited partners who invested $150,000 each should have been informed of the subcontracting deal.

The firm said it now has proxies from 90 of the 132 partners. It has called a Sept. 13 meeting in New York to discuss waiving the client-attorney privilege with Geneva attorney Jacques Wittmer.

This action would allow Wittmer to discuss with U. S. investigators details surrounding the 1978 disappearance of $17.65 million from the DeLorean project. Wittmer represented DRLP and DeLorean Motor Co. in the transactions with GPD.

• In a separate action in federal court in New York last week, the unsecured creditors committee of bankrupt DMC sought and received an order from Judge Mary Johnson Lowe attaching a portion of the proceeds from the planned $4.2-million sale of DeLorean's Manhattan co-op apartment.

The order also restrained DeLorean from selling or mortgaging his Bedminster (N. J.) farm and his Bridgewater (N. J.) property, which he acquired and leased back to DMC.

Earlier, the creditors committee got an order in bankruptcy court in Detroit placing in escrow any receipts from a sale of DeLorean's Utah-based Logan Mfg. Co. The court order last week effectively tied up the remainder of DeLorean's major assets in the U. S.

Two weeks ago one creditor, Audio Systems, Inc., received an order attaching up to $1.3 million of any receipts from the sale of the Manhattan apartment. DeLorean was forced to pledge his Pauma Valley (Calif.) ranch as collateral for his bail in the Los Angeles federal drug-trafficking case.

Victory L-M opens

COLUMBUS, Ga.—Barney A. Smith Jr. and Daniel R. Snow have opened Victory Lincoln-Mercury, Inc., here. Smith also owns Barney A. Smith Lincoln-Mercury, Inc., in Macon, Ga.

DeLorean judge requests data from U. S. agencies

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—A U. S. District Court judge here issued 51 orders for documents from various government agencies involved in the drug-trafficking case against John Z. DeLorean.

Judge Robert M. Tagasuki wants to inspect the documents from the agencies that include the Drug Enforcement Agency, Central Intelligence Agency, the Pentagon's Defense Intelligence Agency and the National Security Council.

DeLorean's attorneys have filed motions that allege a government conspiracy to entrap and convict their client at the behest of the British Government because DeLorean's Northern Ireland car factory was a political embarrassment.

Assistant U. S. Attorney James M. Walsh, the government's prosecutor, has filed a document with the court asking Tagasuki to reconsider his order.

Walsh told the court that if the government complies with the request, it could push the trial date back perhaps a year because it would take that long to gather the documents the judge wants to see.

DeLorean's trial, which already has been delayed several times, is scheduled for Oct. 4.

• In an unrelated matter, more court documents were released including a DEA report that alleges that DeLorean was at first seeking to invest $2 million in a heroin deal and turned to cocaine only after government agents produced a cocaine dealer — William M. Hetrick, who has already pleaded guilty to drug-trafficking charges.

Used Car Sales

Auction Averages

August	$5,159
Month ago	$5,172
Year ago	$4,910

Model breakdown

Auction Averages

	AUGUST	JULY	JUNE
1983	$10,166	$11,178	$10,012
1982	7,702	7,622	8,078
1981	6,158	6,184	6,142
1980	5,129	5,281	4,906
1979	4,577	4,529	4,644
1978	3,579	3,353	3,475
1977	2,781	2,645	2,779
1976	1,926	2,113	1,877
Overall Average	$ 5,159	$ 5,172	$ 5,138

Six U. S. groups team for exhibit at 84 Automechanika

FRANKFURT, West Germany. Six U.S. automotive aftermarket trade associations have banded together to produce an exhibit at Automechanika which will be held here Sept. 11-16, 1984.

The exhibit will be the American Pavilion, and the six groups are operating as the Automotive Products Export Council.

The six associations are the Automotive Parts and Accessories Assn., the Automotive Service Industry Assn., the Hand Tool Institute, the Overseas Automotive Club, the Specialty Equipment Market Assn. and the Truck Body and Equipment Assn.

Their effort will be managed by Hall-Erickson, Inc. Hub Ericksen Jr. said the American Pavilion will be an "actual show within a show" produced by the six associations which are working together for the benefit of the entire industry.

"To exhibit," Erickson said, "it is not necessary for a manufacturer to be a member of one of the six associations. Each exhibitor will receive equal treatment."

obituaries

Louis A. Riccio

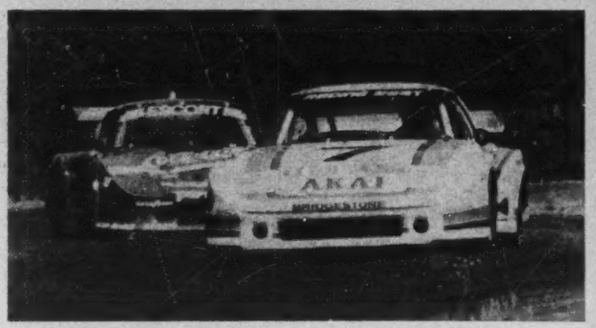
JERSEY CITY. — Louis A. Riccio, owner of Rick's Datsun, died July 26. He had been a new-car and used-car dealer in Jersey City for 51 years and had been a Datsun dealer for 25 years.

Orren (Bud) Hulett

DETROIT.—Orren (Bud) Hulett, 69, owner and president of National Auto Glass Specifications, Inc., since 1952, died Aug. 7. He developed the NAGS numbering system used in auto glass replacement.

G. N. (Jerry) Waddell

SALINA, Kans.—G. N. (Jerry) Waddell, 84, a past president of the Kansas Motor Car Dealers Assn., died Aug. 11. He had retired from his Ford dealership here in 1977. He was a director of the Kansas State Chamber of Commerce and a member of the Governor's Economic Development Committee. He was known as "Mr. Salina" because of his interest in local civic affairs.



Mazda third at Mosport

John Morton and Rick Knoop drove the Racing Beat Mazda RX-7 to victory in the International Motor Sports Assn. GTO class at the Mosport (Canada) 6-hour endurance race. The rotary-powered sports car was the fastest production-based car and finished third overall.

5/50 Honda warranty urged on rust, head gasket issues

WASHINGTON.—The Center for Auto Safety is urging Honda to institute a 5/50 warranty to cover all models through 1980 for head gasket and rust problems with direct notification to all owners.

The center said it is doing this because it is now receiving more complaints against Honda than any other Japanese company even though Nissan and Toyota have sold 30 to 50 percent more vehicles than Honda during the past five years.

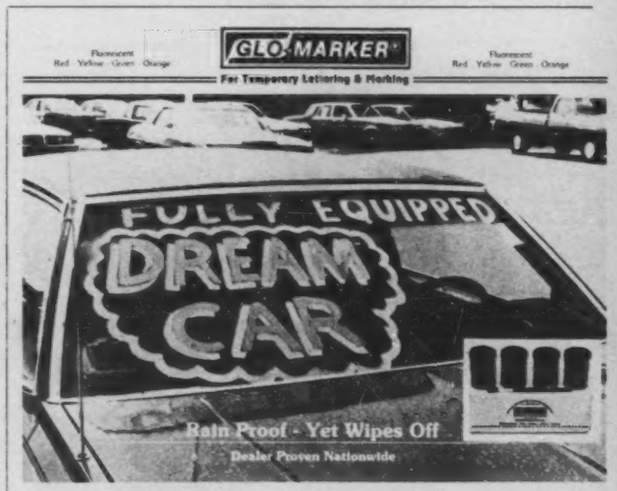
Despite Honda's recall of its '75-'78 models in salt-belt states for premature rust and its recall of '76-'77 models for head gasket failure, the center said, "Honda only removed the symptom, not the disease." It adds that since January, 1982, it has received more than 600 complaints about these continuing problems.

The 395 letters on rust deal both with the '75-'78 models, where some owners claim the company refused to repair their cars, and with 1979 and later models where, according to the safety center, "rust erupts like cancerous sores shortly after the three-year warranty expires."

The center has also received reports of more than 200 complaints of head gasket failure and excess oil consumption.

This "very serious and costly" problem, the center said, can lead to engine failure and "repair bills of $2,000 or more," yet the replacement heads are still the subject of complaints. One letter cited by the center is from a New York woman who has experienced failure of three head gaskets.

Finally, said the center, these problems are compounded because of inadequate service from Honda dealers and this combined with Honda's own failure to continue correcting defects is now putting Honda's reputation in "serious jeopardy."



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3 GM plants back on the job

Auto output rebounds to 138,621

By Mary Beth Mayer
Staff Writer

The domestic auto makers estimated last week's production at 138,621, a 31.57 percent increase over the previous week's 105,365, and 44.75 percent over 95,772 built in the year-ago period.

So far this year, there have been 4,193,350 cars assembled, up 22.28 percent from 3,429,513 units finished in the year-ago period.

Breakdown for last week's production by company was: General Motors, 59.38 percent; Ford Motor Co., 20.60 percent; Chrysler Corp., 14.10 percent; American Motors, 3.14 percent; Volkswagen of America, 1.70 percent, and Honda, 1.08 percent.

Ford's Dearborn facility was the only plant which was not operating last week. It was closed for inventory adjustment.

Three GM plants returned to work last week after being down for inventory adjustment. The points which were back in action were Detroit, Van Nuys and Willow Run.

GM plants working last Saturday (Aug. 27) were: Fairfax, Flint, Lansing and Pontiac. All but Fairfax worked two shifts.

Canadian car output climbs on gains by GM and Ford

With the return to work of a Ford Motor Co. facility and production acceleration by General Motors, last week's Canadian car output soared 75.49 percent above the previous week's total, but was off 18 percent from the year-ago mark.

The car makers targeted 15,902 units last week, up from 9,062 the week before, and down from 19,391 in the year-ago period.

So far this year, 633,777 cars have been completed in Canada, up 8.66 percent from 583,275 built in the comparable 1982 period.

Last week's truck production was almost double that of the previous week. A GM plant returned to two shifts of production after one month of only one shift, and Ford's truck point was back to work after being closed the week before.

The truck manufacturers scheduled 11,783 units last week, up 84.06 percent from 6,402 the previous week, but down 2.47 percent from 12,081 trucks built in the year-ago period.

Year-to-date, 332,821 trucks have been built, down 2.60 percent from 341,698 at this time in 1982.

GM's Oshawa Plant No. 1 remained down last week and is slated to reopen at the beginning of September. GM's Oshawa truck facility is back to working two shifts, after a month of only one shift of production.

Ford's St. Thomas assembly point opened last week after being down for two weeks to begin tooling changes to add production of the full-size Crown Victoria and Grand Marquis to the Escort/Lynx subcompact cars already built there. Final changeover will be completed when St. Thomas closes again from Sept. 12 to Oct. 10.

Ford's Oakville truck facility returned to work last week after being down for a week because of a shortage of C-6 automatic transmissions.

Chrysler Corp.'s Windsor plant remained closed for retooling. It will begin producing the T-115 van/wagon in October.

American Motors' Brampton point was down last week for inventory adjustment.

Olds glows over outlook for sales of its diesels

LOS ANGELES.—In an effort to make diesels more attractive to California buyers, GM's Oldsmobile Division has cut the certification costs to the consumer to $99 from $215 on its 1984 model cars, Joseph Sanchez, general manager, told a press gathering here.

The costs of bringing diesel-powered cars up to California emission standards is rolled into prices and is not listed separately on window stickers.

For 1984, diesel Oldsmobiles sold in California are equipped with a new electronic emission control system that reduces exhaust emissions while maintaining driveability, Olds said.

A microprocessor monitors a variety of engine and vehicle functions and regulates such tasks as exhaust gas recirculation and torque converter clutch engagement.

The 5.7-liter V-8 diesel will not be available in California in 1984 because of emission standards.

Sanchez, who took over the reins at Oldsmobile last spring, said that if the price differential between gas and diesel power cars is reduced, diesel penetration will increase.

As a result of the five-cent-per-gallon increase in gasoline prices, a wider spread is developing between gasoline and diesel pump prices and that too will have a positive effect on diesel sales, he said.

• "We expect to see an increase in diesel penetration in 1984," he said. Sanchez predicted the number of diesels sold may double during 1984, from approximately 6 to 12 percent of the market.

He added that California has responded quite well to the 4.3-liter V-6 diesel powered Cutlass Ciera and that sales of these vehicles in the state outpaced the national average in the first quarter of 1983. The V-6 diesel is expected to be used in the new front-drive Olds 98, which according to Sanchez, will be introduced in the first quarter of 1984. Availability of the engine in what will be Olds' full-size model will further help diesel penetration in California, he said.

Overall, Oldsmobile has increased California sales from 6.0 to 7.2 percent of the market. Although the increase is the highest for any region in the U. S., according to Sanchez, it is still below the national figure of 11 percent. He said Oldsmobile will be counting on increased sales of its FWD product, such as Cutlass Ciera and Firenza to close the gap.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 27, 1983	Week Ended Aug. 28, 1982	Week Ended Aug. 20, 1983	Aug. to Date	Jan. 1 to Aug. 28, 1982	Jan. 1 to Aug. 27, 1983
CHEVROLET	15,717	8,769	13,067	54,343	458,063	514,789
DODGE	3,200	2,633	2,912	10,568	86,988	89,066
FORD	17,004	12,590	11,974	62,693	480,916	566,737
GMC	4,257	2,743	3,881	15,509	166,154	164,409
INTERNATIONAL	1,157	1,104	1,132	4,396	32,802	32,559
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	2,000*	2,129	7,965	57,123*	52,560
AM GENERAL	50*	50*	50*	200*	1,580*	1,630*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	38,000*	32,600*
Total Trucks, U. S.	44,585	30,889	36,145	159,674	1,329,229	1,456,429

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 27, 1983	Week Ended Aug. 28, 1982	Week Ended Aug. 20, 1983	Aug. to Date	Jan. 1 to Aug. 28, 1982	Jan. 1 to Aug. 27, 1983
CHRYSLER CORP.	2,652	2,600	2,199	8,731	68,352	81,534
FORD MOTOR	2,996	4,719	117	8,996	96,857	86,081
GENERAL MOTORS	6,010	4,497	3,980	14,231	168,801	161,552
INTERNATIONAL	125	265	106	365	7,688	3,654
Total Trucks, Canada	11,783	12,081	6,402	32,323	341,698	332,821
N. American Trucks	56,368	42,970	42,547	191,997	1,670,927	1,789,250

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck output up as 3 Ford plants return to work

With three Ford Motor Co. facilities returning to work, last week's estimated domestic truck production rose 23.36 percent over the previous week's total.

Truck makers targeted last week's production at 44,585, up from 36,145 the week before, and 44.34 percent above 30,889 units built in the year-ago week.

Year-to-date, the makers have built 1,456,429 trucks, up 9.57 percent over the 1,329,229 completed in the 1982 period.

The Ford factories resuming production after a week of downtime due to a shortage of C-6 automatic transmissions were Kansas City, Norfolk and Twin Cities.

No overtime was reported.

U. S. CAR PRODUCTION

	Week Ended Aug. 27, 1983	Week Ended Aug. 28, 1982	Week Ended Aug. 20, 1983	Aug. to Date	Jan. 1 to Aug. 28, 1982	Jan. 1 to Aug. 27, 1983
AMERICAN MOTORS	4,350	2,456*	4,003	16,449	46,123*	115,018
AMC Total	.....	2,456*	.....	.....	46,123*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	4,003	16,449	.....	110,947
Alliance	2,900	.....	2,588	10,955	.....	103,578
Encore	1,450	.....	1,415	5,494	.....	7,369
CHRYSLER CORP.	19,550	13,383	17,639	56,052	379,813	547,002
Plymouth Total	6,150	5,278	5,893	18,166	153,974	196,085
Horizon	2,200	1,930	2,577	7,110	48,060	70,827
Reliant	3,900	3,311	3,267	10,874	105,811	122,130
Caravelle ('83)	50	37	49	182	103	3,128
Chrysler Total	5,300	2,920	5,516	16,465	75,603	130,309
LeBaron	1,700	1,738	1,377	4,479	73,406	56,544
Laser	800	.....	1,127	2,572	.....	2,572
Chrysler E-Class	2,810	1,182	3,012	9,414	2,197	71,193
Dodge Total	8,100	5,185	6,230	21,421	150,236	220,608
Omni	3,700	1,682	2,216	7,986	45,271	80,815
Aries	2,600	2,369	2,373	7,964	80,827	90,313
Daytona	500	.....	488	1,349	.....	1,349
Dodge 400	.....	554	.....	.....	22,647	18,478
Dodge 600	1,300	580	1,153	4,122	1,491	29,653
FORD MOTOR	28,560	21,681	31,855	117,221	737,376	948,874
Ford Division	17,790	14,031	20,246	72,257	464,990	602,543
Escort	5,131	7,209	4,434	20,297	186,164	166,929
Fairmont	.....	2,951	.....	.....	85,712	23,728
Mustang	.....	2,776	3,075	4,814	84,640	72,292
LTD/Granada	3,333	.....	2,586	11,602	74,051	109,377
Thunderbird	3,913	908	3,995	11,586	29,556	123,850
Crown Victoria/Ford	1,889	.....	1,531	6,949	.....	59,735
EXP	.....	187	.....	.....	4,867	1,184
Tempo	3,524	.....	4,625	17,009	.....	45,448
L-M Division	10,770	7,650	11,609	44,964	272,386	346,331
Mercury Total	8,127	6,002	8,989	34,395	210,358	272,395
Lynx	1,519	2,091	1,441	7,508	59,310	48,354
Capri	.....	951	1,021	1,442	23,252	14,747
Zephyr	.....	929	.....	.....	28,577	8,601
Marquis/Cougar	1,634	.....	1,512	4,885	35,953	47,385
Cougar/XR7	2,266	515	2,373	10,724	10,540	78,079
Gr. Marquis/Marquis	1,745	1,459	1,401	5,398	51,537	61,953
LN7	.....	57	.....	.....	1,189	290
Topaz	963	.....	1,241	4,438	.....	13,399
Lincoln Total	2,643	1,648	2,620	10,569	62,028	73,936
Continental ('82)	.....	330	.....	.....	12,934	8,793
Lincoln	2,643	738	2,620	10,569	28,143	44,952
Mark VI	.....	580	.....	.....	20,951	20,191
GENERAL MOTORS	82,311	58,252	48,376	234,644	2,203,917	2,495,964
Buick Division	17,243	13,478	8,354	46,733	515,561	568,361
Skylark	2,975	3,448	.....	2,975	96,574	64,357
Skyhawk J	788	4	375	4,184	47,922	47,396
Century	3,480	1,138	824	6,563	88,932	102,323
Regal	4,780	4,032	3,841	17,510	140,422	162,384
Buick	4,140	3,698	2,216	11,787	118,039	160,537
Riviera	1,080	1,158	1,098	3,714	23,672	31,364
Cadillac Division	6,046	4,945	2,550	11,369	148,827	195,377
Cimarron	425	.....	234	896	3,691	12,983
Seville	700	489	777	2,252	13,509	22,310
Eldorado	1,375	1,247	1,539	4,675	36,608	49,043
Cadillac	3,546	3,209	.....	3,546	95,019	111,041
Chevrolet Division	27,203	19,113	15,554	80,513	711,905	816,563
Chevette	4,035	1,489	3,892	11,945	152,448	121,118
Cavalier	5,186	1,078	2,380	22,773	56,457	192,776
Celebrity	4,282	1,072	798	5,081	42,539	85,426
Camaro	4,310	5,516	1,711	8,589	158,001	126,185
Citation	1,670	3,030	1,663	5,308	124,372	66,258
Malibu/El Camino	660	2,179	497	5,619	83,049	98,362
Monte Carlo	2,805	2,390	1,897	9,615	47,848	64,374
Chevrolet	3,630	1,764	2,093	9,080	28,186	45,858
Corvette	625	595	623	2,485	19,005	16,206
Oldsmobile Division	22,203	17,042	16,638	67,277	505,037	657,074
Omega	1,671	1,564	.....	1,671	58,449	37,940
Firenza	400	.....	195	2,234	34,011	30,611
Cutlass	8,465	5,197	6,217	22,630	129,557	193,179
Cutlass/Ciera	4,020	3,698	4,324	14,790	79,832	132,186
Oldsmobile	6,802	5,893	5,037	23,072	182,357	236,494
Toronado	845	690	865	2,880	20,831	26,664
Pontiac Division	9,616	3,674	5,280	28,752	322,587	258,589
Acadian†	.....	.....	137	4,784	8,353	15,237
2000	2,239	945	.....	4,657	28,440	65,693
1000	1,025	6	1,146	4,119	27,307	30,012
Firebird	2,792	.....	1,122	4,761	96,709	61,554
Phoenix	500	1,018	544	1,584	35,458	17,849
G. Prix/B'ville ('83)	1,880	1,242	1,878	7,214	100,998	66,611
Parisienne	1,180	.....	453	1,633	.....	1,633
6000	.....	463	.....	.....	25,322	.....
HONDA	1,500	.....	1,177	5,644	.....	28,256
VOLKSWAGEN	2,350	.....	2,315	8,899	60,121	58,236
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	138,621	95,772	105,365	438,909	3,429,513	4,193,350

CANADIAN CAR PRODUCTION

	Week Ended Aug. 27, 1983	Week Ended Aug. 28, 1982	Week Ended Aug. 20, 1983	Aug. to Date	Jan. 1 to Aug. 28, 1982	Jan. 1 to Aug. 27, 1983
AMERICAN MOTORS	.....	1,213	606	1,812	21,174	18,369
CHRYSLER CORP.	.....	3,511	.....	.....	110,436	103,857
FORD MOTOR	9,131	8,369	5,344	28,134	203,697	158,970
GENERAL MOTORS	6,496	6,118	2,837	16,221	241,427	346,096
VOLVO	275	180	275	550	6,541	6,485
Total Cars, Canada	15,902	19,391	9,062	46,717	583,275	633,777
N. American Cars	154,523	115,163	114,427	485,626	4,012,788	4,827,127
N. American Trucks	56,368	42,970	42,547	191,997	1,670,927	1,789,250
North American Cars and Trucks	210,891	158,133	156,974	677,623	5,683,715	6,616,377

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

9/6/83
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Automotive News

September 5, 1983

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Optimism high among dealers, NADA reports

WASHINGTON. — Expectations of America's franchised new-car and truck dealers are at their highest levels since NADA began its quarterly surveys of member dealers eight years ago.

The NADA Optimism Index portrays dealers as "exuding optimism" for the remaining months of 1983.

The 1983 second-quarter Optimism Index exceeded the first quarter for the first time since 1980. NADA measured a jump of nearly 80 index points from the first quarter, bringing the index to 176.

As a result of its findings, NADA continues to stand by its 1983 sales prediction of 11.7 million new vehicles (cars and trucks); 1982 vehicle sales registered 10.5 million.

"Not only is the index reflecting current strength of the new and used-car vehicle sales rates, but it indicates a market strength well into 1984," said Jay Ferron, executive director of the NADA Industry Analysis and Dealership Operations Group.

"The market analysis results indicate dealers are interpreting positive statements they hear from buyers and potential buyers."

• According to NADA, franchised new-car and truck dealers displayed "remarkable business acumen" in predicting the turbulent economies of 1981 and 1982.

The indices of those years indicate dealers correctly predicted the sales slump, while industry analysts predicted upturns in the automotive market. Consequently, NADA places great emphasis on the validity of the index in determining the true market.

The current reading stirs hopes that better days lie ahead.

The index is computed from responses to the following question, which is included on every Quarterly Survey:

"On a scale of one to five, with "1" representing substantial decline and "5" substantial improvement, indicate what you expect for the next 12 months in regard to your dealership's total profits before taxes."

The sum of weighted responses "1" and "2" is subtracted from the sum of weighted responses "4" and "5". This number is then added to 100 to give the index value.

The index was as its lowest in 1980. After leveling from the middle of 1980 to early 1982, it moved steadily upwards to reach thi

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GM looks East

Suzuki, Isuzu small cars bow in '85

GM will bolster its small-car lineup for the '85 model year by adding two front-drive Japanese-made cars. The Suzuki hatchback, above, codenamed the M-body, will debut in the summer of '84 as an exclusive Chevrolet offering. The minicar rides on a wheelbase of 88 inches, will be about 141 inches long and could weigh under 1,500 pounds. It has a 1-liter three-cylinder engine. Price is expected to be under $5,000. GM will import up to 100,000 units. Both Chevrolet and Pontiac dealers will sell the Isuzu R-body subcompact, available as a two-door hatchback and a four-door sedan (below, as a Chevy). It bows in the fall of '84 and may be priced about $6,000. It will be powered by a 1.5-liter four-cylinder engine. GM will import about 200,000 Isuzus the first year.

Jim Dunne photos

Passive restraint delayed for year; more action due

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Just in the legal nick of time, the Transportation Department suspended for one year the passive restraint standard that had been scheduled to become effective Sept. 1, 1983.

The announcement, made less than 24 hours ahead, was only to "preclude any possibility that manufacturers might be in technical violation of a requirement that, as a practical matter, could not be met."

DOT General Counsel Jim Burnley also announced that a notice of proposed rulemaking would be issued by Oct. 15, but he stressed that although no decision has yet been made on the form the proposed rule would take, action will occur before the end of the one-year suspension.

DOT's total quiescence so far is apparently explainable because of delay in getting the official remand from the District of Columbia Appellate Court through which the U. S. Supreme Court had to funnel the remand it ordered when on June 1 it also ruled that NHTSA's rescission of the standard was arbitrary and capricious.

On Aug. 4, 1982, the Circuit Court suspended the standard from its original effective date for '83 models for a year until 1984 models to allow time for litigation.

But the DOT move in no way indicates what direction the government might take in the future. It could revise the standard, reissue it, or again rescind it for due cause.

But it cannot again use the reasoning that the auto makers were going to use passive belts which buyers would detach, thus making them no more effective than ordinary manual belts. That was the assertion of former NHTSA head Raymond A. Peck when he rescinded the standard on Oct. 29, 1981. That argument was one of the major flaws which led the U. S. Supreme Court to rescind Peck's rescission.

• Precisely what effect this has on General Motors' request for an independent analysis of the cost/benefit ratio for passive restraints and particularly the air-bag system is not clear.

The area is especially murky because of differences among companies in the industry, Ford's desire to sell more than the 5,000-car fleet of driver-only air-bagged cars to the government and perhaps to an even broader segment and some limited use of air-bagged vehicles as options by both Mercedes-Benz and BMW.

GM is urging the government to retain one—"or preferably two" — private consulting firms to advise it on what to do with

Continued on Page 44, Col. 1

Selling at '$49 over' in rural Minnesota

Case study: How to make money, lose friends

By Richard A. Wright
Assistant Managing Editor

LAKE CITY, Minn. — John Peterson Motors sells all five General Motors car lines in this small town on the scenic banks of a wide section of the Mississippi River, but his facility doesn't look much like a dealership.

And other dealers in the Minneapolis-St. Paul and Rochester areas don't think much of John Peterson Motors. Neither, apparently, do Oldsmobile and Cadillac sales people in the zone office and back at headquarters.

After a couple of losing years after taking over the Lake City dealership, Peterson is now turning a profit. And it is doing it in part by taking sales from the Minneapolis-St. Paul area, a little over an hour's drive to the [illegible] an hour to the southwest.

But that's not why the dealers are mad at 28-year-old John Peterson, son of longtime Minneapolis dealer Don Peterson and a third-generation auto man. They don't like him taking sales from their areas, of course, but what particularly incenses them is the way he does it.

There are no cars in Peterson's showroom. It has been divided into sales offices. There are only two cars on his used-car lot. There are five cars outside the dealership waiting to be delivered.

And the most eye-catching thing about the facility is a large sign on the side of the building which the motorist sees on the way in from Minneapolis that says: $49 over factory invoice."

• Peterson became a $49-over dealer March 1 and since that time his business has turned around dramatically. Losses plummeted. After two months on the $49-over approach, he showed a profit.

"It took a while to show a profit because I had to sell off the inventory I had and there were floor-plan costs," he said. "But now, things are going great!"

In July, the dealership posted a net profit of $27,000, more than its loss for last year. Sales have jumped from 15 or 20 a month to around 200 a month.

The factory is pleased with this turnaround, right? Not entirely, Peterson says. "I've lost a lot of sales because cars I've ordered never got built," he said.

Why isn't the factory happy? The answer to that question is more complicated. In fact, a curious split personality in General Motors shows up. Buick builds all the cars Peterson or-

Continued on Page 42, Col. 1

breaking news

Chrysler may offer Maserati-built Pantera

SAN DIEGO.—A redesigned Pantera, built by de Tomaso's Maserati works in Italy, may be sold in the U. S. as early as 1986 by Chrysler. The new car would remain mid-engine and use a two-stage turbocharged 2.2-liter, four-cylinder engine. About 7,000 would be sold annually in the U. S. in a price range comparable to Chevrolet's Corvette.

Subaru profits up 26 percent

PENNSAUKEN, N. J.—Subaru of America increased its third-quarter earnings 26 percent, to $13.31 million ($2.19 a share) on sales of $246.99 million, which were down 3 percent

See BREAKING NEWS, Page 8, Col. 1

Transmission complexities simplified

New Isuzu automatic based on 5-speed box

By John Hartley
Staff Correspondent

TOKYO. — More details have become available on the new but simple automatic transaxle developed by Isuzu (AUTOMOTIVE NEWS, Aug. 8).

The days of the torque converter appear numbered, for Isuzu's new unit is based entirely on a conventional manual box.

Gone is the torque converter, hydraulic pump, epicyclic gears and complex control valves. Replacing them are a normal clutch and synchromesh gearbox with the addition of an electronic control unit and some actuators to operate the clutch and to shift gears.

Still under wraps, the new five-speed transaxle is due to bow in October when Isuzu makes some minor changes to the Aska, its J-car.

Isuzu engineers decided that the answer to a fuel-efficient automatic was to combine a manual five-speed transaxle with an automatic gearshifting system to match the performance of the "best driver."

It enlisted the aid of Fujitsu, the big computer company, to produce an electronic controller, and Diesel Kiki, a maker of diesel injection equipment, to produce the hydraulic actuators.

• When the driver depresses the accelerator to move off, the controller modulates the flow of oil to the clutch actuator and a smooth take-up is assured. Then, the controller instructs another hydraulic actuator to shift gears as necessary.

This basic concept is not new, as there have been several other attempts, especially in Europe, to produce a transmission of this type.

Most recently, both Automotive Products in the UK, and Porsche in Germany have devised automatic transmissions based on conventional gearboxes. However, both those designs used a pair of clutches to smooth shifts.

Fuji Heavy Industries uses a semi-automatic transmission on its tiny Subaru Rex which is a halfway house to the Isuzu design. It uses an electronically controlled actuator to operate the clutch, the driver being required to change gears manually. This system works very well.

If Isuzu can produce a system that gives really smooth shifts — and this is not easy — then it could be on to a winner. Apart from the controls, the transaxle is exactly the same as the manual unit, so capital investment is minimal.

In addition, GM, which already buys the manual unit for use on its J-cars in Europe and Australia, is also likely to use the unit. Cost is expected to be about the same amount as a normal automatic.

5-year financing introduced by Alabama bank

BIRMINGHAM, Ala. — The Central Bank of the South, seeking to make monthly payments lower, has introduced a five-year financing plan.

The plan is being made available to qualified borrowers who buy a new car with a sticker price of $12,500 or more.

The buyer must make the standard downpayment of 15 to 20 percent. The actual take-out price can be below the $12,500 sticker price.

The plan is being offered at all Central Bank branches throughout the state, according to Jim Price, senior vice president.

One of the features of the plan is that the rate is on an adjustable basis. The rate can be increased or lowered every six months, but the amount of the monthly payments will not vary.

The contract on the five-year basis has a base rate of 12.75 annual percent.

Under this plan a new $10,000 loan financed through Central would require a monthly payment of roughly $226.75.

Compared with the conventional 48-month new car loan at 12.5 percent it would put monthly payments at about $265.80. Monthly payments on a 36-month deal at 13.5 would mean an average monthly payment would be in the range of $339.35.

Prince said the bank is breaking with the traditional shorter-term basis even though it means less collateral value of cars.

"Although Central Bank is concerned with the collateral value, we are more concerned with the credit rating of the individual borrower," he said.

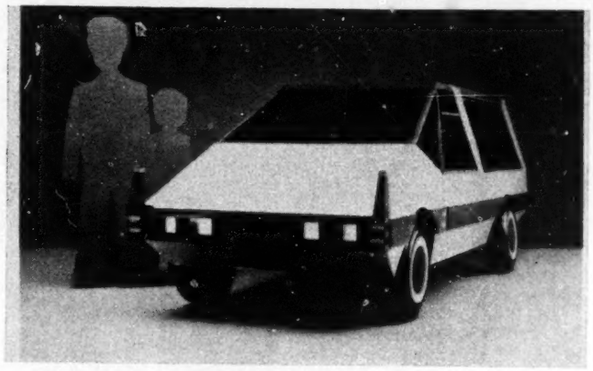
13,800 Corvettes recalled for two underhood fixes

WARREN, Mich. — Chevrolet has recalled 13,800 of its '84 Corvettes to modify two items in the engine compartment.

Power steering pump pulleys will be changed on all of the cars, and a battery cable on 12,000 of them will receive a new plastic insulator.

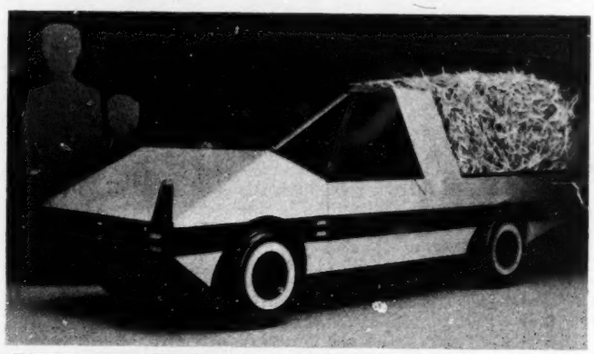
Chevrolet said it has received a few reports of cracked pulleys and battery pulleys with chafed insulation. The division said there have been no reports of accidents or injuries due to either condition.

This is the second Corvette recall since the '84 model was introduced nationally in April. The earlier one, in June, involved 10,000 models which were recalled for replacement of bolts holding front-wheel brake assemblies.



Logicar is convertible

This car converts into a pickup without removing any parts. They fold and telescope, says Danish designer Jakob Jensen. Logicar will be shown at the AUTO-teknik 1983 motor trade fair in Copenhagen, Oct. 13-16. There are no plans for production.



Ford extends warranty on power steering

DEARBORN. — Ford Motor Co. in early October will notify owners of about 900,000 of its 1978 through early 1983 cars of an extended warranty on power rack and pinion steering systems.

The warranty will be for five years or 50,000 miles. It results from cold-weather problems.

Ford said a small percentage of customers with cars with power rack and pinion steering may experience a temporary loss in power assist upon cold start-up.

Premature wear of the inner surface of the steering system's housing causes difficulty in turning the steering wheel, Ford said.

A new seal introduced early in the 1983 model year appears to have taken care of the problem, the company said.

The extended warranty applies to some 1978 through 1983 Fairmont, Mustang, Thunderbird, Granada, LTD, Zephyr, Capri, Cougar, Cougar XR-7, Marquis and Continental models.

Some 600,000 cars in Northern states will be covered and an additional 300,000 cars in Canada will be under the lengthened warranty.

Ford said it can make repairs for about $200 per car using rebuilt parts.

Foreigners control 40 pct. of car market, Eckes says

Factors influencing trade analyzed

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — A strong dollar overseas may be overstated as a competitive advantage to foreign car importers, the chairman of the U. S. International Trade Commission has indicated.

Announcing the findings of a new commission report on exchange rates, ITC Chairman Alfred E. Eckes said last week, "there is often very little correlation between exchange rate fluctuations and bilateral trade balances."

Other factors may be equally important in influencing the sale of U. S. goods abroad and the importation of goods here, Eckes said. These include changes in competitors' prices, product demand, local production and manufacturing costs, the commission's new report suggests.

Eckes, who formerly taught economic history at Ohio State University, said the report indicated there is "some truth" to the belief that high real interest rates and an overvalued dollar are temporary problems.

"However, we should not conclude that when the dollar falls, our trade deficit will vanish," he said. "In fact, there is now reason to question conventional wisdom that exchange rates alone dictate trade flows.

• "Our economists at the commission tell me that each $1 billion change in the trade balance affects 25,000 jobs. Thus, a little math shows an increase in the deficit of $60 billion could mean 1.5 million lost job opportunities for American workers," he said.

Eckes said, "Over the last year there has been a 30-percent increase in imports of motor-vehicle parts and accessories and a 38-percent increase in imports of motor vehicle engines and parts."

He said 40 percent of the domestic car market is now controlled by foreign car builders, where Canadian imports are included.

"A decline in the dollar will undoubtedly provide some relief to beleaguered American industry," he continued, "but a falling dollar will not end the import challenge."

Speaking from personal observations and not on behalf of other commissioners, Eckes told his National Press Club audience, "Many domestic industries have petitioned for duties to offset foreign unfair trade practices. But in some instances I sense what they actually need is not simply a level playing field but temporary shelter from all forms of import competition to restructure and retool."

• A so-called "level playing field," or special taxes and tariffs to offset foreign exchange-rate differences and tax differentials, has been the plea of some American auto industry executives. A week ago, Ford Motor Co. Chairman Philip Caldwell indicated currency dif-

Continued on Page 47, Col. 1

GM names Bagshaw sales chief in Europe

By Richard Feast
European Editor

RUSSELSHEIM, West Germany. — John G. Bagshaw has replaced John O. Grettenberger as General Motors' top salesman in Europe.

The surprise move, effective Sept. 1, sees Bagshaw, 58, move from director, passenger-car operations at Vauxhall Motors in the UK to executive director, sales, service and parts, at Adam Opel in West Germany. The position carries overall responsibility for European coordination.

Grettenberger, 46, is moving to the U. S. to Oldsmobile as director of product, business and strategic planning. He had been at Opel since February, 1980.

The changes occur at a time when GM's standing in the European sales race has never been higher.

It sold a record 662,500 cars in the first half of this year, a market share of 11.5 percent and an increase of a quarter over the same period one year earlier.

Overall, the European passenger-car market was up 5 percent to 5.755 million in the same period.

Bagshaw joined Vauxhall in March, 1981, having previously worked at Pontiac and GM-Holden's. At the time GM's UK market share was 8 percent. Bagshaw said it would double by 1985.

He leaves with GM on 14.5 percent, well ahead of what were considered optimistic forecasts.

Bagshaw is an Australian. He is married and has one daughter. He served in the royal Australian navy and continues a strong love of sailing.

No successor at Vauxhall has so far been named.

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59th year — No. 4984

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Better than Chrysler or GM is the claim

Ford ads accent product quality

By Joseph Bohn
Marketing Editor

If quality is the prize bone each of the domestics are fighting for, then Ford—for '84, at least—seems to have come out top dog.

New ads all claim its industry-wide superiority (36 percent better than Chrysler; 10 percent better than GM) under a "best-built American cars" and "best-built American trucks" tagline.

There's even a separate commercial that talks about quality superiority. It is backed by Rogers Research, a private industry firm, and Product and Consumer Evaluations, Inc., which Ford commissioned separately to back its public claims.

The latter surveyed 14,000 new-car owners six months after their purchase, according to Douglas T. McClure, Ford Division ad manager, in tallying and comparing complaints.

Ford is still fighting for greater purchase consideration. The "best-built" tag is being piggybacked to the carryover "Have you driven a Ford lately?" theme to attract prospects.

Overall, Ford Division's ad budget is about the same as last year's, after inflationary adjustment, with a similar two-thirds TV, one-third magazine ratio.

The magazine list, McClure said, has been trimmed a bit in favor of greater frequencies in remaining publications.

Ford is still negotiating with some major magazines the five-point request it made for '84 in exchange for guaranteeing a whole year's schedule up front. (AUTOMOTIVE NEWS, Aug. 29.)

• Among individual car lines, Escort this fall is being pitched as the world's best-selling car and offering a new diesel with improved mileage numbers.

"World Leader at the tender age of three" is the theme of one set of print ads and TV spots. On TV, the spot plays against Viennese waltz music, the voice-over describes Escort's debut as a first-year sales champ over imports and its climb to the status of best-selling car in the world.

Again, using a waltz background, ads compare Escort to a succession of Japanese models, which it in turn, bests with better ride and suspension (than Nissan Sentra), more passenger room (than Honda Accord), more standard features (than Toyota Tercel) and better mileage, with the new two-liter diesel, (than a Honda 750 motorcycle).

EXP advertising features the new turbo model. It plays up acceleration, bubbleback design and a new instrument panel by punning on the word dash: "New dash (instrument panel) . . . new dash (power) . . . new dash (styling)."

Big news for Mustang is the new SVO model, which is touted in print and TV as "The machine speaks for itself."

Ads talk about the 175-HP turbocharged engine, adjustable gas shocks, special Goodyear tires, dual spoiler, "articulated driving seats," five-speed manual and other performance features.

There is also a humorous convertible commercial. It features a dialog between a young woman and her brother—the youngster finally spouting off a high-tech description of what he likes best about Mustang: "The five-speed with automatic overdrive and fuel-injected 5-liter high output engine."

And, finally, a full-line ad, entitled "decisions, decisions, decisions," brings together Mustang GT, SVO and convertible models, with brief summations of their chief appeal.

• LTD continues to be pitched as a "comfortable, capable" family car: Comfort inside because of the outside capability of such features as gas-filled shocks, struts and stabilizer bar for handling and ride.

LTD Crown Victoria, which has assumed greater importance because of more production capacity added for '84, has the theme "You can still own this much car."

Robert Lansing is the TV spokesman who talks about traditional standard features such as "solid steel frame," V-8 engine, along with electronic fuel injection and automatic overdrive.

The '84 Thunderbird ads continue playing up the "form follows function" theme, expressed with new creative in two commercials.

"The way Thunderbird looks has a great deal to do with the way it drives. The shape of the front helps a driver feel the road, the shape of the doors and mirrors smooths and quiets the ride," says one commercial.

Another invites test-drives by noting "You can't judge the true character" of Thunderbird "without touching one . . . sitting in one . . . driving one."

A Thunderbird Turbo coupe commercial replays a May 17, 1983, handling test among three Turbo Coupes and three BMW 633 CSi models—the Ford "out-handling" BMW in "lap after lap." The theme is "first you join 'em, then you beat 'em."

Tempo ads continue pushing name awareness.

The familiar larger-than-life Tempo loop is back.

One commercial touts handling, performance, aerodynamic design, mileage and other technical features, with the familiar "pick up the Tempo of your life" conclusion.

Another commercial talks aerodynamic design, comparing Tempo's legroom to an Audi 5000 and overall roominess to a Mercedes-Benz 300-D.

Print ads have a headline that talks about Tempo as a "synergy of design and technology" with about nine copy points that cover a full range of design, engineering and technical topics.

J. Walter Thompson, Dearborn, handles Ford Division advertising.

Mustang SVO

The Machine speaks for itself.

Power broker

The Mustang SVO is one of Ford's new models for fall and is part of a greater shift to performance in Ford's marketing strategy. J. Walter Thompson, Detroit, handles the account.

Pontiac for Upperman

CORRY, Pa. — Norman H. Upperman has signed an agreement with Pontiac for Rice-Upperman Pontiac-Buick, Inc., here.

Importer solves company-car problem

Spaced-out at IAL

MONTVALE, N. J. — Question: Can 20 college kids fit into a Volkswagen Beetle?

Answer: With enough beer (or whatever) anything is possible.

Another question: Can five middle-aged executives fit into a two seater sports car?

Answer: Not even with three martinis and Jane Fonda personally leading the workout.

So the executives at Malcolm Bricklin's International Automobile Importers, Inc., sans martinis and unfortunately (for them) Jane Fonda, knew they had a problem. They import only two-seater sports cars and they needed sedans.

According to Anthony Ciminera, senior vice president of IAI, the problem was more than the need for sedans. What does an American company importing Italian cars do to maintain balance?

After searching for the answer, one was on their doorstep. There is only one sedan currently available in the U. S. that one of IAI's coachbuilders designed: The Puegeot 505, by Pininfarina.

Ciminera explained that the senior management of IAI will be driving 505s leased from Puegeot. IAI will lease nine to 12 cars from Peugeot.

But balance was still needed; after all, IAI is a U. S. company. The board of directors of IAI will drive General Motors A-cars, according to Ciminera. He added that 90 percent of these are Chevrolet Celebrity models and the remainder are Pontiac 6000s. All are loaded.

A more serious consideration, he noted, was the company did not want to remove cars from the distribution pipeline for corporate purposes. He added that, eventually, all management will get second cars and they will be either the Pininfarina Spider or the Bertone X 1/9, the cars IAI imports.

—JOHN RUSSELL

Total tops 800,000 for first time in 42 months

June registrations highest since '79

By Jenny L. King
Staff Writer

New-car registrations in the U. S. in June were highest for that month in four years, while topping June, 1982, numbers by a substantial 21.10 percent.

The total was 868,736, marking the first time registrations have passed 800,000 since December, 1979.

According to figures compiled by R. L. Polk & Co., new-car registrations reached 868,738 in June, up 21.10 percent from 717,358 a year earlier, and up 12.14 percent from the 772,842 units recorded in May of this year.

Domestic registrations in June totaled 625,077, up 22.33 percent from 510,985 the preceding year. Domestic registrations in May,

Continued on Page 40, Col. 1

NEW-CAR MARKET SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1983	Percent Share of Market	Regis., June, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 6 months, 1983	Percent Share of Market	Regis., 6 months, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	137,245	15.80	111,839	15.59	+ 0.21	621,770	14.60	618,032	16.36	− 1.76
Ford	102,455	11.79	88,547	12.34	− 0.55	482,638	11.33	443,086	11.73	− 0.40
Oldsmobile	93,541	10.77	73,020	10.18	+ 0.59	460,403	10.81	378,268	10.01	+ 0.80
Buick	80,972	9.32	66,641	9.29	+ 0.03	388,577	9.13	341,212	9.03	+ 0.10
Pontiac	51,309	5.90	42,755	5.96	− 0.06	236,572	5.56	232,093	6.14	− 0.58
Mercury	39,456	4.54	30,961	4.32	− 0.22	181,025	4.25	158,173	4.19	+ 0.06
Dodge	31,733	3.65	21,724	3.03	+ 0.62	154,217	3.62	123,568	3.27	+ 0.35
Plymouth	26,155	3.01	22,898	3.19	− 0.18	138,909	3.26	126,263	3.34	− 0.08
Cadillac	25,967	2.99	20,803	2.90	+ 0.09	137,211	3.22	113,215	3.00	+ 0.22
Chrysler	23,985	2.76	16,086	2.24	+ 0.52	122,681	2.88	77,139	2.04	+ 0.84
Lincoln	8,127	0.94	7,949	1.11	− 0.17	45,536	1.07	39,549	1.04	+ 0.03
AMC	4,080	0.47	7,499	1.04	− 0.57	30,714	0.72	46,076	1.22	− 0.50
GENERAL MOTORS	389,034	44.78	316,058	43.92	+ 0.86	1,844,533	43.32	1,682,820	44.54	− 1.22
FORD MOTOR CO.	150,038	17.27	127,457	17.77	− 0.50	709,199	16.65	640,808	16.96	− 0.31
CHRYSLER CORP.	81,873	9.42	60,708	8.46	+ 0.96	415,807	9.76	326,970	8.65	+ 1.11
AMC	4,080	0.47	7,499	1.04	− 0.57	30,714	0.72	46,076	1.22	− 0.50
IMPORTS	243,661	28.05	206,373	28.77	− 0.72	1,258,211	29.54	1,080,030	28.59	+ 0.95
MISCELLANEOUS	52	0.01	263	0.04	− 0.03	393	0.01	1,405	0.04	− 0.03
TOTAL	868,738		717,358			4,258,857		3,778,109		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

Ford launches methanol test in California

SACRAMENTO. — Gov. George Deukmejian has taken delivery of a 506-car fleet of methanol-powered vehicles from Ford Motor Co.

The 506 cars are part of 587 Ford Escorts built for Ford's methanol vehicle testing program.

Of the 506 cars sent to California, most are being delivered to state and local government agencies under the auspices of the California Energy Commission.

Eighty-one more are designated for other state and municipal governments, private industry, research organizations and utilities.

Celanese Corp. will provide the fuel for the 506-car fleet.

The '83 Escorts have been modified at the factory to operate on a blend of 90 percent methanol (wood alcohol) and 10 percent unleaded gasoline.

"The sale of 587 methanol-fueled Escorts further demonstrates Ford's commitment to leading the transition of the transportation sector toward non-petroleum fuels," Ford said. "We believe this test program is a necessary first step, and we encourage others to join the effort to make this country less reliant on foreign energy supply."

Methanol can be produced from natural gas, gasified coal, or from biomass feedstock.

• "Most independent and objective analyses tend to support methanol as a leading, if not dominant, automotive fuel for the 21st century," Ford said.

"Future availability and price still are somewhat uncertain, but we believe the risk of waiting to introduce methanol vehicles is far greater than starting too early, and we hope this test program will lead to increased use of methanol by the end of this decade."

Methanol contains less energy per gallon than unleaded gasoline, but methanol-burning engines provide higher combustion efficiency.

Over a given distance, a vehicle requires about 70 percent more methanol than gasoline, but operating costs of the two fuels are currently competitive because the retail price of methanol is only about 75 cents per gallon — about 60 percent as much as unleaded gasoline, Ford said.

"When methanol is produced from coal in large volume — probably in the 1990s — we expect vehicle operating costs to be 15 to 25 percent less with methanol than with gasoline," Ford said.

The demonstration Escorts are expected to provide a metro-to-highway fuel economy range of 230 miles, Ford said.

All Escorts in the demonstration fleet will be equipped with Ford's 1.6-liter high-output four-cylinder engine.

However, the engines and fuel system are factory-modified to include such things as: Unique pistons and increased compression ratio; carburetor with higher fuel-flow capacity, nickel-plated to resist corrosion; stainless steel fuel tank and stainless steel fuel line.

factories list auction dates

American Motors

Sept. 7—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Sept. 8 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 9—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 13—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 14—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 15—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 21—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Sept. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 6—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Sept. 8—Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 13—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Sept. 14 — Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Ford Motor Co.

Sept. 14—Central States Auto Auction, Mason City, Ia.; Golden Gate Auto Auction, Fremont, Calif.

Sept. 20—Arena Auto Auction, Chicago, Ill.; Dallas Auto Auction, Dallas.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 15—Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn., and Dallas Auto Auction, Dallas, Tex.

Sept. 19—Florida Auto Auction of Orlando, Orlando, Fla.

Sept. 20—Southern Auto Auction, E. Windsor, Conn.

Sept. 21—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Clanton's Auto Auction, Darlington, S. C.

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

More-powerful Corona

Toyota's new, Australian-built Corona has 25 percent more power than its predecessor. A new suspension system provides an improvement in stability and steering accuracy.

Toyota keeps rear drive for new Australian Corona

SYDNEY, Australia. — Toyota has bucked the trend in launching the new Australian-built Corona with conventional rear-wheel drive.

Two of the five locally made cars in the two-liter class—the top-selling Holden Camira and Ford Telstar—have front-wheel drive.

Toyota engineers in Japan said that they studied the advantages and drawbacks of both types of chassis layout before proceeding with conventional engineering for the car.

The engineers said that they have achieved similar interior space to that of a FWD configuration by using a compact engine, allowing them to move the firewall forward. They claim that extensive tests show the new car handles as well as its front-drive competitors but has superior passenger ride and easier maintenance.

Unique to Australia, the all-new Corona has had a two-year development period.

Toyota flew a group of journalists and two Australian-made Coronas to Japan so the cars could be driven on the Yamaha circuit.

The new Corona has 25 percent more power than its predecessor. A new suspension system provides an improvement in stability and steering accuracy.

• Toyota Australia has discontinued using the Holden-made 1.9-liter engine in favor of the imported 2.0-liter overhead-cam unit.

The engine features an electronic ignition system with the coil built into the distributor cap. The engine develops 98 HP at 4,800 RPM, compared with 78 HP at the same speed for the Holden unit. It weighs 21 percent less and uses 10 percent less fuel, Toyota said.

The Corona accelerates from rest to 100 km/h (62.14 MPH) in 13.2 seconds — a 20 percent improvement on the old car.

Recirculating ball steering has given way to a rack and pinion system, with optional power assistance. The power assistance is too light for high-speed motoring on a test track but both systems are well ahead of the old design in steering accuracy and stability.

The Corona is built as a four-door sedan and five-door wagon, both body styles having separate rear seats which fold to enlarge the luggage space.

Buyers have a choice of four- and five-speed manual transmissions and three- or four-speed automatics. The four-speed automatic is the only one of its kind available in an Australian-built car.

Toyota Australia expects to sell 30,000 Coronas during the next 12 months and to double their sales to fleet owners.

The new model is built under the 85 percent local-content rule. Toyota will press more sheet metal panels in Melbourne to balance the use of an imported engine.

According to Toyota engineers, the decision was made to use the imported engine because it is the most advanced of its kind in Japan.

Saab appoints 15 U.S. dealers during first half

ORANGE, Conn. — Saab-Scania of America appointed 15 new dealers during the first half of 1983.

Sten O. Helling, Saab's vice president of sales and marketing, said the company's sales were up 57 percent in the first half of this year.

Saab is aiming for a total of 350 dealers nationally. At the end of June, 323 dealers handled Saab cars, 56 exclusively.

New Saab dealers appointed during the first half of 1983 were: Diablo Lincoln Mercury-Saab, Concord, Calif.; Steven Motor Co., Tacoma, Wash.; National Auto Sales, Bellevue, Neb.; William Lehman Saab, Miami; Bart Starr Saab, Birmingham, Ala.; Nelke Saab, Old Saybrook, Conn., and TRA Imports, Knoxville, Tenn.

More are: O'Hara Lincoln Mercury-Saab, Mishawaka, Ind.; Wausau Datsun-Saab, Wausau, Wis.; State Street Subaru-Saab, Boise, Id.; Campbell Motors, Jackson, Miss.; Fair City Ford & Saab, Pomona, Calif.; Blackwell Import Motors, Jackson, Miss.; Croyste Toyota-Saab, Marlow Heights, Md., and Barber Saab, Bakersfield, Calif.

Signing with Subaru

HERMOSA BEACH, Calif. — Vasek Polak has signed a franchise agreement to open Vasek Polak Subaru here.

Used Car Sales

Auction Averages

September to date	$5,272
Month ago	$5,089
Year ago	$4,812

Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$10,177	$10,168	$11,178
1982	7,629	7,702	7,622
1981	6,326	6,158	6,164
1980	5,140	5,129	5,281
1979	4,526	4,577	4,529
1978	3,466	3,579	3,353
1977	2,632	2,781	2,645
1976	1,826	1,926	2,113
Overall Average	$ 5,272	$ 5,159	$ 5,172

Silver dealer

William G. Dunfee, left, Bill Dunfee Chevrolet, Inc., Columbus, Ind., received a 25-year award from F. F. Raine, Chevrolet assistant zone manager.

Auction directory

INDIANA

MID STATES AUTO AUCTION
25784 Western Ave.
South Bend, Indiana
Sale every Wednesday 6:00 P.M. and every Friday 12:00 Noon. PERSONAL ATTENTION given in the handling of vehicles for Fleet Operators and Leasing Firms. Phone 219-289-7767.

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.—Fleet & Lease car spec. — Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

NEW MEXICO

GREATER ALBUQUERQUE AUTO AUCTION. New Mexico's only dealer auction. Sale every Tues. 11 A.M. Member NAAA & WAAA. 2019 Menaul NE, 505-883-7772.

NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: **J. Omar Landis, Jim Landis**
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, S. C.

TEXAS

PAT PATTERSON'S Amarillo Auto Auction, Inc. 36 years serving most major fleet and lease companies. 3208 E. 10th, Amarillo, Texas, 806-372-2206.

GEORGIA

★☆ **SEPTEMBER 15th** ☆★

ANNIVERSARY SALE

BE OUR GUEST FOR BILL MELEAR'S LUNCH.
TRANSPORTATION BONUS - $50, $100, & $150 by zone.
-per load of 6 or more.
AIRLINE FARE BONUS - $50, $100, & $150 by zone.
- 1 or more loads of 6 or more.
Col. "Red" Oak COFFEE MUGS FOR SELLERS & BUYERS.
FREE CAR WASHING WITH 6 OR MORE REGISTRATIONS.
BIG DRAWING - T.V.'s, MINI-CARS, & MORE.
*on purchases
WE EXPECT A FULL HOUSE...
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Call for reserved numbers on Monday, Sept. 12, 8:00 am.
Call for hotel reservations & airport pickup.

Atlanta Auto Auction
4900 Burlington Rd., Red Oak, Ga. 30272 • (404) 763-9211

Total tops 800,000 for first time in 42 months

June registrations highest since '79

Continued from Page 7

1983, added to 557,564, giving June a 12.11-percent advantage.

Import registrations climbed 18.07 percent June to June, rising to 243,661 this year compared with 206,373 in 1982. Their market share slipped 0.72 percentage points, to 28.05 from 28.77 percent.

New-car registrations for the first half of 1983 were up 12.72 percent, to 4,258,857 from 3,778,109 last year. U. S. makes were up 11.21 percent, to 3,000,646 from 2,598,079, and imports enjoyed a 16.50-percent jump, to 1,258,211 from 1,080,030 for the first six months.

• General Motors and Chrysler Corp. walked away with increased shares of the total market for June. Chrysler gained 0.96 percentage points, edging to 9.42 percent from 8.46 percent, and GM was up 0.86 percentage points, to 44.78 from 43.92 percent.

Ford Motor Co. was off 0.50 percentage points, to 17.27 percent from 17.77 percent. American Motors dropped to a weak 0.47 percent from 1.04 percent (AMC registrations do not include the U.S.-built Renault Alliance, which appears among Polk imported-car registrations); miscellaneous domestics were down to 0.01 percent from 0.04 percent, and imports slipped to 28.05 percent from 28.77 percent.

In the domestics-only market, GM earned 62.24 percent, Ford had 24.00 percent, Chrysler had 13.10 percent, AMC had 0.65 percent and miscellaneous domestics claimed 0.01 percent.

The market-class analysis showed a continuing shift toward intermediate and standard-size cars which would seem to indicate consumer confidence in the strengthening economy and availability of gasoline to power bigger automobiles.

Imports accounted for the largest segment of 28.05 percent (243,661 units), followed by intermediates at 26.16 percent (227,254 units); then compacts at 17.18 percent (149,213 units); standards at 13.01 percent (113,061 units); subcompacts at 10.69 percent (92,903 units), and luxury models at 4.91 percent (42,646 units).

In June, 1982, imports held 28.77 percent of the market with 206,373 units; intermediates had 22.58 percent (162,013 units); compacts had 17.78 percent (127,572 units); subcompacts had 14.57 percent (104,483 units); standards had 10.91 percent (78,285 units), and luxury models had 5.39 percent (38,632 units).

Of the 1983 domestics-only market, intermediates had 36.36 percent, followed by compacts at 23.87 percent, standards at 18.09 percent, subcompacts at 14.86 percent and luxuries at 6.82 percent.

Chrysler Corp. and the combined imports increased their segments of the total U. S. market for the first six months, with Chrysler up 1.11 percentage points and the imports 0.95 percentage points ahead. Chrysler climbed to 9.76 percent of the market from 8.65 percent last year, and the imports expanded to 29.54 percent from 28.59 percent.

GM slipped 1.22 percentage points, to 43.32 percent from 44.54 percent. AMC was off 0.50 percentage points, to 0.72 percent from 1.22 percent. Ford dropped 0.31 percentage points, to 16.65 percent from 16.96 percent, and the few remaining miscellaneous domestic makes were down to 0.01 percent from 0.04 percent a year earlier.

Excluding imports, the market was divided thus for the first half of 1983: GM had 61.47 percent, Ford had 23.64 percent, Chrysler had 13.86 percent, AMC had 1.02 percent and miscellaneous domestics had 0.01 percent.

Kerfoot franchises sales program

SAN ANTONIO. — Brad Kerfoot, an automobile sales trainer here, is franchising his training program to 40 people across the U. S. and Canada.

For the last six years, Kerfoot has been holding classes to train auto salespeople in Florida and Georgia, and for the last three years the classes have also been in Texas, New Mexico and Colorado.

Kerfoot wants to sell his 15-hour program to dealers and managers and will invite those interested in his franchise to confer here in September to learn about the program.

Supercharged Lancia VX models bow

Lancia has added high-performance versions of its Coupe and H.P. Executive cars called VX models. VX cars are powered by a 2.0-liter twin-cam engine that is supercharged by Lancia's Volumex compressor. Power is increased to 135 horsepower, while driveability is also improved because of a boost in torque. The VX cars are said to have a top speed of 200 KM/H (124 MPH).

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JUNE '83 VS. JUNE '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	456	3,868	1,678	10,827
Concord	996	7,575	2,002	11,576
Concord SW	403	3,499	798	4,763
Eagle 4WD	310	1,923	591	3,270
Eagle 4WD SW	1,411	10,279	1,511	9,175
Eagle SX4 4WD	504	3,570	919	6,465
TOTAL AMC	4,080	30,714	7,499	46,076
Chrysler LeBaron FWD	7,016	35,454	7,800	39,584
LeBaron SW FWD	1,143	5,129	938	2,764
E Class/NY FWD	6,900	32,889		
Cordoba	1,184	7,698	1,247	7,302
NY Fifth Ave.	7,636	40,484	5,806	25,890
Imperial	106	1,027	295	1,599
Total	23,985	122,681	16,086	77,139
Plymouth Horizon FWD	5,705	24,641	6,287	40,144
Turismo FWD	4,045	17,295	656	2,596
Reliant FWD	10,195	63,326	9,905	52,987
Reliant SW FWD	4,405	24,312	3,981	21,607
Gran Fury	1,805	9,335	2,069	8,929
Total	26,155	138,909	22,898	126,263
Dodge Omni FWD	4,985	22,232	5,289	34,049
Charger FWD	4,996	20,318	866	5,585
Aries FWD	8,924	44,879	6,791	38,596
Aries SW FWD	3,793	19,579	3,073	17,328
Dodge 400 FWD	3,163	17,103	2,430	12,081
Diplomat	2,864	13,131	2,636	12,199
Diplomat SW			1	58
Mirada	476	2,847	638	3,672
Dodge 600 FWD	2,532	14,128		
Total	31,733	154,217	21,724	123,568
TOTAL CHRYSLER CORP.	81,873	415,807	60,708	326,970
Ford Escort FWD	28,427	129,841	25,369	125,559
Escort SW FWD	9,541	45,093	7,977	40,555
EXP FWD	2,673	12,319	3,593	21,554
Fairmont	3,040	41,086	12,794	63,345
Fairmont SW			57	1,926
Tempo FWD	8,678	9,520		
Granada			6,947	37,650
Granada SW			4,132	19,169
LTD	10,903	57,096		
LTD SW	4,379	22,835		
LTD '82			5,213	24,019
LTD Crn. Victoria	8,417	51,543	4,508	20,645
LTD Crn. Victoria SW	1,762	11,624	2,618	10,169
Mustang	11,893	58,747	11,135	57,241
Thunderbird	12,742	42,934	4,204	21,254
Total	102,455	482,638	88,547	443,086
Lincoln Town Car	4,459	23,927	3,869	16,001
Mark VI	2,615	13,683	2,531	12,066
Continental	1,053	7,926	1,549	11,482
Total	8,127	45,536	7,949	39,549
Mercury Lynx FWD	6,867	31,332	6,886	37,531
Lynx SW FWD	2,007	9,271	1,872	10,365
LN7 FWD	684	3,601	1,205	7,800
Capri	2,291	11,748	2,348	14,621
Zephyr	975	12,201	4,646	20,324
Zephyr SW			20	762
Topaz FWD	2,363	2,588		
Cougar			3,132	16,962
Cougar SW			2,051	8,256
Marquis	5,071	23,799		
Marquis SW	1,621	7,901		
Marquis '82			949	4,279
Marquis Brougham '82			1,817	8,717
Grand Marquis	7,898	45,638	3,432	16,081
Marquis '82 SW/G Marquis SW	1,379	6,781	1,034	4,684
XR7	8,300	26,165	1,569	7,791
Total	39,456	181,025	30,961	158,173
Lincoln Mercury Div. Total	47,583	226,561	38,910	197,722
TOTAL FORD MOTOR CO.	150,038	709,199	127,457	640,808

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	12,098	52,720	11,663	78,420
Skyhawk FWD	6,886	31,950	5,334	15,759
Skyhawk SW FWD	1,283	5,628		
Century FWD	12,717	59,573	8,381	39,390
Regal	20,345	105,149	20,181	103,464
Regal SW	1,625	7,592	1,720	7,176
LeSabre	3,869	19,087	2,824	13,880
LeSabre Limited	8,513	40,418	5,578	27,894
Electra	7,710	35,222	5,187	26,839
Buick SW	1,933	9,268	1,501	7,166
Riviera FWD	3,993	21,970	4,272	21,224
Total	80,972	388,577	66,641	341,212
Cadillac deVille	12,086	61,465	10,058	49,791
Cimarron FWD	1,964	10,035	633	6,644
Fleetwood & Chas.	3,487	20,930	3,293	18,866
Eldorado FWD	5,793	30,790	5,275	26,830
Seville FWD	2,637	13,991	1,544	11,084
Total	25,967	137,211	20,803	113,215
Chevrolet Chevette	18,378	89,763	17,723	117,601
Camaro	18,060	83,765	21,335	83,715
Cavalier FWD	20,611	78,374	7,128	46,406
Cavalier SW FWD	8,073	28,510	2,203	13,228
Citation FWD	11,660	55,261	13,342	103,952
Malibu	4,885	26,383	5,876	36,975
Malibu SW	5,370	26,333	4,683	20,049
Celebrity FWD	15,277	67,769	9,429	38,822
Monte Carlo	8,941	45,879	9,199	50,391
Impala	4,767	22,290	4,944	26,780
Caprice	11,723	58,614	9,354	47,658
Chevrolet SW	6,368	27,422	4,586	21,146
Corvette	3,132	11,407	2,037	11,309
Total	137,245	621,770	111,839	618,032
Oldsmobile Omega FWD	6,339	27,694	-5,606	39,060
Firenza FWD	3,814	16,109	2,702	10,072
Firenza SW FWD	1,690	6,232		
Cutlass Ciera FWD	16,561	74,953	10,201	47,258
Cutlass Sup/Calais	27,271	142,867	24,744	131,391
Cutlass SW	2,240	11,123	2,161	10,715
Delta 88	881	4,517	847	4,808
Delta Royale	19,132	94,437	14,332	68,585
98	9,638	52,160	7,130	40,457
Oldsmobile SW	2,690	12,800	2,021	9,814
Toronado FWD	3,285	17,511	3,276	16,108
Total	93,541	460,403	73,020	378,268
Pontiac 1000	3,635	17,221	3,305	26,709
Firebird	8,550	44,474	11,237	46,900
2000 FWD	9,013	35,958	3,699	22,965
2000 SW FWD	1,390	5,737	711	3,830
Phoenix FWD	2,748	14,721	3,818	27,559
Bonneville	5,943	29,977	5,555	29,702
Bonneville SW	1,579	7,126	1,491	7,295
6000 FWD	7,696	36,773	4,315	19,964
Grand Prix	8,391	40,894	8,477	43,409
Catalina			15	418
Bonneville '81	385	469	50	1,573
Bonneville Brougham '81	1,408	2,443	60	1,329
Pontiac SW	571	779	22	440
Total	51,309	236,572	42,755	232,093
TOTAL GM CORP.	389,034	1,844,533	315,058	1,682,820
(Checker)	7	233	230	1,252
Miscellaneous Domestic	52	393	263	1,405
Domestic Station Wagon Total	66,656	314,853	51,162	252,440
Domestic Grand Total	625,077	3,000,646	510,985	2,698,079
Import Total	243,661	1,258,211	206,373	1,080,030
Grand Total All Registrations	868,738	4,258,857	717,358	3,778,109

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Makers schedule 143,892 units

Car production up 4 pct. for week

By Mary Beth Mayer
Staff Writer

Increases in production by General Motors boosted last week's estimated car production 4.14 percent above the previous week's output.

The auto makers targeted last week's production at 143,892, up from 138,176 assembled the previous week, and up a considerable 43.42 percent from 100,334 built in the year-ago period.

So far this year, there have been 4,336,797 cars completed, up 23.10 percent from 3,523,031 units finished at this time last year.

Breakdown for last week's production by company was: GM, 59.25 percent; Ford Motor Co., 22.72 percent; Chrysler Corp., 12.34 percent; American Motors, 3.00 percent; Volkswagen of America, 1.64 percent, and Honda, 1.05 percent.

For August, the makers estimated production at 524,779, up 48.39 percent from 353,656 units built that month last year.

Four Ford facilities worked daily overtime last week. The plants working extra hours were: Chicago, Kansas City, Lorain and St. Louis. Kansas City also worked last Saturday (Sept. 3).

This week, Ford's Wayne assembly point is scheduled to join those four plants in overtime operation.

Chrysler slated extra hours at its Belvidere, Jefferson and Newark plants. All U. S. car assembly plants are idle today (Sept. 5) in observance of Labor Day.

Trade chief sifts factors affecting exports, imports

Continued from Page 3

ferences between the dollar and the yen gave Japanese car makers a $750 advantage over U. S. producers.

Caldwell said he would like to see President Reagan gain recognition of the problem with Japanese Prime Minister Yashuhiro Nakasone when the two leaders meet in Japan this November.

Eckes did not speculate as to whether the Japanese would extend a fourth year of voluntary restraint on their auto imports to the U. S. But he did suggest that U. S. trade laws will probably undergo a congressional "house cleaning" and that "procedural amendments" could be made to strengthen or speed trade remedies.

• Eckes also mentioned the possibility of congressional oversight for industries that win government protection. He said Senator John Heinz, Pennsylvania Republican, and others were interested in ensuring that industries fully utilize opportunities to regain competitiveness when protection is granted by the government.

Eckes said foreign products had established strong positions in U. S. markets in three ways:

1.—By taking advantage of cost differences, they can produce certain standard goods more cheaply than American manufacturers.

2.—Disruptions in the American market, such as the two energy shortages, enable foreign suppliers to build market shares at the expense of U. S. producers.

3.—"Unfair tactics" are used to build market share.

"Over the past several years the commission has investigated more than 300 complaints alleging unfair trade practices, like foreign subsidies, dumping, or infringement of U. S. patents and copyrights," Eckes said. "In 57 percent of these cases the commission ruled in favor of domestic petitions."

The ITC is currently investigating the practice of industrial targeting and of possible abuses of U. S. foreign trade zones. Both studies are being made at the request of the House Ways and Means Committee.

Martin's 25th year

Twenty - five years of service were recognized when Colin M. Stewart Jr., right, Chevrolet North Central regional manager, presented a plaque to P. E. Martin, Martin Chevrolet, Inc., Warren, O.

Canadian output of cars, trucks rises for week

At 16,052, last week's estimated Canadian car production rose 4.75 percent above the 15,324 units assembled the previous week, but fell 17.21 percent from 19,388 in the year-ago period.

So far this year, 649,251 cars have been completed in Canada, up 7.44 percent from 604,331 built in the comparable 1982 period.

Truck production last week was targeted at 12,965, up 6.92 percent from 12,126 units assembled the week before. The total was 42.35 percent above the 9,108 units completed in the year-ago period.

Year - to - date, 346,129 trucks have been built, down 2.60 percent from 355,349 at this time in 1982.

Chrysler Corp.'s Windsor plant remained closed for retooling. It will begin producing the T-115 van/wagon in October.

American Motors' Brampton point was down last week for inventory adjustment.

Ford Motor Co.'s Oakville truck point worked overtime last week.

Truck output tops 1.5 million; leads 1982 by month

Overtime at six Ford Motor Co. plants lifted last week's domestic truck production 9.68 percent above that of the prior week.

Truck makers targeted last week's output at 46,919, up from 42,780 units built the week before, and a 40.10 percent increase over 33,490 assembled in the year-ago week.

Year-to-date, the makers have built 1,501,543 trucks, up 10.21 percent from 1,362,452 completed in the 1982 period. Last year, the domestic truck makers topped the 1.5-million mark in early October.

The Ford factories working overtime last week were: Kansas City, Loraine, Louisville, Norfolk, Michigan and Twin Cities.

Chrysler Corp.'s Warren point also logged overtime last week.

All U. S. plants will be closed today (Sept. 5) for the Labor Day holiday.

U. S. CAR PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
AMERICAN MOTORS	4,350	2,800*	4,775	19,484	48,579*	119,793
AMC Total	.....	2,800*	.....	.....	48,579*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,350	.....	4,775	19,484	.....	115,722
Alliance	2,900	.....	2,894	12,689	.....	106,472
Encore	1,450	.....	1,881	6,795	.....	9,250
CHRYSLER CORP.	17,750	14,809	19,881	67,033	394,516	565,083
Plymouth Total	6,250	5,450	6,328	22,094	160,072	202,513
Horizon	2,900	2,253	2,652	9,302	50,490	74,179
Reliant	3,300	2,928	3,591	12,545	109,222	125,121
Caravelle ('83)	50	269	85	247	360	3,213
Chrysler Total	4,500	3,169	5,672	19,537	78,723	135,181
LeBaron	1,300	1,939	1,993	5,552	74,844	58,137
Laser	800	.....	740	2,992	.....	3,312
Chrysler E-Class	2,400	1,230	2,939	10,993	3,879	73,732
Dodge Total	7,000	6,190	7,881	25,402	155,721	227,389
Omni	2,600	1,875	3,227	9,073	47,353	82,942
Aries	2,600	2,930	2,770	9,694	83,196	93,083
Daytona	600	.....	550	1,759	.....	1,999
Dodge 400	.....	540	.....	.....	23,101	18,478
Dodge 600	1,200	845	1,334	4,876	2,071	30,887
FORD MOTOR	32,689	17,341	32,842	141,116	754,546	985,845
Ford Division	20,526	10,929	21,296	88,138	475,305	626,674
Escort	4,995	7,294	8,581	26,744	193,289	175,374
Fairmont	.....	.....	.....	.....	85,794	23,728
Mustang	2,867	3,419	.....	6,534	87,763	75,159
LTD/Granada	3,147	.....	3,318	13,475	74,051	112,509
Thunderbird	3,954	.....	3,846	13,891	29,326	127,737
Crown Victoria/Ford	1,883	.....	1,910	8,100	.....	61,639
EXP	.....	216	.....	.....	5,082	1,184
Tempo	3,771	.....	3,641	19,394	.....	49,344
L-M Division	12,064	6,412	11,546	52,978	279,241	359,171
Mercury Total	9,474	4,351	8,892	40,844	215,155	282,634
Lynx	1,446	1,893	2,293	9,150	61,278	50,574
Capri	910	935	.....	1,988	24,579	15,244
Zephyr	.....	.....	.....	.....	28,519	8,601
Marquis/Cougar	1,477	.....	1,634	5,771	35,953	48,862
Cougar/XR7	2,819	.....	2,237	12,386	10,580	80,869
Gr. Marquis/Marquis	1,737	1,470	1,766	6,461	53,007	63,711
LN7	.....	53	.....	.....	1,239	290
Topaz	1,085	.....	962	5,088	.....	14,483
Lincoln Total	2,590	2,061	2,654	12,134	64,086	76,537
Continental ('82)	.....	412	.....	.....	13,344	8,793
Lincoln	2,590	919	2,654	12,134	29,069	47,553
Mark VI	.....	730	.....	.....	21,673	20,191
GENERAL MOTORS	85,253	65,384	76,981	280,446	2,263,106	2,575,887
Buick Division	18,497	14,213	15,240	55,827	530,802	584,855
Skylark	3,240	4,080	1,954	3,898	100,952	66,576
Skyhawk J	1,245	777	861	5,004	49,150	48,714
Century	3,339	403	3,000	8,086	89,618	105,182
Regal	3,964	4,027	4,644	19,752	144,369	166,212
Buick	5,607	3,749	3,555	14,566	121,883	165,559
Riviera	1,102	1,177	1,226	4,521	24,830	32,612
Cadillac Division	6,136	5,718	5,413	14,417	154,129	200,880
Cimarron	427	408	397	1,124	4,048	13,382
Seville	700	538	726	2,696	14,046	23,036
Eldorado	1,355	1,185	1,440	5,553	37,807	50,463
Cadillac	3,654	3,587	2,850	5,042	98,228	113,999
Chevrolet Division	28,021	19,973	26,635	96,739	731,492	844,016
Chevette	4,035	715	4,472	14,803	152,472	125,590
Cavalier	5,883	2,928	5,133	26,250	59,259	198,606
Celebrity	3,371	2,533	3,953	6,775	44,831	88,468
Camaro	5,285	4,996	3,888	11,338	162,931	131,048
Citation	1,754	2,127	1,716	6,406	127,243	68,058
Malibu/El Camino	660	1,912	668	6,023	85,019	99,030
Monte Carlo	2,869	2,558	2,657	11,188	50,403	67,095
Chevrolet	3,539	1,505	3,524	11,097	29,734	49,291
Corvette	625	599	624	2,859	19,600	16,830
Oldsmobile Division	21,998	17,933	21,680	79,953	522,781	678,549
Omega	1,820	1,724	1,020	2,112	59,990	39,109
Firenza	925	372	600	2,989	34,324	31,736
Cutlass	6,755	5,144	7,817	26,035	134,604	199,286
Cutlass/Ciera	5,290	4,398	4,522	18,466	83,927	137,978
Oldsmobile	6,365	5,590	6,758	26,847	188,415	242,815
Toronado	843	705	963	3,504	21,521	27,625
Pontiac Division	10,601	7,647	8,013	33,510	323,902	267,587
Acadian†	.....	.....	105	4,887	8,353	15,342
2000	3,850	1,093	1,306	6,034	29,519	68,610
1000	1,025	.....	638	4,347	27,313	30,650
Firebird	2,399	3,318	2,498	5,906	92,893	63,659
Phoenix	526	866	491	1,891	36,787	18,366
G. Prix/B'ville ('83)	1,816	1,223	1,882	8,306	102,686	68,429
Parisienne	985	.....	1,093	2,137	.....	2,537
6000	.....	1,147	.....	.....	26,351	.....
HONDA	1,500	.....	1,441	6,485	.....	29,697
VOLKSWAGEN	2,350	.....	2,256	10,215	60,121	60,492
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	143,892	100,334	138,176	524,779	3,523,031	4,336,797

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
CHEVROLET	14,351	11,926	13,600	60,837	469,414	527,023
DODGE	2,900	2,625	3,266	12,374	90,021	92,032
FORD	20,697	11,586	16,955	75,062	491,832	587,385
GMC	4,581	3,096	4,485	18,486	169,423	169,218
INTERNATIONAL	1,140	1,098	1,122	5,045	33,906	33,664
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,200	1,929*	2,302	9,387	59,123*	54,862
AM GENERAL	50*	50*	50*	230*	1,630*	1,680*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	39,000*	33,600*
Total Trucks, U. S.	46,919	33,490	42,780	186,021	1,362,452	1,501,543

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
CHRYSLER CORP.	2,652	1,330	2,783	10,453	70,952	84,317
FORD MOTOR	2,955	2,809	2,918	10,691	101,141	88,958
GENERAL MOTORS	7,228	4,707	6,303	18,861	175,303	169,073
INTERNATIONAL	130	262	122	440	7,953	3,781
Total Trucks, Canada	12,965	9,108	12,126	40,445	355,349	346,129
N. American Trucks	59,884	42,598	54,906	226,466	1,717,801	1,847,672

†—New includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 3, 1983	Week Ended Sept. 4, 1982	Week Ended Aug. 27, 1983	Aug. Est.	Jan. 1 to Sept. 4, 1982	Jan. 1 to Sept. 3, 1983
AMERICAN MOTORS	620	1,204	.....	2,184	22,197	18,989
CHRYSLER CORP.	.....	2,089	.....	.....	113,947	103,857
FORD MOTOR	8,267	8,766	9,358	33,321	212,771	167,464
GENERAL MOTORS	6,940	7,134	5,744	19,633	248,515	352,284
VOLVO	225	195	222	632	6,901	6,657
Total Cars, Canada	16,052	19,388	15,324	55,770	604,331	649,251
N. American Cars	159,944	119,722	153,500	580,549	4,127,362	4,986,048
N. American Trucks	59,884	42,598	54,906	226,466	1,717,801	1,847,672
North American Cars and Trucks	219,828	162,320	208,406	807,015	5,845,163	6,833,720

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

September 12, 1983

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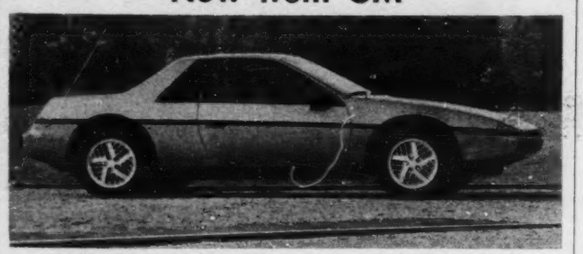
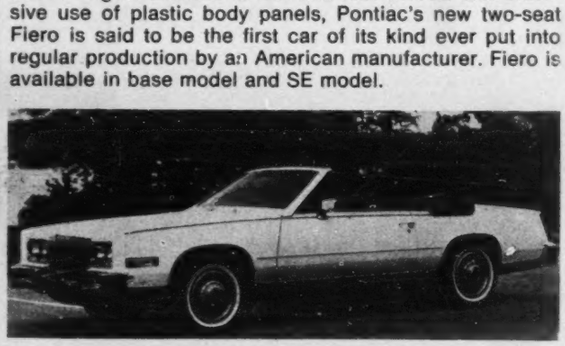
59th year—$40 per year, $1.00 per copy

New from GM



Fiero: One of a kind

Distinguished by a space-frame structure, transverse-mount engine between driver and rear wheels and extensive use of plastic body panels, Pontiac's new two-seat Fiero is said to be the first car of its kind ever put into regular production by an American manufacturer. Fiero is available in base model and SE model.



Eldorado convertible is back for '84

Big news at Cadillac for 1984 is the return of the Cadillac Eldorado convertible. When the Eldorado convertible was phased out in 1976, it was the last American ragtop until the current revival.

Chevrolet expands mid-sized offerings

New in the Chevrolet Celebrity lineup for 1984 is this station wagon, available both in two-seat and three-seat versions. Standard engine is the 2.5-liter fuel-injected four; optional are a 2.8-liter V-6 and a 4.3-liter diesel V-6.

Ragtop sales to hit 67,000; two-thirds are U. S.-built

By Jim Plegue
Staff Writer

U. S. consumers will buy more than 67,000 convertibles during the 1983 model year, AUTOMOTIVE NEWS estimates, with nearly two-thirds of that market being captured by the domestic makers.

The estimate is based on 11-month sales rates for the six domestic and seven import convertible nameplates offered in the U. S. It does not include convertible conversions sold by independent builders, only those built or authorized by the manufacturer.

The domestic convertible makers — Chrysler Corp., Ford Motor Co. and General Motors — will sell an estimated 41,900 ragtops during the '83 model year, accounting for a projected 62.46 percent of the total U. S. convertible market.

And sales of domestic soft tops are expected to top 65,000 for the 1984 model year.

Import sales are forecast at 25,180 convertibles, or 37.54 percent of the market for the 1983 season.

Fastest selling nameplate of all convertibles—import and domestic—is Ford Motor's Mustang model, introduced in November of 1982. The $12,467 Mustang convertible ('83 price) is partially assembled at Ford's Dearborn assembly plant, then shipped to Cars & Concepts, Brighton, Mich., for top installation and finish work.

Chrysler Corp., which led the domestic ragtop revival with introduction of its LeBaron convertible (followed by the Dodge 400) in early 1982, will sell more convertibles during the '83 model year than any other company.

Combined 1983 model-year sales of LeBaron and Dodge 400 are estimated at 22,100, giving

Continued on Page 8, Col. 4

breaking news

Domestic inventory climbs to 55-day supply

DETROIT.—The domestic new-car inventory stood at a healthy 55-day supply on Sept. 1, compared with a 48-day supply a month earlier. The increase was the result of the slower sales pace in August as the total number of cars in stock was actually down from a month earlier, to 1,087,570 from 1,102,103. Most of the Sept. 1 stock was comprised of carryover '83 models, but sales have been strong through the cleanup period and the industry is in an unusually healthy inventory position.

See BREAKING NEWS, Page 8, Col. 4

Added cost will come out of profits, corporation claims

Chrysler says pact won't hike prices

By Marjorie Sorge
Labor Editor

Although its new two-year labor contract with the UAW will cost Chrysler Corp. $1 billion, car and truck prices will not rise to pay for it, according to Thomas M. Miner, industrial relations vice president.

The new pact is expensive. It will cost Chrysler about $11,000 per worker by the time it expires Oct. 15, 1985. Chrysler's total cost per worker at that time will be $54,000 per year for wages and benefits. The company has about 56,000 UAW-represented salaried and hourly workers in the U. S.

"We are going to have to price against our competition. We are going to have to price against the Japanese," Miner said. "We have resigned ourselves to the fact that we have to get this out of productivity, we have to generate the money to pay for this settlement.

"This was a big chunk for our company to bite off at this time. We are going to have to pull our socks up and work on our productivity plan in order to assure that this settlement can be handled without affecting our ability to operate in the automotive market profitably."

But, according to Art Davis, auto analyst for Prescott, Ball & Turben, Chrysler will have to increase prices by 3 to 4 percent to stay even. He said it is possible for the company to price its new sports cars (Laser and Daytona) and minivans higher than had been scheduled in order to make up the gap. In that case, no one would ever know if prices had been raised since a figure has not been announced, he said.

Davis estimates Chrysler will sell 150,000 minivans and 150,000 sports cars during 1984. Laser and Daytona go on sale this month; the minivans in January.

The new agreement gives the Chrysler workers in the U. S. a

Continued on Page 8, Col. 1

European makers enter era of intense competition

By Kathleen Hamilton
Financial Editor

The next five years promise to be a period of intense competition among European auto makers as they struggle with each other for sales in a relatively stagnant home market.

Japanese import penetration — although as high as 38.7 percent of Finland's unrestricted market this year — is expected to remain relatively stable in Europe through 1988.

The competition all will come from within Europe. And the latest Automotive News World Outlook, generated by Data Resources, Inc., indicates there will be no clear winners.

There could, however, be some clear-cut losers, as the cost of competing in Europe climbs. This year's tale of the British car market offers a prime example of the opportunities and pitfalls that could lie ahead for all of Europe during the period.

As the only major market in Europe showing any strength early this year, all of the big European auto makers descended on Britain in a battle for market share. Marketing incentives begun in 1982 were carried through 1983. Export dealer networks were strengthened.

With new product lines, British domestics battled back. And it looks as though everyone's marketing expenditures paid off: The forecast calls for auto registrations to climb 10 percent above last year's level to more than 1.71 million cars.

• The end of the year hasn't been as strong as the beginning, according to DRI Europe Economist John Lawson. And although sales projections for 1984 and 1985 have been scaled back because of what Lawson calls this year's overheated market in Britain, those years will still be strong.

"There is a limit to the time that continued marketing efforts can be effective" in expanding the market, Lawson said. Of course such marketing efforts are expensive.

All of the major European auto makers have been strengthening their distribution networks and marketing efforts throughout the continent. The measure became doubly important this year, as exports to oil-producing nations plummeted.

Projections through 1988 of the Big Four European auto-producing countries — UK, France, West Germany and Italy — show imports' penetration will be on a rise.

And since high-line cars are the usual export products, the makers who produce these models can be expected to fare better. That is especially true since North America, the UK and West Germany — all producers of more expensive vehicles — are the only major markets expected to grow.

The UK market is expected to average less than 2 percent annual growth during the 1983-1988 period; West Germany, 1 percent, while France and Italy will show virtually no growth. Throughout Western Europe, growth will average less than 2 percent a year over the period.

Although figures for the U. S. are available through 1985 only, growth should average close to

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Month's total is 374,599

August sales in UK best ever for Europe

By Richard Feast
European Editor

LONDON. — August new-car registrations in the UK shattered all previous European records.

A total of 374,599 customers took delivery of new cars, 24 percent more than in the year-ago month when the previous UK record was established.

The total also surpassed the previous record for a single month in any European country, 361,000 in West Germany in March, 1979.

August took even the most optimistic industry people by surprise. They had been predicting around 315,000, still well above the previous year's 302,000.

Now, it is believed that year-end registrations will beat the record 1.716 million of 1979. Sam Toy, chairman of market-leader Ford of Britain, believes the total will reach 1.73 million.

In the first eight months of this year, the figure was 1,345,577, an increase of 19.1 percent over the same period last year.

Unlike the rest of Europe, August has become a boom month for new-car sales in the UK. It stems back to 1967, when the introduction of the new annual registration plate was moved from January to August. The change was urged by the automotive industry to stimulate car buying in what had been a slack time.

Now the system is almost out of control. August's 375,000 compares with a 139,000 average for each of the previous seven months. July's figure was little more than 490,000.

•. Ford's Toy believes two main factors have contributed to the high level of selling in the UK this year. Rejecting ideas that the cause is the industry's unprecedented promotional activity — which his company is trying to slow — Toy attributes it to a general lowering in interest rates and to a change in car purchase regulations.

Until August, 1982, new-car purchasers were required to pay a one-third deposit and to repay the balance within a two-year period.

Those credit terms, which applied only to car purchases, were completely relaxed — at a time when interest rates in general began to fall. The result was last year's second half boom, which continued into this year.

George Turnbull, president of the Society of Motor Manufacturers and Traders, thinks the UK could and should be a 2 million market. He wants the government to abolish the tax of 10 percent on new-car purchases — which is in addition to the standard 15 percent value added tax.

• Ford's August total was 115,833, a 33.4 percent increase over its August, 1982, total. It is believed to be the first time any Ford sales organization outside the U. S. has sold more than 100,000 cars in a single month.

Ford's market share was 30.9 percent, slightly better than its eight-month slice of 30.3 percent. In August, it placed Escort (40,912) and Sierra (36,562) in the top two places. Fiesta (27,553) was fourth behind BL's Metro (31,120).

BL's market share in August (18.3 percent) was down fractionally, but its unit sales of 68,662 showed a 23.4 percent increase over last August.

But by far the most impressive unit increase was by General Motors' Vauxhall-Opel. It registered 54,497 cars — a market share of 14.6 percent and a massive 73 percent climb over one year earlier. Vauxhall-Opel's 194,806 registrations in the eight-month period compare with the 181,737 it shifted in the whole of 1982.

Peugeot-Talbot's 19,546 meant a market share of 5.2 percent and a 34.2 percent improvement over August last year. For the full year, though, the company remains stuck at 4.6 percent.

The general August boom meant most importers sold more cars, even if they lost market share. The most notable exceptions, though, were Nissan and Renault which saw serious sales slides despite high demand.

Total imports for the month accounted for 56.8 percent (212,801), down from the 59.7 percent of one year earlier. There is a similar picture in the eight-month figures.

McDonald calls for extension of Japan's restraints

By John Hartley
Staff Correspondent

TOKYO. — General Motors President F. James McDonald said here last week that "an extension of voluntary auto export restraint could be a prudent action," and that he hoped the U. S. and Japanese governments would negotiate such a deal.

However, he indicated that projected imports of Suzuki and Isuzu autos by GM would be taken into account in the setting of the limit.

This remark seemed to contradict his statement that the matter was up to the governments, and it reinforced the suggestion by some insiders that in this visit McDonald hoped to influence the Japanese to add the Suzuki and Isuzu imports to any limits.

In fact, McDonald and Sosuke Uno, minister of international trade and industry, had a meeting arranged, but it was canceled by the Japanese at the last minute, a considerable discourtesy to the GM president.

While in Japan, McDonald visited the new factory Suzuki has built for the GM car. It has a capacity of 10,000 engines and autos monthly and the bulk are due to go to the U. S.

Meanwhile, details of the new car, called Cultus, were released in Japan. It is 141 inches long, with an 88.4-inch wheelbase, mundane styling and limited interior space. Its main feature is a lightweight aluminum three-cylinder engine weighing only 140 pounds.

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59th year — No. 4985

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Dole is chairman

WASHINGTON. — Secretary of Transportation Elizabeth H. Dole has accepted the position of honorary chairman for the SAE Government/Industry Meeting to be held May 21-24, 1984, at the Mayflower Hotel, Washington.

Sporty and practical

Fiero is at the heart of Pontiac's '84 launch. It is being positioned as a "thinking man's" sports car — practical as well as fast. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., handles.

Performance is in—and just in time

Pontiac ads keyed to new Fiero

By Joseph Bohn
Marketing Editor

PONTIAC.—The performance market is back, just in time for the introduction of Pontiac's new Fiero.

Fiero is clearly at the heart of Pontiac's '84 effort, a traffic-builder and image car, being positioned as "the thinking person's sports car," according to William Lane, general sales manager.

That means ads talking about not only style and performance, but also practical things like corrosion-resistance, durability and affordability.

Pontiac still has lots of other cars to sell—39 models and nine car lines, in fact, which is more than Chevrolet. This means squeezing more mileage out of a limited budget, but also greater opportunities.

Ed Benson, assistant general sales manager, feels that if the industry runs in the range of 10 million to 10.5 million sales next year, Pontiac will get 7 to 7.5 percent of the market — or roughly 1-1.5 percentage points more than in '83.

But back to Fiero.

A pre-introduction print campaign, breaking Sept. 12, calls attention to Fiero's new manufacturing process, providing Mercedes-Benz-style quality, without Mercedes sticker prices.

The ad quotes the New York Times. It notes that Pontiac engineers "developed a process for close tolerance body work that may not require Mercedes-Benz sticker prices," and closes with, "It's been called the most innovative American car in 25 years."

The pre-introduction print uses no pictures. It runs in enthusiast and business publications, like Road and Track, the New York Times and selected editions of Time and Newsweek.

Print leads into a regular full-scale announcement phase which is geared to match the Sept. 22 introduction. The entire purpose of this two-month "super duty awareness generator," according to Benson, is to make Fiero stand out from competitive clutter.

Its focal point is to "immediately register the name, uniqueness and exclusivity," Benson added.

For visual awareness, Pontiac created eye-catching graphics in print that take road signs and turn them into a road for Fiero. For example, a "Stop Wishing . . . Fiero is here" ad plays off the "Stop" sign graphics. Again, "Excitement Ahead" plays off

Continued on Page 6, Col. 1

But market penetration declines

Import registrations jump for June

By Jenny L. King
Staff Writer

The number of new imported cars registered in the U. S. in June was up nearly 40,000 units and climbed 18.07 percent above the year-ago mark. But the domestics moved at an even faster pace, leaving imports with a smaller share of the total market than they had enjoyed a year earlier.

According to figures compiled by R. L. Polk & Co., new import registrations totaled 243,661 in June, up from 206,373 for the same month in 1982. They represented 28.05 percent of the market, down 0.72 percentage points from 28.77 percent a year ago. Their share was up slightly from May's 27.85 percent, based on registrations of 215,278.

Import registrations for the first half of this year reached 1,258,211, up 16.50 percent from 1,080,030 for the same period in 1982. Their market share increased to 29.54 percent from 28.59 percent.

The top importers dropped in shares of the market in June. Toyota was down 2.78 percentage points, to 21.47 percent from 24.25 percent. Nissan dropped to 20.20 percent from 22.57 percent, a difference of 2.37 percentage points. Third-place Honda was off 0.38 percentage points, Mazda was down 0.32 percentage points and Subaru slipped 0.37 percentage points.

Volkswagen dropped from fifth to sixth place and lost 0.86 percentage points. Renault Alliance, which is categorized as an import by R. L. Polk & Co., was seventh with a 4.97-percent share of the June, 1983, market. It was not on sale a year earlier.

Volvo was eighth, picking up

Continued on Page 61, Col. 1

IMPORT REGISTRATION SHARES IN U. S.

	JUNE					SIX MONTHS				
	Regis., June, 1983	Percent Share of Market	Regis., June, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 6 Mos., 1983	Percent Share of Market	Regis., 6 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	52,306	21.47	50,038	24.25	— 2.78	266,313	21.17	256,280	23.73	— 2.56
Nissan	49,214	20.20	46,586	22.57	— 2.37	257,056	20.43	213,683	19.79	+ 0.64
Honda	37,511	15.39	32,537	15.77	— 0.38	188,702	15.00	180,789	16.74	— 1.74
Mazda	15,297	6.28	13,628	6.60	— 0.32	85,250	6.77	73,253	6.78	— 0.01
Subaru	12,677	5.20	11,505	5.57	— 0.37	71,294	5.67	66,675	6.17	— 0.50
VW	12,664	5.20	12,502	6.06	— 0.86	68,564	5.45	72,476	6.71	— 1.26
Alliance	12,105	4.97	.....	.....	.....	68,024	5.40	.....	.....	.....
Volvo	9,939	4.08	7,877	3.82	+ 0.26	45,958	3.65	36,944	3.42	+ 0.23
Mercedes	6,645	2.73	5,513	2.67	+ 0.06	34,964	2.78	31,923	2.96	— 0.18
BMW	5,035	2.07	4,213	2.04	+ 0.03	26,422	2.10	23,382	2.16	— 0.06
Audi	.....	.....	3,672	1.78	.....	.....	.....	21,746	2.01	.....
Others	30,268	12.41	18,302	8.87	+ 3.54	145,664	11.58	102,879	9.53	+ 2.05
TOTAL	243,661		206,373			1,258,211		1,080,030		
Share of U. S. Total		28.05		28.77	— 0.72		29.54		28.59	+ 0.95

Registration for Oklahoma not available.

Did not give NHTSA misleading data, corporation says

GM denies U. S. charges on X-cars

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors has denied that it failed to give the government complete and accurate data in response to queries made by NHTSA during its investigation of the brakes on some 1.1 million 1980 GM X-body cars.

The GM statement was in reply to a Justice Department lawsuit that seeks a recall of the cars.

Further, GM said, while it did not include the NHTSA hotline number in its July 8, 1981, recall of 47,000 X-body cars with manual transmissions for a brake fix, the omission is not a violation of either law or "valid" regulation since the Reagan Administration had decided not to enforce that part of the regulation.

That "policy of nonenforcement," GM said, was "reflected in its pattern and practice of nonenforcement, especially during the period prior to October 1982, when the validity of the regulation was under review by NHTSA."

Moreover, GM said, the regulation was "invalid" because it was not legally promulgated.

The first part of GM's response was made to the government suit brought against GM Aug. 3 to force recall and correction of what the government says is a safety-related defect involving brakes. The suit also seeks $4,027,000 in damages.

It is the first time the government has ever sought damages from a car company. The suit claims there were at least 18 alleged instances of "false and misleading" responses.

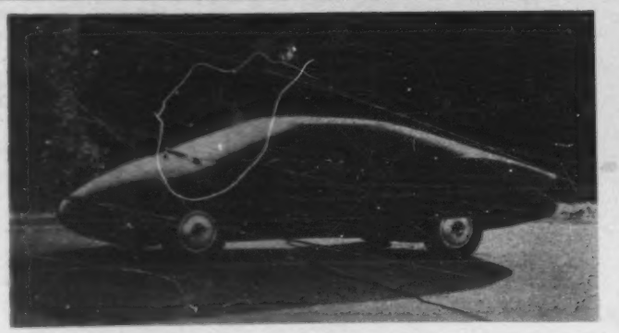
• In its partial answer, filed last week in Federal District Court in the District of Columbia, GM denied some of the charges but asked for a week's extension to respond to the issue of whether the brake problem was safety-related.

GM will either move that the court dismiss the charges or, alternatively, refer them back to NHTSA to proceed administratively.

GM has already said it will fight the charges. GM specifically called its early recall one to "allay customer concern." At the time of the recall, GM denied there was a "safety-related" problem and said it acted to "preclude the possibility of prolonged and costly litigation."

The government charged GM knew before start of production that the early X-body cars with manual transmissions needed less aggressive brake linings because a special task force set up by GM had so recommended yet GM had neither informed the government or made the change.

GM, in its court filing last week, admitted it created the task force but denied the other charges.



A Chevrolet for the 1990s?

Chevrolet believes the Citation IV, a four-place concept vehicle with a V-6 engine, could be in production in the 1990s. It is shaped to yield a .18 aerodynamic drag coefficient and highway fuel economy in the 60-MPH range. The car is 6.4 inches longer and 6.4 inches lower than the 1984 Citation II.

Citation IV could be produced in 1990s

Chevy shows a car of the future

WARREN, Mich. — Chevrolet is showing off Citation IV, a concept car that could be produced in the 1990s.

It's a driveable version of an aerodynamic show car Chevrolet unveiled last spring. Citation has front-wheel drive and is powered by a V-6 engine. It seats four and, according to Chevrolet, has potential fuel economy in the 60-MPG range.

"We think of today's Citation II as a second-generation front-drive Chevy," said Chevrolet General Manager Robert C. Stempel. "Assuming it will be followed in a few years by Citation III, then a car like this could be in line for production by the end of the decade."

Stempel said the Citation IV is the most aerodynamic car ever built by Chevrolet. Coefficient of drag is targeted in the .18 range.

"But even so, the main thing about this car is not its aero," he said. "It's the packaging.

"At first glance, there's no way to put this kind of front-drive hardware in a car like this."

The 60-degree port-injected V-6 engine incorporates electronics in both fuel metering and ignition systems. The engine has neither carburetor nor distributor.

Neither does it have a conventional air cleaner, conventional intake manifold or conventional valve covers. Chevrolet said their absence helps explain how its engineers squeezed the engine by seven inches top to bottom so it would fit beneath the Citation IV's sharply inclined clamshell hood.

Mated to a computer-control three-speed automatic transmission, the V-6 is rated at 140 HP.

Although rear suspension is a conventional crossmember with trailing arms and coil springs, front suspension incorporates a fiberglass transverse monoleaf spring linked to upper (not lower) control arms.

The spring is situated high to the rear of the engine compartment.

Citation IV is 6.4 inches longer and 6.4 inches lower than the current Citation. Although the future car's wheelbase is 2.2 inches shorter, rear overhang is almost seven inches longer.

The Citation IV dimensions are: Wheelbase, 102.7 inches; overall length, 183.1 inches; width, 68.7 inches; height, 47.5 inches.

Springing from the aero show car, which produced a .14 coefficient of drag in GM tests, Citation IV is distinguished by its

Continued on Page 64, Col. 1

Lada Canada unhurt by downing of airliner

By Roger Rowand
Engineering Editor

WINDSOR, Ont. — Edward Klein, co-owner of the Lada dealership in this border city, looked a little like a man waiting for the other shoe to drop last week.

But, in the wake of the Soviet downing of Flight 007, sales of the Russian car have been steady, apparently unaffected.

Ten Canadians died in the Korean Air Lines crash Sept. 1.

"The car is good. The car is not political," said Klein. He said he has seen no signs of public antagonism.

At Lada Cars of Canada, Inc., Ajax, Ont., a similar marketplace reaction was reported by John Wright, national marketing director.

He said one picket had been reported at one dealership. His company has 80 dealers, up from about 65 a year ago, he said.

Wright said he was apprehensive upon hearing of the plane's loss. "You always have to wonder," he said.

There was more consumer reaction when Afghanistan was invaded by the Soviets in June, 1979, Wright said.

"We're much more established now," he said.

• Lada Cars of Canada wired its dealers the day after the plane was shot down.

In the wire, Wright expressed his concern over public reaction and its effect on morale and sales.

"We have weathered storms before. We will weather this turbulence," he said.

He urged dealers not to overreact or make hasty judgments.

"Finally, let me say I don't think you and I have to be defensive about this situation," Wright said in his telegram. "Lada Cars of Canada is a wholly owned Canadian company trading in sound, honest-value products and you are part of a perfectly normal marketing network.

"We are not politically involved. We are in the business of selling cars," he said.

Service volume rises, but growth tapers off

By Francis J. Gawronski
Service Editor

Although the rate of growth of service and parts business written by new-car dealers in July cooled off somewhat from the pace registered in the two previous months, the volume still managed to record the fourth biggest increase of 1982.

According to the Automotive News Service Index, shop volume in July amounted to 107.8 percent of the business recorded in the same month the year before.

In June and May, shop business was 115.6 and 115.1 percent, respectively, of the business written in the corresponding months of 1982. The gain in June was the best showing for shop business since January, 1979.

July's increase marked the fifth consecutive month in which the new-car dealers' service-parts volume has shown an increase over the comparable year-earlier period.

For the third consecutive month, all five indicators used in the Service Index were up, led by sales of all parts and accessories, with an increase of 12.4 percent.

• The next best gainer was gross profit on all labor, parts and accessory sales — the most important indicator from the dealer's viewpoint. It topped last year's figure by 9.3 percent, followed by shop parts sales, those used on both customer-paid and warranty work, which climbed 7.5 percent.

Total labor sales (customer-paid and warranty) exceeded last year's figure by 4.3 percent, while repair orders written were up 1.9 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Because of the decline in the rate of growth in July, service and parts business for the January-July period remained at 107.3 percent of the volume recorded for the same period last year. This was the same as the midyear figure.

Gross profit showed an increase of 9.4 percent, followed by shop parts sales at 8.6 percent, and sales of all parts and accessories at 8.4 percent of the year-ago volume.

Labor sales for the seven-month period registered a gain of 7.0 percent, and repair orders written edged up 0.6 percent over the year-earlier figure.

SERVICE INDEX
107.8*

	July, '83 vs. July, '82	7 mos., '83 vs. 7 mos., '82
Gross Profit on All Labor and P&A Sales	+ 9.3%	+ 9.4%
Repair Orders Written	+ 1.9%	+ 0.6%
Total Labor Sales (Customer & Warranty)	+ 4.3%	+ 7.0%
Shop Parts Sales (Customer & Warranty)	+ 7.5%	+ 8.6%
Sales of All P&A	+12.4%	+ 8.4%

*—Survey by Automotive News shows that dealers' service and parts business in July, 1983, was 107.8 percent of business in July, 1982. Service business in the seven months of 1983 was 107.3 percent of business in the corresponding period in 1982.

Imports gain 5 pct. for month

August domestic sales up 29 pct.

By Jenny L. King
Staff Writer

August new-car sales continued the upward trend established late last winter, with domestic-built products up 29.69 percent and imports 4.93 percent ahead of August, 1982, levels.

It was the sixth consecutive month of improved domestic sales and the eighth this year of pluses for the imports.

Imports claimed 28.26 percent of the August market, down from the any-month record of 32.74 percent notched in August, 1982.

Sales of domestic cars totaled 530,960 for the eighth month of the calendar year, up 29.69 percent from a dreary 409,411 in 1982. In 1981, August sales were 601,741, and in 1980 they amounted to 486,420. (August, 1981, was a big rebate month for the U. S. auto makers.)

The daily selling rate for domestics was 19,665 for the month, based on 27 selling days. This was up 24.88 percent from last year's rate of 15,757 based on 26 selling days.

Sales of imported cars were up 4.92 percent in August, to 209,113 units compared with 199,306 in 1982. Year-to-date import sales were up 11.23 percent, to 1,668,236 from 1,499,866.

Sales of domestic cars were up 17.72 percent the first eight months of this year. Sales totaled 4,442,778 January through August, compared with 3,774,143 in 1982.

• The industry total for August was 740,073, up 21.58 percent from 608,716 last year. Grand total for the eight-month period

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Where Auto Market was in August, 1983

	Total Sales	Pct. of Total
SUBCOMPACT	82,552	11.15
COMPACT	119,222	16.11
INTERMEDIATE	196,532	26.56
STANDARD	91,870	12.41
LUXURY	40,794	5.51
IMPORT	209,113	28.26
TOTAL	740,073	100.00

Caprice coupe returns; bigger role for Cavalier ragtop

Celebrity wagon joins Chevy lineup

Hottest items for 1984 from Chevrolet are the introduction of the Celebrity wagon and the return of the Caprice Classic coupe. The Malibu line has been phased out.

The Celebrity wagon is available for 1984 in two-seat and three-seat versions. Also new for the Celebrity line is the Eurosport package for sedan and coupe models, which includes black-finished hardware instead of bright trim, rally wheels, sport steering wheel and sport suspension.

Standard engine on all Celebrity models is a 2.5-liter fuel-injected four. Optional powerplants are a 2.8 liter V-6 and a 4.3-liter V-6 diesel.

The Caprice Classic coupe returns to the standard-size lineup for '84 after it had been discontinued for '83. Standard engine for all Caprice Classic and Impala models except wagons is a 3.8-liter V-6 with three-speed automatic transmission.

Standard on the wagon is a 5.0-liter V-8 with four-speed automatic. A 5.7-liter diesel V-8 is available except in California.

• The Cavalier gets a facelift for '84, with more aerodynamic front-end styling and quad rectangular headlamps.

The convertible, although it was introduced late in the '83 run, is what Chevrolet is most proud of in its '84 Cavalier line. Chevrolet expects the convertible to be a major factor in making Cavalier Chevrolet's best-selling car.

The base notchback coupe has been discontinued, apparently an effort to upgrade the Cavalier line. Power is provided by a 2.0-liter four which features high-compression and high-swirl induction.

The Chevette is largely unchanged for '84, other than addition of a fuel line heater on diesel models, optional sport wheel covers, a new fuse block to accommodate flat fuses, a map pocket on the passenger front door and optional chrome bumpers.

Base engine is a 1.6-liter four, with a 1.8-liter diesel four optional.

Also largely unchanged for '84 is the Citation. New features include refined engine mounts, new exterior ornamentation and new speed control system.

Standard engine for all Citations except the X-11 is a 2.5-liter four with fuel injection. Optional are a 2.8-liter V-6 and a high-output 2.8-liter V-6, which is standard on the X-11.

Although the Malibu is gone for '84, its sister model the Monte Carlo remains. New options for '84 include a new four-speed automatic transmission. Engine choices include 3.8-liter V-6 (standard), two 5.0-liter V-8s and a 5.7-liter diesel V-8.

The Corvette, of course, was introduced earlier this year as an '84 model and is continued.

• The '84 Camaro takes a leaf from Corvette's book as an electronic instrument cluster with digital display is standard on the Berlinetta.

Unusual are the dual adjustable control panels. Flat black pods adjust outward from the instrument panel to within a fingertip of the steering wheel to put light controls and switches controlling speedometer and tachometer displays, windshield wiper and interior climate controls within easy reach.

A pedestal-mounted radio swivels on a base built into the floor console. AM-FM stereo ETR radio with digital clock is standard.

Also standard on the Berlinetta is a roof console which contains a map light and switch, dome light, a storage pouch and a flashlight.

Standard engines are a 2.5-liter four in the Sport Coupe, a 2.8-liter V-6 in the Berlinetta and a 5.0-liter V-8 in the Z-28.

New on all Chevrolets for '84 are fourth-generation all-season tires.

Chevrolet's public introduction date is Sept. 22.

Chevrolet for 1984

	Wheelbase (Inches)	Length (Inches)	Width (Inches)	Height (Inches)	Curb Weight (Pounds)
Caprice/Impala	116	212.8	75.3	56.4	3,628
Celebrity	104.9	188.3	67.8	53.7	2,703
Monte Carlo	108.1	200.4	71.8	54.3	3,292
Citation	104.9	176.7	68.3	53.9	2,529
Camaro	101	187.8	72	49.8	2,932
Cavalier	101.2	174.3	66.3	53.9	2,386
Chevette 2-door	94.3	161.9	61.8	52.8	2,261
Chevette 4-door	97.3	164.9	61.8	52.9	2,261
Corvette	96	176.5	71	46.7	3,169

Caprice coupe returns to lineup

Restored to the full-size Chevrolet line for 1984 is the Caprice Classic Coupe, which was not available in 1983. Engine offerings include V-6 and V-8 gasoline engines and a V-8 diesel.

Monte Carlo SS is a hot one

A new four-speed automatic transmission is available on the 1984 Monte Carlo. The SS model, shown here, is powered by a 305-cubic-inch V-8.

Gasoline price rose 96.4 cents from 1973-1983

ROCHESTER, Wis.—The average price of gasoline rose 96.4 cents per gallon at the pumps from mid-1973 through mid-1983, but won't go up more than 5 cents per gallon, on average, through mid-1984, according to Runzheimer Reports on Transportation, an industry newsletter.

This small increase discounts any political upheavals that might lead to upward pressure on prices, Runzheimer said.

The greatest upward jumps in the price of regular no-lead gasoline occurred in 1974 (16.9 cents), 1979 (26.2 cents), 1980 (33.6 cents), and 1981 (13.9 cents). During those times, rising demand for petroleum and international political tension caused price hikes in gasoline.

Outside of those four years, the maximum price of gasoline increased only 4.7 cents per gallon in any one year during the last decade.

This historical perspective combined with a current analysis of the entire petroleum industry, led the editors of the newsletter to their gasoline price prediction.

GASOLINE PRICES, 1973 TO 1983 (Regular No-Lead)

Year	Price Per Gallon	Cent-Per-Gallon Change
1973	42.3*	
1974	59.2	16.9
1975	61.9	2.7
1976	63.4	1.5
1977	68.1	4.7
1978	70.2	2.1
1979	96.4	26.2
1980	130.0	33.6
1981	143.9	13.9
1982	140.7	-3.2
1983	138.7	-2.0

*Based on full-service, name-brand prices.

Cavalier convertible highlights '84 line

Chevrolet's Cavalier convertible is expected to play a bigger role in the division's sales plans for 1984 because of increased availability. The '84 features new front styling. It is powered by a fuel-injected two-liter four-cylinder engine.

Citation X-11 for 1984

The Chevrolet Citation X-11 is distinguished by 14-inch cast aluminum wheels, a rear spoiler and a high-output 2.8-liter V-6 engine rated at 135 HP.

Camaro gets electronic dash

The Chevrolet Camaro is unchanged for 1984, except for the new electronic cockpit in the Berlinetta, which features a combination of digital and mechanical instruments, pedestal-mounted radio and roof console.

Chevette is U.S. price leader

The lowest-priced car built in the U.S. in 1983, the Chevrolet Chevette is expected to retain that status in 1984. The four-door model shown here is equipped with new sport wheel covers.

Added cost will come out of profits, corporation says

Chrysler pact won't boost prices

Continued from Page 1

$1 an hour cost-of-living increase retroactive to Aug. 15, 1983, and an additional $1.42 an hour increase over the life of the agreement. Those raises will give the Chrysler workers current parity with their counterparts at General Motors and Ford. Pension benefits and insurance were also restored to current parity.

• The Chrysler workers made almost $1 billion in concessions when the company faced bankruptcy and now lag behind Ford and GM by about $2 an hour. That will rise to $2.42 next June when COLA payments, deferred at the Big Two under their current contracts, are restored.

The Chrysler workers will vote on the new agreement tomorrow (Sept. 13).

UAW President Owen Bieber said the Chrysler workers "deserve this contract." He said it was "a direct result of the strong, principled position that our union took this summer when we asked that Chrysler reopen bargaining talks." Those talks fell apart after three days of negotiations leaving the possibility of a strike hanging heavily over Chrysler when that agreement expired in January.

Chrysler wanted the agreement settled now to avoid labor problems in January when it will be introducing the Dodge Caravan and Plymouth Voyager minivans.

"We did richen up the package in order to get this done and avoid a problem in January," Miner said.

The agreement was rich enough to increase Chrysler's labor cost from the current $21 an hour to $26 an hour when the pact expires on Oct. 15, 1985, Miner said. GM's current labor cost is $21.60 and Ford's is $23.37. Those companies negotiate new agreements next year.

According to the UAW, the new contract will give the average Chrysler worker an additional $8,625 in wages and COLA over its 25-month life span.

One Chrysler official said a janitor will be making between $22,000 and $23,000 a year straight time while a skilled trades worker will make about $27,000.

• Bieber said he was "elated" with the new contract which had "no carveouts." But, while there were no concessions, some things did get lost.

The workers gave up profit sharing last year in exchange for more in-pocket money. Profit sharing was not restored. That program could have generated as much as 75 or 80 cents an hour by the end of this year because of Chrysler's profitability, one source said.

Also eliminated was the Employe Stock Option Program (ESOP) which was mandatory under the Loan Guarantee Act. This is the last year for that plan and the final distribution will be next June.

The Oct. 15, 1985, expiration date throws Chrysler off the pattern bargaining tract. Contracts for Ford and GM expire Sept. 15, 1984, and it is unlikely a 13-month agreement would be reached at the Big Two.

Pulling away from the traditional pattern bargaining technique will leave Chrysler free to negotiate its own agreement without constant pressure from settlements at Ford and GM.

While analysts believe Chrysler can afford the agreement, at least in the short term, the entire payment plan is based on future profitability. According to Miner, Chrysler can't operate two months on the money it has now — "it is the money we are going to make a week from now that alows us to run a month from then."

In order to allow Chrysler to earn the money, the contract is back-loaded with $1.12 in COLA recovery increases scheduled for 1985. The Chrysler workers gave up COLA in 1981.

The first 40-cent-an-hour raise is scheduled for March, 1985; a second 40 cents is due in June and a 32-cent raise will be paid in September. Workers will get a 30-cent-an-hour annual improvement factor (AIF) raise in June, 1985.

Back-loading could be a problem if sales of the new vehicles don't take off or if the small-car market drops off in 1985, Davis warned.

• Still, Davis believes Chrysler made the best choice, not risking a shutdown in January. He said the new models will take off and is predicting that Chrysler will earn $7.50 a share pre-tax this year and $11 a share pre-tax next year.

Miner predicted that Chrysler will be profitable in both the third and fourth quarters this year even with the $1 billion settlement.

That $1 billion figure also reflects the cost of passing on the contract to non-union salaried workers

Paying for the pact will come from increased productivity which includes energy conservation, cheaper inventory systems, new technology and taking unnecessary people out of the plants through attrition and absorption as well as a more productive labor force.

There is no written commitment from the union to increase productivity but a UAW spokesman said "the union has never resisted the introduction of new technology or other steps to increase productivity. We will do everything we can to help Chrysler improve productivity."

But, Miner said, "We are going to have to get more productive in this country or we are going to lose the auto industry in this country and this is something that the UAW has got to come to grips with sooner or later.

"There is no indication that we have been able to see that the UAW is the least bit interested in coming to grips with this. They talk about it, but they talk about it while they go to the bank."

• Meanwhile, Chrysler and the UAW in Canada reached an agreement last week for the 10,000 UAW-represented workers there. That pact provides a $1 increase retroactive to Aug. 15 and an additional $1.29 over the life of the agreement. That will bring the Canadian workers to current parity with their counterparts at GM and Ford.

Under the new pact workers will get a 28-cent raise in March, 1984; 38 cents in March, 1985; 40 cents in June, 1985, and 23 cents in September, 1985.

COLA will also continue on the current formula based on the combined U. S. and Canadian Consumer Price Index until March, 1984, when the formula will be based on only the Canadian Index. It is estimated that COLA payments will be $1.28 over the 25-month contract based on a 5.5 percent inflation rate.

Pensioners were also elevated to parity with Ford and GM.

Chrysler also agreed to try to find a way to reopen the Windsor Spring plant, idle since July.

Bieber released from hospital

DETROIT. — UAW President Owen Bieber spent three days in Henry Ford Hospital last week after a fall at a press conference at which he discussed the new UAW-Chrysler contract. He was released from the hospital Thursday.

As the press conference ended, the 6-feet, 5-inch Bieber pushed back his chair and tumbled from the dias, hitting his head against a wall. He was hospitalized to check for a possible concussion.

Major points of Chrysler's labor contract

Following are highlights of the the Chrysler-UAW contract:

1. A $1-per-hour COLA recovery increase, retroactive to Aug. 15, 1983. Retroactive payments will be made shortly after ratification.
2. A 3 percent Annual Improvement Factor (AIF) increase, effective June 4, 1984, which will average 30 cents an hour.
3. A 40-cent-an-hour COLA recovery increase, effective March 4, 1985.
4. A 40-cent-an-hour COLA recovery increase, effective June 3, 1985.
5. A 32-cent-an-hour COLA recovery increase, effective Sept. 2, 1985.
6. Payment of all regular quarterly COLA adjustments, when due, during the term of the extended contract, continuing at the current rate of 1 cent per each .26 rise in the Consumer Price Index (on the same basis as the UAW-GM contract).
7. Restoration of the pension differential between Chrysler and GM-Ford — 50 percent effective retroactively to Sept. 1, 1983, and the other 50 percent in September, 1984.
8. Restoration of all life insurance, accidental death and dismemberment insurance differentials between Chrysler and the GM-Ford pattern — 50 percent effective Sept. 1, 1983, and the other 50 percent in September, 1984.
9. Maintenance of all health and other economic benefits in the current contract, with insurance improvements to be computed as if the AIF increase had been folded into the contract Aug. 15, 1983.

breaking news

Continued from Page 1

GM C-car delay may trigger model-year change

DETROIT. — The upcoming General Motors front-drive C-body cars—Oldsmobile 98, Buick Electra and Cadillac DeVille—may debut so late they'll be 1985 models and not '84s as planned. "If it's as late as the first of April, it'll be an '85 model," said Cadillac sales official of the DeVille. "But, we'll hit the ground running because we've got a $600 million plant that's idle and a large segment of the public anxious to get these cars."

Mercedes 500 has $750 gas-guzzler tax

DETROIT.—The gasoline-powered Mercedes-Benz 500-SEL and 500-SEC, new for the 1984 model year, will bear an Internal Revenue Service gas guzzler window sticker and each buyer will be taxed $750. The big-ticket German cars have not been priced yet.

Ford Tempo in top sales spot

DETROIT.—Ford Division's all-new 1984 Tempo, on sale since last May, captured the crown of best-selling-nameplate in both the mid-August and late August selling periods.

Ragtop sales to hit 67,000; two-thirds are U.S.-built

Continued from Page 1

Chrysler Corp. half of the domestic market and nearly a third of the total convertible market.

Prices for the 1983-model LeBaron convertibles range from $10,995 for the base model to $15,595 for the Town and Country trim version. Dodge 400 convertibles carried a 1983 sticker of $9,995.

Chrysler is updating its convertibles for the '84 model year with addition of a new glass backlight, power glass quarter windows and an expanded rear seat. The Dodge 400 will become the Dodge 600 convertible.

General Motors is expected to earn a 4.62-percent share of the convertible market during 1983, with estimated model-year sales of 3,100 units. The company offered three convertible models—the Buick Riviera ($25,202), Chevrolet Cavalier ($10,990) and Pontiac 2000 Sunbird ($11,299). All three are built by ASC, Inc., Southgate, Mich.

GM's volume leader is the Riviera, with projected 1983-model sales of some 2,000 units. Buick sold 294 Riviera convertibles during its first abbreviated model year (it was introduced as an '82 model in July of 1982). Chevrolet said it sold 600 Cavalier convertibles during the 1983 model year, while Pontiac said it expected to sell about 500 Sunbird convertibles.

Domestic makers will sell more than 65,000 convertibles during the 1984 model year, according to company projections and AUTOMOTIVE NEWS estimates, an increase of 56 percent over 1983 sales.

Sales of Ford Mustang "drop-tops" will exceed 23,000 during the '84 model year, its first production year, the company said. Pontiac has estimated a 4,000-unit market for Sunbird convertibles during 1984. Chevy said it expects 7,000 Cavalier convertible sales during 1984. Cadillac, meanwhile, will introduce an Eldorado convertible for 1984. Cadillac has targeted sales of 3,000 Eldorado convertibles during 1984. Estimated price tag is $30,000.

Among the imported convertibles, Volkswagen and Mercedes-Benz are the volume leaders.

Sales of VW's Rabbit convertible, introduced in 1979, will be close to the 10,000-unit mark during 1983. VW sold 8,985 Rabbit convertibles during the '82 calendar year. The Rabbit convertible is priced at $10,595.

Mercedes-Benz is expected to sell nearly 8,000 copies of its $43,000 380-SL convertible during 1983. During 1982, Mercedes sold 8,400 1982-model 380-SLs.

Other import convertible models sold in the U. S. include the Porsche 911-SC Cabriolet (introduced in February of this year), the Fiat Spider, Alfa Romeo Spider, Rolls-Royce Corniche and Aston Martin Volante.

Bob Tomes Ford opens

McKINNEY, Tex. — Bob Tomes Ford has opened in this town, 30 miles north of Dallas.

Deising, Chevy sign

FOND du LAC, Wis. — John C. Deising is the new Chevrolet dealer here.

Sales of convertibles in the U. S.

	1983 Model Year (estimated)	Percent Share of Market
Buick Riviera	2,000	2.98
Chevrolet Cavalier	600	0.89
Pontiac 2000 Sunbird	500	0.75
General Motors Total	3,100	4.62
Ford Mustang	16,700	24.90
Chrysler LeBaron	14,050	20.95
Dodge 400	8,050	12.00
Chrysler Corp. Total	22,100	32.95
Domestic Total	41,900	62.46
Fiat Spider	3,900	5.81
Alfa Romeo Spider	1,900	2.83
Mercedes-Benz 380SL	7,850	11.70
VW Rabbit	9,700	14.46
Porsche 911SC Cabriolet	1,640	2.45
Miscellaneous	190	0.28
Import Total	25,180	37.54
Grand Total	67,080	

As Congress moves to tighten rules on fringe benefits

Demos to retain tax-free status

WASHINGTON. — The Reagan Administration's refusal to back legislation that would rewrite fringe benefit tax laws virtually assures continued tax-free demonstrator cars and car discounts for auto dealer salespeople.

The NADA supports the legislation now in Congress with the provision that auto dealer privileges be protected.

Sponsors say the bill seeks to counter a surge in "tax-free" benefit packages now offered by many employers. Company benefits, often non-taxable, are used by employers to attract high-level talent. Company cars often are a big part of such arrangements.

The House bill would convert these fringe benefits into taxable income, but it would not tax demonstration vehicles used by auto salespersons. Congress has talked of taxing demonstrators for several years.

• NADA President William C. Turnbull told the subcommittee that "any personal benefit to a salesperson from the use of a demonstrator is merely collateral" to the business of selling cars and should have no tax consequences.

Turnbull said agreements between dealers and their sales staff varied but the "common thread" were provisions requiring that the car be kept clean, that personal items not be stored in the car, that the car be showable for sale at any time and that mileage be kept to a minimum.

He said the salesperson must often use the demonstrator as a condition of employment and that the dealer chooses which cars are to be used.

On the question of employe discounts for new cars, parts and service, Turnbull said, "We feel this type of benefit helps solidify employe-employer relations and helps demonstrate loyalty to the dealer's product."

He said he was unaware of cases where discounts exceeded 20 percent of the price being offered to customers.

Fort Lauderdale police buy used cars instead of renting

FORT LAUDERDALE.—Used-car dealers here are pleased that the Fort Lauderdale Police Department will now purchase year-old cars for its surveillance by detectives and undercover police officers.

For years, the police department has rented new cars for police officers, but during the last three years, officials have also been purchasing year-old automobiles, using them for one year and then selling them at public auction.

According to a city official, the savings on maintenance costs and rent, when added to the resale value of the cars, averages more than $70,000 per year.

He said that these savings have convinced him to purchase 16 one-year-old cars this fall and eliminate the use of rental cars.

The official said that the use of older cars makes the detectives' activities less conspicuous.

The police department used to rent about 67 cars per year as the most cost-effective way to obtain the cars. Recent trends, however, make it more cost-effective to own the cars.

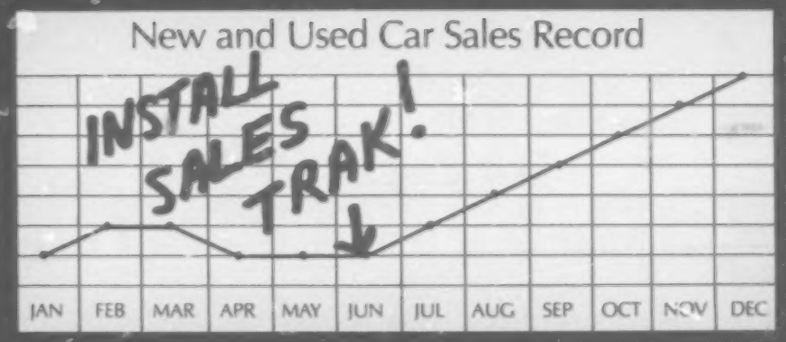
An official cited latest maintenance and repair costs which averaged $250 per month on each of 35 '82 cars the city purchased. This compared with a cost of $410 per month on each of 18 rental cars.

High interest rates, which were said to be crippling area rental-car outlets were blamed for the difference.

City officials indicated that it is possible that within a few years conditions might change and they might find it more feasible financially to rent their cars if the interest rates came down.

But they indicated that it was all a matter of balancing the books and if one mode of operation was financially superior, the city would have to choose that method.

PICTURE THIS!



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NADA SALES TRAK

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IMPORT SALES BY MODEL:

JUNE '83 VS. JUNE '82

	June, 1983	June, 1982	6 Mos., 1983	6 Mos., 1982
Alfa Romeo	548	203	1,779	940
Audi	5,981	4,260	22,391	22,752
4000	1,081	1,197	5,860	6,483
4000d	72	248	788	1,594
5000	604	1,457	5,661	8,311
5000/td	1,211	562	4,057	2,000
5000 Turbo gas	197	389	1,342	2,361
5000S (1984)	2,474	.....	2,665	.....
Coupe	338	360	1,708	1,929
Quattro	4	47	216	84
Tourist	.....	.....	94	.....
BMW	6,033	4,605	26,680	24,560
320	3,416	3,221	14,981	16,653
528	1,769	920	7,680	5,246
633	234	145	1,252	875
733	614	319	2,767	1,786
Chrysler/Mitsubishi	10,432	7,628	48,225	47,617
Colt	6,986	5,229	32,913	34,307
Sapporo	1,558	1,050	6,728	5,792
Challenger	1,888	1,349	8,584	7,518
DeLorean	35	332	335	1,549
Fiat	878	1,334	4,104	9,533
Strada	.....	342	.....	3,492
Bravo	.....	245	.....	1,835
X-1/9	.....	201	.....	1,496
Spider	.....	546	.....	2,710
Honda	32,613	30,507	181,963	189,620
Civic	11,755	11,202	71,560	66,761
Accord	16,636	16,117	97,684	102,528
Prelude	4,222	3,188	12,717	20,331
Isuzu	2,083	1,125	9,637	6,522
Jaguar	1,581	904	7,733	4,473
Lancia	66	128	467	451
Mazda	15,286	14,048	89,101	76,882
GLC	5,254	4,514	26,754	26,081
626	5,894	5,058	34,733	26,165
RX-7	4,138	4,476	27,614	24,636
Mercedes-Benz	6,828	5,421	35,780	31,969
240D	1,354	1,198	6,999	7,647
300D	1,721	1,273	9,271	6,940
300CD	187	142	924	893
300TD	247	249	1,363	1,528
300SD	1,863	1,404	9,014	8,130
280E	.....	.....	.....	25
280CE	.....	.....	.....	1
380SEL	449	318	2,581	1,731
380SL/SLC	856	636	4,719	4,120
380SEC	151	140	908	940
Miscellaneous	.....	1	1	14
Mitsubishi	2,742	.....	13,931	.....
Starion	603	.....	2,907	.....
Cordia	1,039	.....	5,430	.....
Tredia	1,100	.....	5,654	.....
Nissan	54,389	46,747	275,854	231,121
210	25	4,567	361	57,812
Sentra	21,412	19,513	110,769	35,396
310	45	3,614	1,900	25,203
Pulsar	7,072	.....	30,953	.....
Stanza	7,527	4,535	33,429	27,914
Maxima	7,855	4,540	36,590	23,588
200SX	2,546	3,975	20,457	27,118
280ZX	6,895	4,727	38,626	31,059
Hawaii	1,012	1,275	2,769	2,640
Other	.....	1	.....	391
Peugeot	1,423	1,329	7,413	7,002
Tourist	.....	25	.....	135
Porsche	2,245	1,402	11,168	6,971
924	.....	93	.....	1,582
924 Turbo	.....	35	.....	578
944	1,558	645	6,397	1,276
911SC/Cabriolet	491	424	3,113	2,361
928	196	205	1,457	1,174
Tourist	.....	.....	201	.....
Renault	3,706	4,624	16,048	20,137
LeCar	1,973	2,323	8,152	9,311
18i	460	493	1,708	6,051
Fuego	1,273	1,808	6,188	4,775
Saab	3,135	1,759	13,926	8,845
900	874	416	3,694	2,209
900S	847	446	3,670	1,875
Turbo	1,352	845	6,342	4,629
Tourist	62	52	220	132
Subaru	14,230	12,446	79,319	72,448
Toyota	56,486	46,977	282,117	264,235
Starlet	434	1,566	4,824	9,775
Corolla	14,346	16,727	72,961	88,754
Tercel	14,980	11,686	81,329	64,525
Celica	13,471	9,970	60,686	61,186
Supra	2,227	2,771	15,588	16,290
Corona	.....	28	12	3,038
Cressida	3,761	3,275	20,016	16,521
Land Cruiser	387	252	2,510	1,571
Hawaii	750	702	2,809	2,574
Camry	6,130	.....	21,380	.....
Volkswagen	6,068	5,529	37,578	32,238
Rabbit Convertible	833	759	5,274	4,477
Jetta	1,837	1,666	10,122	10,002
Vanagon	1,453	1,228	7,143	6,349
Quantum	1,267	1,058	8,322	4,654
Dasher	.....	38	.....	531
Scirocco	678	779	6,717	6,222
Volvo	8,496	7,792	48,020	41,778
DL	4,262	4,331	23,936	23,580
GL	1,377	1,301	8,803	6,041
GLT	.....	5	.....	194
GLT Turbo	1,306	931	6,785	5,666
GLE	7	300	194	1,393
DL Diesel	6	40	6	366
GL Diesel	410	760	2,792	3,885
Coupe	.....	4	3	67
760 gas	888	.....	3,403	.....
760TD	202	.....	1,134	.....
Tourist	36	120	958	586
TOTAL IMPORTS	235,282	199,100	1,213,829	1,101,644

† Estimate.

Called best-made; Rolls-Royce, Chevrolet are runners-up

Mercedes seen best, survey finds

NEW BRUNSWICK, N. J.—A telephone survey conducted by R. H. Bruskin Associates determined that those queried feel that Mercedes-Benz is "the best-made automobile produced anywhere in the world."

About 19 percent of the respondents named Mercedes and 13 percent picked Rolls-Royce/Bentley. Chevrolet was third with 10 percent and was the highest-rated American product.

The study was based on 1,000 completed telephone interviews with male and female adults conducted between June 10 and June 12.

Those called were asked: "Regardless of cost, what do you feel is the best-made automobile produced anywhere in the world?" These are the makes that were mentioned most often:

Make	Percentage Mentioning
Mercedes-Benz	19.2
Rolls Royce/Bentley	13.4
Chevrolet	10.3
Ford	6.4
Cadillac	4.2
Oldsmobile	3.9
Toyota	3.8
Chrysler	2.6
Buick	2.5
Datsun	2.3
Porsche	2.2
Pontiac	1.9
BMW	1.8
Lincoln	1.7

Males tended to be more impressed with Mercedes-Benz than females. The car was named best by 22.6 percent of the men queried and 16.1 percent of the women.

The same was true of Rolls-Royce/Bentley — 18.7 percent male and 8.5 percent female.

• Chevrolet, on the other hand, was favored more by women (11.2 percent) than by men (9.2 percent).

More women than men also chose Toyota and Datsun.

Persons in the 18-24 age bracket placed Chevrolet in the top spot (16.8 percent), slightly ahead of Mercedes (16.3 percent).

Those in the 25-49 group chose Mercedes by a wide margin, followed by Rolls-Royce/Bentley and Chevrolet. Rolls-Royce/Bentley got the nod from those 50 to 64. Chevrolet was the favorite of those 65 and over.

Family income also played a part in the selections. Mercedes was the choice of 27.3 percent in the $30,000-a-year class and of 28.1 percent in the $40,000-and-over group.

Chevrolet's strength was with the less affluent — 13.4 percent under $15,000; 11 percent of those making $15,000 to $20,000 and 12.4 percent of those in the $20,000-to-$30,000 category. Chevrolet tailed off to 6.7 percent in the $30,000 class and to 3.5 percent in the $40,000 bracket.

A high for the Lows

William D. Neil, second from left, Lincoln-Mercury Division's Chicago district sales manager, presents a 25-year anniversary plaque to three generations of the Low family which operates Low Motor Co., LaCrosse, Wis. They are, from left, Elmer C. Low, Jack L. Low and Steven M. Low. The occasion also marked the opening of the family's new $1 million L-M facility.

Allstate reduces insurance rates on Toyota Camry

SAN FRANCISCO. — Allstate Insurance Co. has announced it will grant owners of '83 Toyota Camry models an immediate 10 to 20 percent reduction in premiums for collision and comprehensive insurance coverage.

Allstate based its decision on a technical analysis of the Camry design, conducted by Tech-Cor, Inc., which praised what it described as "the Camry's superior damage and repair design features."

Tech-Cor cited engine compartment components relocated a few inches rearward so they won't be damaged in minor collisions, and bumpers designed to meet the government's former 5-MPH standard.

Other features of the Camry said to help reduce repair costs include components which are bolted rather than welded in place, for fast removal and replacement, and components designed in several pieces so that the entire unit need not be replaced in case of minor damage.

Tech-Cor also praised Toyota for helping to improve quality repair techniques throughout the body repair industry by offering factory prepared collision repair manuals to independent body repair shops.

Indiana man buys his 25th new Buick

KENTLAND, Ind. — Buick has a loyal fan in Howard C. Washburn, 87, who has taken delivery of his 25th new Buick.

Washburn, who purchased his latest Buick from Carl Curran Chevrolet-Buick, Inc., here, bought his first Buick, a 1915 Touring Car, when he was 19.

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factories list auction dates

American Motors

Sept. 13—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 14—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 15—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 21—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Sept. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 13—Aptco Auto Auction, Taylor, Mich.; Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Sept. 14 — Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Ford Motor Co.

Sept. 14—Central States Auto Auction, Mason City, Ia.; Golden Gate Auto Auction, Fremont, Calif.; Concord Auto Auction, Acton, Mass.

Sept. 20—Arena Auto Auction, Chicago, Ill.; Dallas Auto Auction, Dallas.

Sept. 21—Lakeland Auto Auction, Lakeland, Fla.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 15—Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn., and Dallas Auto Auction, Dallas, Tex.

Sept. 19—Florida Auto Auction of Orlando, Orlando, Fla.

Sept. 20—Southern Auto Auction, E. Windsor, Conn.

Sept. 21—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Clanton's Auto Auction, Darlington, S. C.

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

Used Car Sales

Auction Averages

September to date	$5,111
Month ago	$5,160
Year ago	$4,824

Model breakdown

Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$10,041	$10,166	$11,178
1982	7,669	7,702	7,622
1981	6,168	6,158	6,164
1980	5,148	5,129	5,281
1979	4,426	4,577	4,529
1978	3,283	3,579	3,353
1977	2,685	2,781	2,845
1976	1,650	1,926	2,113
Overall Average	$ 5,111	$ 5,159	$ 5,172

New from Ford of Australia

Ford Motor Co. of Australia, Ltd., has introduced the TX5 front-wheel-drive, two-liter hatchback. The sporty, five-door car is based on the Mazda 626 and has been designed for fuel economy and brisk performance, Ford said. The suspension of the TX5 incorporates an electronic variable shock absorber setting control, enabling the driver to select the desired ride.

Wharton says local content would not create new jobs

PHILADELPHIA.—Establishing domestic-content requirements for motor vehicles sold in the U. S. would not create new jobs and would lead to sharply higher automobile prices for the American consumer, according to economists at Wharton Econometric Forecasting Associates.

The economists said the legislation would cause significant job losses in non-automotive sectors of the economy.

According to George Schink and Colin Loxley, the principal authors of the study, the U. S. economy would suffer slower growth, higher unemployment and more rapid inflation as a result of the proposed bill.

The Wharton study, which was funded by the Japanese Automobile Manufacturers Assn., also identifies the potential worldwide impacts of a U.S.-Japan trade dispute.

"Almost four million jobs could be lost in the developed countries by 1991 if protectionism became widespread," said Schink, a vice president at Wharton.

Local-content legislation was passed by the House during the last session of Congress and has been reintroduced this session.

The proposed bill would require foreign companies to meet certain domestic-content requirements, based upon the number of cars they sell in the U. S.

• "Local-content requirements would add as much as $800 to the average price of a new car by 1987," said Loxley, director of Wharton's Motor Vehicle Service. Prices of light trucks would also increase, he said.

The voluntary Japanese export limits have already caused an increase in U. S. car prices of $1,000 over the last two years, Loxley estimated.

Under a local-content law, actual employment gains in the U. S. auto industry would total only 22,000 workers in 1986, climbing to 58,000 by 1991, said Schink. However, employment losses in import auto dealerships and port facilities, could be at least 53,000 and U. S. export-based employment would fall substantially, causing a net loss of 365,000 jobs in 1991, he said.

Both economists warned that the ripple effects of the legislation cannot be discounted, asserting that the harmful effects of a U. S.-Japan trade dispute due to local-content legislation could easily spill over into other world economies, causing losses in income and jobs all around.

A chain of retaliatory protectionist moves by other developed countries would then cause lower economic growth and falloffs in the volume of world trade, they said.

They added that a trade war between the developed nations would also result in an exacerbation of the less-developed countries' trade balance problems, forcing further cutbacks in their already curtailed development plans.

California dealers must render some deals in Spanish

SAN FRANCISCO. — Steve Snow, executive vice president of the Northern California Motor Car Dealers Assn., has called the attention of members to a section of the California Civil Code which requires that if a credit sale of a vehicle is negotiated in Spanish, then the dealer must provide the buyer with a Spanish translation of the contract, if a contract is provided.

"The contract itself," Snow said, "should be in English. That is the document that would be enforceable in court. The Spanish-speaking customer, however, is entitled to a Spanish translation in addition to the copy of the English language contract and the translation must be accurate.

"What's more," Snow added, "a sign must be posted on the dealers' premises telling customers that Spanish translations of contracts are available."

If the customer uses his own interpreter who speaks English and Spanish, then the translation of the contract need not be made available by the dealer.

The law, Snow said, applies to leases as well as credit sales. The buyer has the right to rescind a purchase if the law is not followed.

GMAC names Robinson to human resources post

DETROIT.—Judith P. Robinson has been appointed to the newly created position of manager, human resources management for General Motors Acceptance Corp.

Robinson joined GMAC in 1959 and had been assistant director of personnel since 1977. James A. Halbert succeeds her in that post.

EPA pays renewed attention to standard for asbestos

WASHINGTON. — Asbestos work practice and equipment provisions have been proposed by EPA for reinstatement in the national emission standard for asbestos.

The standard will also be amended in an effort to enhance clarity, EPA said.

In 1978, the Supreme Court struck down non-emission standards promulgated under the Clean Air Act.

The law has since been amended specifically to allow the use of work practice standards in protecting air quality.

EPA said its proposed standards for asbestos should have little effect since many of the provisions are already being complied with and most businesses are trying to minimize asbestos emissions anyway.

Still, EPA views the standards as making clear its commitment to control asbestos emissions.

Work practice standards are necessary in the case of asbestos, where simply handling the material can often be a hazard to air quality.

Chevrolet for Till

BELLEVUE, Ia. — Ardell F. Till has signed a Chevrolet franchise as president of Til's Garage here.

Auction directory

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But market penetration declines

Import registrations jump for June

Continued from Page 3

0.26 percentage points, Mercedes was up 0.06 percentage points in ninth place and BMW claimed 10th place, up 0.03 percentage points. Audi dropped from the top 10 this June.

Ten importers gobbled up 87.59 percent of the market for the month, down from 91.13 percent a year earlier.

For the first half of 1983, only Nissan and Volvo improved their portions of the import market compared with 1982 standings. Nissan was up 0.64 percentage points, to 20.43 percent from 19.79 percent, and Volvo claimed 3.65 percent, up 0.23 percentage points from 3.42 percent.

Toyota was down 2.56 percentage points, Honda was down 1.74 percentage points, Mazda was off 0.01 percentage points and Subaru was down 0.50 percentage points.

Volkswagen dropped 1.26 percentage points, Mercedes missed by 0.18 percentage points and BMW was off 0.06 percentage points. Renault Alliance joined the top 10 importers in its first year on the market, claiming the number seven spot and pushing Audi out of the upper echelons.

Ten imports represented 88.42 percent of the six-month market, down from 90.47 percent last year.

• Japan, of course, remained the major source of imported cars in the U. S., sending 72.24 percent of the total June import registrations into the country. It was down substantially from 78.63 percent for the same month a year earlier.

The United States category, comprised of cars with foreign ties but which are assembled in this country — Honda Accord, Volkswagen Rabbit sedan and Renault Alliance — was the second largest supplier at 10.03 percent, up from 3.94 percent a year ago. Germany was third with 9.26 percent compared with 9.27 percent in 1982.

Import totals from the various countries in June included:

	June, 1982	June, 1983
Japan	176,029	162,267
United States	24,445	8,140
West Germany	22,552	19,121
Sweden	12,714	9,554
France	5,166	4,573
Great Britain	1,620	981
Italy	1,044	1,402
Ireland	91	335
TOTAL	243,661	206,373

Registrations by country of origin for the first half of 1983 compared with the first half of 1982 were:

	6 mos., 1982	6 mos., 1983
Japan	920,944	839,895
West Germany	122,009	108,167
United States	119,801	47,921
Sweden	59,110	45,387
France	23,239	23,746
Great Britain	7,449	4,459
Italy	5,314	8,735
Ireland	345	1,720
TOTAL	1,258,211	1,080,030

Japanese cars represented 73.19 percent of the first-half import registrations, down from 77.77 percent in 1982. German cars dropped to 9.70 percent from 10.02 percent, and U. S. products climbed to 9.52 percent from 4.44 percent.

Registrations of new imported trucks ballooned 24.48 percent in June, to 41,101 from 33,017. The breakout by major manufacturer includes:

	June, 1982	June, 1983
Toyota	15,316	11,432
Nissan	11,369	7,020
Mazda	5,988	3,227
Dodge Ram 50	2,342	———
Volkswagen	.....	2,194
Others	6,086	9,144
TOTAL	41,101	33,017

First-half imported truck registrations were up 6.86 percent, to 216,978 from 203,055. Registrations by maker was as follows:

	6 mos., 1982	6 mos., 1983
Toyota	74,755	65,791
Nissan	56,419	44,717
Mazda	31,053	16,371
Dodge Ram 50	12,616	16,027
Others	42,135	60,149
TOTAL	216,978	203,055

TOP CARS

U. S. registrations for the first six months of 1983. Registrations not available for Oklahoma.

1983 Position			1982 Position
1—	621,770	Chevrolet	618,032— 1
2—	482,638	Ford	443,086— 2
3—	460,403	Oldsmobile	378,268— 3
4—	388,577	Buick	341,212— 4
5—	266,313	Toyota	256,280— 5
6—	257,056	Nissan	213,683— 7
7—	236,572	Pontiac	232,093— 6
8—	188,702	Honda	180,789— 8
9—	181,025	Mercury	158,173— 9
10—	154,217	Dodge	123,568—11
11—	138,909	Plymouth	126,263—10
12—	137,211	Cadillac	113,215—12
13—	122,681	Chrysler	77,139—13
14—	85,250	Mazda	73,253—14
15—	71,294	Subaru	66,675—16
16—	68,564	Volkswagen	72,476—15
17—	68,024	Alliance	....
18—	45,958	Volvo	36,944—19
19—	45,536	Lincoln	39,549—18
20—	34,964	Mercedes	31,923—20
21—	30,714	AMC	46,076—17
22—	26,422	BMW	23,382—21
		Audi	21,746—22
	145,664	Other Imports	102,879
	393	Misc. Dom.	1,405
	4,258,857	TOTAL	3,778,109

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Attorney sparring continues; DeLorean trial date in doubt

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Prosecution and defense attorneys in the DeLorean drug-trafficking case here continued to spar in pre-trial motions last week, making little headway toward the scheduled Oct. 4 trial date.

That trial date is not expected to hold in light of action pending before the Ninth Circuit in San Francisco, where a higher court is reviewing the trial judge's request for documents from a number of U. S. agencies, including the Drug Enforcement Agency, Central Intelligence Agency, the Pentagon's Defense Intelligence Agency and the National Security Council.

The defense for John Z. DeLorean is seeking documents from those sources to prove its claim that the government conspired with the British Government to force the former auto maker out of business.

Meanwhile, in Judge Robert M. Takasugi's court here, a motion was heard to hold an evidentiary hearing into the lawyer-client relationship of another DeLorean co-defendant, William M. Hetrick and his counsel, Stephen Wilson.

Hetrick changed his plea from innocent to guilty after striking a deal with the U. S. Attorney's office.

DeLorean's attorney, Howard Weitzman, in seeking the evidentiary hearing, charged that Wilson negotiated with the prosecution without notifying him and sharing information obtained by a private investigation firm working for DeLorean's and Hetrick's defense with the government.

Weitzman said, "Wilson has no credibility with me. Eyeball to eyeball on more than one occasion, he has lied to me" about the plea bargain.

"I would like to cross-examine him," Weitzman said.

Takasugi asked Weitzman to file an affadavit to that effect and scheduled a hearing on the matter for today (Sept. 12).

In other motions, the defense moved to have one of the charges against DeLorean, which involves the videotaped incidents of the former auto maker fondling a bag of cocaine, dismissed on the grounds that the conspiracy to possess and distribute the drug ended a day before DeLorean's capture with the arrest of his two co-conspirators, Hetrick and Stephen Arrington.

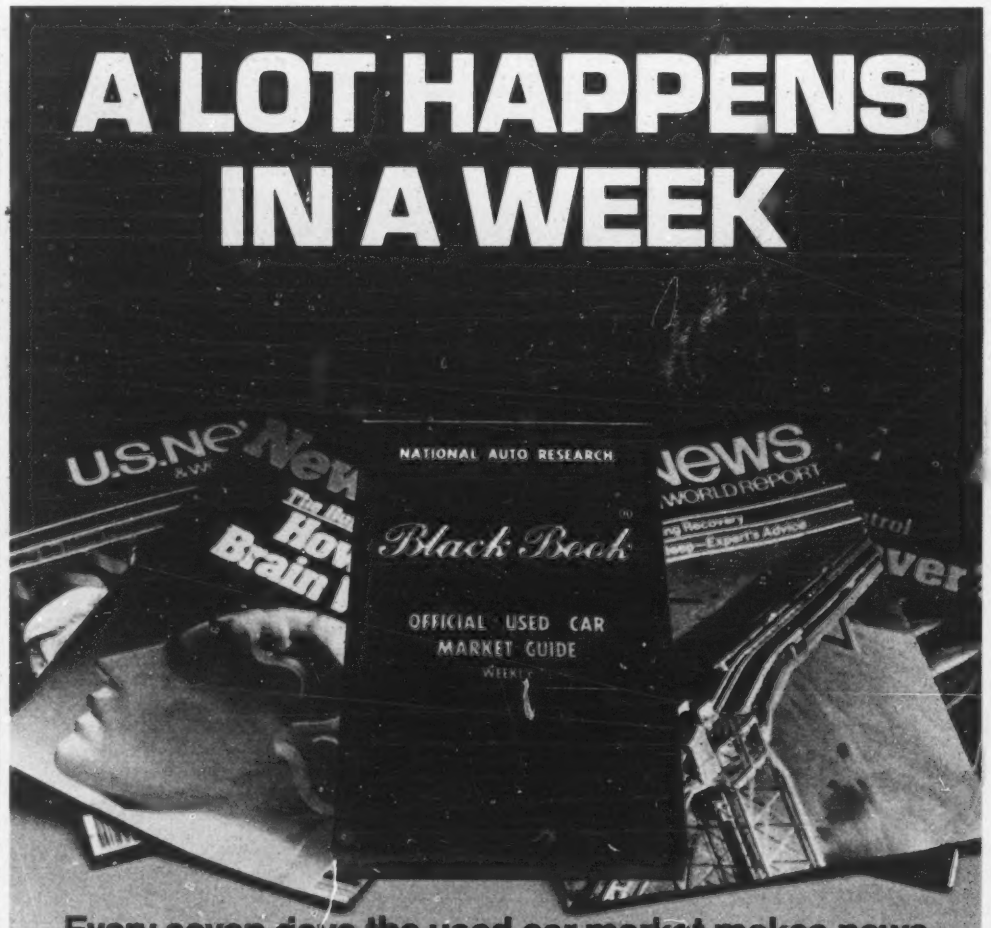
The videotape allegedly showing DeLorean with the cocaine was made on Oct. 19, 1982, the day of his arrest.

The prosecution argued that DeLorean flew to Los Angeles, without the knowledge of his co-conspirators' arrest, in furtherance of the drug deal and therefore the defense motion should be denied. Takasugi said he would rule on the motion later.

Motions to dismiss three other counts in the case were denied by the judge as was a motion to question prospective jurors individually in chambers. The jurors will be questioned individually in court and the number of pre-emptory challenges has been increased by Takasugi.

Navas named

WASHINGTON. — Albert M. Navas has been named president of the American National Metric Council. He has been with Arthur Andersen & Co. since 1979.



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It will be from within the Continent

Europeans face intense competition

Continued from Page 1

Germany's auto makers have 12 percent in the 1983-1985 period. Exports to the U. S. have helped the European car makers considerably, Lawson said.

The Japanese share of the European markets is expected to decline for several years, both because of competition from European cars and because of policital reasons, Lawson said.

"The Europeans probably have got things together enough now to fight back," he said, pointing to the Dutch market where the Japanese import share has fallen in the second half of the year.

Still, the Japanese will be taking an estimated 23.5 percent of the market there this year, and that is low compared with some of the unrestricted European markets. They are probably bearing the brunt of shrunken worldwide export markets open to the Japanese, Lawson said.

Denmark, Switzerland, Austria and Finland are likely to see some decreases in the Japanese share in the next few years, according to the Automotive News World Outlook. But a small rebound in the Japanese share is expected late in the decade throughout Europe.

West Germany's 1983 sales promise to be significantly higher than what were expected only three months ago. Car registrations are now expected to be 11 percent higher than in 1982, light-truck registrations to be 9 percent higher and medium and heavy-truck registrations to climb 16 percent.

The nation's post-election recovery was heightened by the maturity of five-year savings deposit certificates which citizens began cashing in late 1982 and continued to cash in early 1983 in order to buy major durable goods.

The recovery is expected to continue next year in Germany — as evidenced by forecasts of increased truck sales — although auto sales are expected to remain fairly flat, because been successful in their North American exports and because the North American market is expected to continue to grow in the medium term, Germany's auto industry should fare well despite its flat home market.

• Similarly, Renault's exports to American Motors should help offset a weakening economy that is expected to plague France through 1985.

Reflecting the economy, the French truck market is expected to run counter to that in the rest of Europe during the 1983-1985 period, declining 13 percent this year and another 2 percent next year before rising in 1985 to a level that is still below the decade's trend line.

Even with the expansion expected in the rest of Europe's truck markets, only vans are expected to surpass the 1979 peak levels, according to Jeremy Blackford, economist for DRI Europe Truck Division.

Terming Europe's truck market growth for the rest of the forecast period "less than euphoric," Blackford said incentives by all makes in Germany this year inflated the sales total there, much like was done in Britain's car market.

"I don't think it can continue for the rest of the year," he said.

Increases in auto production throughout Europe will just keep pace with the growth in the European market: Two percent on average through 1988, with the big increases coming this year (6 percent) and next (11 percent).

France is expected to record a 5-percent increase in auto output this year but to average only 1 percent annual growth through 1988—and those French production figures include what Renault considers CKD kits to American Motors in the form of Alliances and Encores.

Italy will average 3 percent growth in car production a year, with the big increases this year (9 percent) and next (6 percent).

The most impressive European gains are expected from Spain, which is expected to increase car output 11 percent this year to 1.04 million units, 10 percent next year to 1.14 million units and to average 5.5 percent annual growth through 1988.

UK production will match the European average for the whole period, but only because of this year's 14-percent gain to 1.01 million cars.

Deflates cd

The objective of Ford Motor Co.'s Probe IV car project is reduction in coefficient of drag (cd). Goodyear Tire & Rubber Co. contributes this aerodynamic tire. It's a narrow, high-pressure radial with elliptical sidewalls.

Cadillac sees sales gain to 330,000 for '84 models

By Richard A. Wright
Assistant Managing Editor

DETROIT. — Cadillac anticipates a hefty sales increase for 1984 and most of the gain will come out of the hides of the luxury import lines, according to Robert D. Burger, Cadillac general manager.

"We are projecting 1984 model year sales of 330,000 cars, up 12.4 percent from 1983," Burger told reporters at the press preview of the division's 1984 models.

With the new front-drive C-body delayed until "sometime after the first of the year," Cadillac had little new in the way of product except for the Eldorado convertible. And the projected sales of 3,000 for the convertible are not enough to account for the anticipated increase of 36,300 units.

Burger explained the increase as a matter of Cadillac taking a somewhat larger share of a bigger luxury-car market in 1984.

Burger predicted that U. S. sales would total about 10 million for 1984 and that the luxury segment would account for about 10.5 percent of that total, or about 1,050,000 units. "That's up from projected luxury car sales of 960,000 units in the 1983 model year," he said.

Burger said Cadillac sales have made a strong showing this year. In the first eight months of this calendar year, he said, Cimarron sales are up 62.5 percent, Seville sales are up 44 percent, Eldorado up 24.7 percent and DeVille-Fleetwood sales are up 21.6 percent.

In a question-and-answer session, Burger conceded that dealers have urged continuing of the current rear-drive C bodies, but stressed that these considerations have nothing to do with the delay in the introduction of the new, smaller front-drive C-bodies.

The car is being delayed because of transmission problems and other difficulties. He said if the new C-body is ready by spring, the current rear-drive models might be built through the model year.

Questioned about the oft-rumored "$50,000 Cadillac" said to be in the works to compete more directly with Mercedes-Benz, Burger said only that "we are thinking about it . . . we are thinking about a lot of things."

One thing Cadillac is not thinking about, he said in response to another question, is a Cimarron convertible.

Chevrolet shows Citation IV, a car for the '90s

Continued from Page 2

extended, crisply terminated rear deck.

Unlike the show car, however, Citation IV has open wheel housings, wider tires, exposed windshield wipers and mirrors.

The drag coefficient of Citation IV in operating trim is targeted in the .18 range. Chevrolet said such a cd would produce 61 percent less air drag than current production Citations and account for energy savings equivalent to a 20-MPG increase in highway mileage.

The division said a Chevrolet engineering design staff team is responsible for the electronics, materials and packaging technology brought in Citation IV.

Computer-controlled, touch-activated combination locks built into the car's fiberglass skin open the doors. There are no door handles.

Seats are thin-mold urethane.

Instrumentation is all digital with provisions for reflecting speedometer readings off the inside of a windshield inclined only 32 degrees from horizontal (flatter by almost 10 percent than the angle of the production Chevrolet with today's most radical windshield — the new Corvette).

Computers sense road speed and adjust electrically assisted, variable-rate rack-and-pinion steering.

Brakes are also electrically activated.

NEW-CAR REGISTRATION OUTLOOK

	1981	1982	1983	1984	1985	1986	1987	1988
West Germany	2.330	2.155	2.390	2.401	2.495	2.388	2.467	2.521
Import % of Total	27.2	25.0	25.8	26.0	26.4	26.4	26.7	26.6
Japanese % of Total	9.5	9.8	9.7	9.6	9.8	9.8	9.9	9.9
France	1.835	2.057	1.965	1.911	1.923	2.015	2.037	2.053
Import % of Total	28.2	30.5	30.2	30.7	31.0	31.5	31.6	31.9
Japanese % of Total	2.5	2.8	2.7	3.0	2.9	3.0	3.0	3.2
United Kingdom	1.485	1.555	1.712	1.635	1.631	1.656	1.690	1.710
Import % of Total	55.7	57.7	56.3	55.3	56.8	57.1	57.5	57.5
Japanese % of Total	10.9	11.0	10.8	10.7	10.7	10.6	10.8	10.8
Italy	40.9	1.684	1.595	1.680	1.736	1.719	1.704	1.710
Import % of Total	40.9	40.8	39.0	39.6	40.8	42.3	42.6	42.7
Japanese % of Total	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Netherlands	0.389	0.407	0.442	0.455	0.447	0.462	0.475	0.487
Japanese % of Total	24.4	22.4	23.5	22.1	23.1	23.3	23.7	24.5
Belgium	0.342	0.326	0.318	0.330	0.343	0.368	0.394	0.403
Japanese % of Total	22.8	21.4	23.2	21.5	22.5	23.5	23.5	23.9
Denmark	0.072	0.085	0.098	0.109	0.116	0.119	0.113	0.119
Japanese % of Total	24.2	25.3	31.3	27.1	27.4	28.5	28.9	29.7
Ireland	0.106	0.073	0.061	0.066	0.073	0.081	0.089	0.097
Japanese % of Total	29.6	27.6	30.9	30.5	30.5	31.8	32.8	33.2
Sweden	0.189	0.218	0.209	0.225	0.239	0.245	0.248	0.259
Japanese % of Total	13.7	15.2	14.6	13.8	14.8	15.4	15.8	16.0
Norway	0.105	0.116	0.117	0.124	0.130	0.128	0.123	0.132
Japanese % of Total	33.6	35.8	36.2	34.5	35.2	35.7	36.1	36.1
Finland	0.105	0.127	0.128	0.131	0.128	0.124	0.129	0.136
Japanese % of Total	36.7	35.2	36.7	35.9	36.7	36.8	37.4	38.0
Switzerland	0.291	0.291	0.280	0.292	0.300	0.296	0.293	0.302
Japanese % of Total	27.2	26.8	28.1	27.3	27.0	27.8	28.0	28.0
Austria	0.199	0.201	0.235	0.243	0.250	0.254	0.240	0.246
Japanese % of Total	25.4	26.5	28.5	26.0	26.0	26.8	26.8	27.6
Spain	0.506	0.536	0.554	0.581	0.604	0.628	0.666	0.702
Japanese % of Total	1.4	1.3	1.2	1.3	1.2	1.2	1.3	1.3
Total Europe	**9.694**	**9.831**	**10.104**	**10.183**	**10.415**	**10.483**	**10.668**	**10.877**
Japan	2.867	3.038	3.131	3.203	3.214	3.296	3.266	3.276
U. S.	8.533	7.979	9.267	10.447	11.029	.....	.....	.....
Total World Car Registrations	**23.880**	**23.480**	**25.228**	**26.811**	**27.894**	.....	.....	.....

CAR PRODUCTION OUTLOOK

West Germany	3.579	3.761	3.799	3.808	3.947	3.925	4.001	4.101
France*	2.612	2.777	2.916	2.845	2.884	2.940	2.970	2.994
United Kingdom	0.942	0.888	1.008	0.991	0.968	0.944	0.929	0.943
Italy	1.253	1.267	1.385	1.466	1.516	1.501	1.514	1.529
Spain	0.854	0.934	1.036	1.135	1.177	1.210	1.243	1.280
Total Europe	**9.776**	**10.238**	**10.828**	**10.908**	**11.159**	**11.192**	**11.345**	**11.536**
Total North America	**7.024**	5.781	7.80	8.90	9.20	.....	.....	.....
Japan	6.974	6.887	7.043	7.419	7.596	7.726	7.737	7.797
Total World Car Production	**25.722**	**24.825**	**27.676**	**29.595**	**30.609**	.....	.....	.....

TRUCK AND VAN REGISTRATION OUTLOOK

European light commercials	0.822	0.860	0.832	0.828	0.850	0.867	0.884	0.907
European mediums and heavies	0.215	0.198	0.207	0.221	0.238	0.256	0.264	0.268
U. S. truck and van total	2.27	2.56	3.09	3.65	3.78	.....	.....	.....

TRUCK AND VAN PRODUCTION OUTLOOK

European light trucks	0.208	0.189	0.179	0.191	0.210	0.234	0.242	0.248
European mediums and heavies	0.209	0.210	0.184	0.190	0.196	0.216	0.220	0.227
European vans	0.903	0.893	0.899	0.917	0.932	0.964	0.982	1.010

Units stated in millions. Totals may not add due to rounding.
*Renaults built in U.S. included as CKD kits.

Imports gain 5 pct. for month

August domestic sales up 29 pct.

Continued from Page 2

was 6,111,014, up 15.87 percent from 5,274,009.

In August, General Motors dealers retailed 318,004 new cars, up 24.74 percent from 254,937 in 1982. Ford Motor Co. sales of 121,162 were up 32.14 percent from 91,690.

Chrysler Corp. reported a sales increase of 33.29 percent, climbing to 64,518 from 48,405. Chrysler said it was the 12th month in a row that sales of its domestic cars exceeded year-ago levels.

American Motors sales more than doubled August to August, climbing to 13,833 from 5,807. Volkswagen was off 11.60 percent, to 7,578 from 8,572, and Honda Accords from Marysville, O., added to 5,865 for their first August on the charts.

GM earned 59.89 percent of the August market, down from 62.27 percent last year. Ford edged up to 22.82 percent from 22.40 percent. Chrysler pushed to 12.15 percent from 11.82 percent. AMC sales accounted for 2.61 percent of the domestic market, up from 1.42 percent. VW dropped to 1.43 percent from 2.09 percent, and Honda absorbed the remaining 1.10 percent of the August, 1983, domestic market.

Of the domestic makes, only Imperial, VW and AMC (without Alliance) were down for the month. Imperial dropped 15.91 percent, VW was off 11.60 percent and AMC tumbled 62.27 percent.

Plymouth was up 13.84 percent, Chrysler was up 65.89 percent and Dodge was up 27.52 percent. Ford sales climbed 30.87 percent, Mercury was up 27.75 percent and Lincoln was up 66.08 percent.

Buick sales were up 28.08 percent, Cadillac was up 26.73 percent, Chevrolet was up 14.11 percent, Oldsmobile was up 39.31 percent and Pontiac was 25.93 percent ahead of August, 1982, sales.

• Import companies setting records for the month included Jaguar, Saab, BMW, Mercedes-Benz and Volvo. Jaguar sales were up 38.03 percent over 1982, Saab was up 18.38 percent, BMW was up 39.76 percent, Mercedes was up 27.23 percent and Volvo was up 13.21 percent.

Toyota sales were 50,321 in August, 1983, compared with 50,607 a year earlier, while Nissan expanded to 47,451 from 39,283, a 20.79-percent increase. Honda import sales were off 14.94 percent, Mazda was down 4.12 percent and Subaru was up 13.58 percent.

The market class breakout showed imports with the largest single piece of the total, 28.26 percent. They were followed by U. S. intermediates at 26.56 percent, compacts at 16.11 percent, standards at 12.41 percent, subcompacts at 11.15 percent and luxury models at 5.51 percent.

In the domestic-only market, intermediates accounted for 37.01 percent, compacts had 22.46 percent, standards had 17.30 percent, subcompacts had 15.55 percent and luxury cars claimed 7.68 percent.

Aug. 21-31 domestic sales totaled 191,170, up 15.50 percent from 165,509 a year earlier. In 1981, late-August sales added to 245,608 and in 1980 they were 195,454.

The daily-selling rate for Aug. 21-31 was 21,241 this year compared with 18,390 in 1982. There were nine days in the period both years.

Annualized domestic sales based on late-August results were moving at a rate of 6,341,000 for 1983.

For the period, GM was up 10.04 percent, Ford was up 18.45 percent, Chrysler was up 18.91 percent, American Motors was up 108.63 percent, VW was unchanged and Honda sales were 1,877.

GM earned 58.64 percent of the domestic market, Ford had 23.81 percent, Chrysler claimed 11.59 percent, AMC had 2.95 percent, VW earned 2.03 percent and Honda held 0.98 percent.

IMPORTED CAR SALES

	August, 1983	August, 1982	8 Mos., 1983	8 Mos., 1982
Alfa Romeo	237	204	2,244	1,343
Audi	4,405	4,078	31,379	30,218
BMW	5,951	4,258	37,733	33,426
Conquest/Challenger	1,217	1,473	11,446	10,383
Plymouth Colt	3,559	5,566	22,301	25,886
Dodge Colt	4,036	5,548	25,532	27,264
DeLorean	.....	272	355†	2,218
Fiat	.....	822	4,489	11,917
Honda	25,786	30,315	269,059	250,406
Isuzu	1,826	1,394	13,705	9,175
Jaguar	1,176	852	9,966	6,083
Lancia	.....	120	513	660
Mazda	15,071	15,718	118,525	107,248
Mitsubishi	3,271	.....	20,305	.....
Mercedes-Benz	6,289	4,943	48,129	42,302
Nissan	47,451	39,283	371,251	314,261
Peugeot	1,144	1,452	9,865	9,740
Porsche	1,883	1,075	15,239	8,955
Renault	3,452	2,366	23,603	26,307
Saab	2,106	1,779	18,220	12,334
Conquest/Sapporo	1,093	1,417	9,267	8,396
Subaru	14,747	12,984	107,523	98,066
Toyota	50,321	50,607	382,629	363,057
Plymouth Vista	2	.....	2	.....
Dodge Vista	1	.....	1	.....
Volkswagen	6,864	6,397	51,169	44,299
Volvo	7,225	6,382	63,786	55,922
TOTAL	209,113	199,305	1,668,236	1,499,866

† Estimate

U. S. CAR SALES BY MARKETING UNITS

	August, 1983	August, 1982	8 Mos., 1983	8 Mos., 1982
Chevrolet	110,203	96,579	895,311	845,951
Ford	78,304	59,834	677,686	619,052
Oldsmobile	74,022	53,135	661,099	518,154
Buick	67,101	52,389	555,805	462,420
Toyota	50,321	50,607	382,629	363,057
Pontiac	43,665	34,675	344,744	323,034
Nissan	47,451	39,283	371,251	314,261
Honda	31,651	30,315	296,390	250,406
Mercury	33,496	26,219	265,576	222,332
Dodge	28,078	24,920	249,149	206,759
Plymouth	23,989	23,967	218,744	206,108
Cadillac	23,013	18,159	192,338	152,015
VW of America	20,730	20,122	154,077	146,081
Chrysler/Imperial	22,359	13,522	172,773	112,497
Mazda	15,071	15,718	118,525	107,248
Subaru	14,747	12,984	107,523	98,066
AMC-Renault	17,285	8,173	152,563	86,457
Lincoln	9,362	5,637	65,521	54,991
Volvo	7,255	6,382	63,786	55,922
Mercedes-Benz	6,289	4,943	48,129	42,302
BMW	5,951	4,258	37,733	33,426
Saab	2,106	1,779	18,220	12,334
Isuzu	1,826	1,394	13,705	9,175
Fiat	.....	822	4,489	11,917
Peugeot	1,144	1,452	9,865	9,740
Jaguar	1,176	852	9,966	6,083
Mitsubishi	3,271	.....	20,305	.....
DeLorean	.....	272	355†	2,218
Alfa Romeo	237	204	2,244	1,343
TOTAL	740,073	608,716	6,111,014	5,274,009

† Estimate.

Chevy expects '84 car sales of 1.5 million

By Marjorie Sorge

WARREN, Mich. — Chevrolet will sell 1.5 million cars and 1.2 million trucks in the 1984 model year, up from 1.3 million cars and 900,000 trucks in the 1983 model year, according to Robert C. Stempel, division general manager.

Stempel said that the industry could look for 10 million or more car sales in the 1984 model year.

As for its own sales, Chevrolet predicts: 285,000 Celebrities, up 86.3 percent over 1983; 250,000 Chevrolets, up 8.7 percent; 190,000 Camaros, up 6.1 percent; 134,000 Monte Carlos, up 36.7 percent; 350,000 Cavaliers, up 60.6 percent; 180,000 Chevettes, down 1.1 percent; 90,000 Citation IIs, down 23.1 percent, and 35,000 Corvettes, up 34.6 percent.

The Cavalier figure includes 7,000 convertibles.

More 1984 sales predictions from the division are: 215,000 S-10 pickup trucks, up 16.8 percent; 125,000 S-10 Blazers, up 58.2 percent; 402,000 standard pickups, up 13.9 percent; 44,000 standard Blazers, up 83.3 percent; 43,000 Suburbans, up 26.5 percent; 185,000 Chevy vans and Sportvans, up 26.7 percent, and 25,000 El Caminos, up 11.1 percent, and 36,000 motor home chassis and other types of vans.

Stempel said that the GM ventures with Isuzu, Suzuki and Toyota are moving ahead. He said that the Toyota venture is moving along mechanically and technically regardless of threatened lawsuits from some "spoiled sport" domestic companies.

Stempel also said that there is currently a 30-week backlog on the 1984 Corvette which means waiting time for customers. He said the division is "going to see what the staying power is before adding a second shift" at the Corvette plant.

DOMESTIC CAR SALES

	August 21-31, 1983	Same Period, 1982	August, 1983	August, 1982	YTD, 1983	YTD, 1982
Renault Alliance	.....	.....	11,642	.....	93,573	.....
Spirit	.....	.....	89	995	3,973	12,961
Concord	.....	.....	110	2,910	10,988	23,334
Eagle	.....	.....	1,992	1,902	20,426	23,855
AMC	.....	.....	2,191	5,807	35,387	60,150
AMERICAN MOTORS*	5,633	2,700	13,833	5,807	128,960	60,150
Horizon	1,379	1,096	5,060	2,672	35,494	32,583
Turismo/TC-3	837	1,344	2,837	3,219	24,606	26,727
Reliant	2,796	3,467	10,801	9,715	113,500	97,038
Gran Fury	194	397	637	1,378	13,574	15,478
Total Plymouth	5,206	6,304	19,335	16,984	187,174	171,826
LeBaron	.....	.....	.....	.....	.....	912
LeBaron K	2,178	2,829	6,368	7,100	55,056	59,754
Laser	62	.....	62	.....	62	.....
Cordoba	215	537	709	1,197	9,459	10,315
New Yorker 5th Ave.	2,677	2,009	6,821	5,137	56,646	39,625
E-Class	1,282	.....	2,878	.....	23,932	.....
New Yorker E	2,506	.....	5,447	.....	26,496	.....
Total Chrysler	8,920	5,375	22,285	13,434	171,651	110,606
Total Imperial	13	38	74	88	1,122	1,891
Omni	1,236	1,051	4,324	2,488	31,836	27,166
Charger/024	1,415	1,367	4,310	3,216	30,889	22,504
Daytona	52	.....	52	.....	52	.....
Aries	2,515	2,767	6,801	7,491	83,335	72,531
Dodge 400	779	935	2,444	2,411	22,211	18,140
Diplomat	448	604	1,422	1,827	19,969	18,773
Mirada	132	196	391	466	3,649	4,998
Dodge 600	1,445	.....	3,080	.....	20,229	.....
Total Dodge	8,022	6,920	22,824	17,899	212,170	169,112
C-P Division	14,139	11,717	41,694	30,506	359,947	284,323
CHRYSLER CORP.	22,161	18,637	64,518	48,405	572,117	453,435
EXP	612	726	1,471	1,621	16,557	27,206
Escort	6,667	8,166	16,769	18,972	226,679	233,523
Tempo	7,820	.....	20,285	.....	51,318	.....
Mustang	2,707	3,167	6,911	7,811	78,748	78,972
Fairmont	284	5,356	933	10,786	35,760	88,439
Granada	.....	2,503	.....	6,674	3,751	77,076
Thunderbird	4,774	1,764	13,188	4,046	76,695	30,086
LTD '83	3,908	.....	10,678	.....	101,835	.....
Crown Victoria	2,630	4,059	8,069	9,924	84,343	83,750
Ford Division	29,402	25,741	78,304	59,834	677,686	619,052
LN7	53	263	154	599	4,006	9,466
Lynx	2,127	4,070	5,483	9,839	56,644	70,633
Topaz	2,144	.....	6,143	.....	16,104	.....
Zephyr	.....	961	.....	3,171	11,583	28,204
Cougar	.....	1,033	.....	2,769	906	33,814
XR-7	3,813	682	10,095	1,503	50,474	10,906
Capri	545	862	1,351	2,238	15,144	19,979
Marquis '83	1,544	.....	4,405	.....	42,002	.....
Grand Marquis	2,033	2,334	5,865	6,100	68,713	49,330
Total Mercury	12,259	10,205	33,496	26,219	265,576	222,332
Continental	290	408	788	917	9,663	14,384
Lincoln	2,765	1,355	6,272	2,912	35,873	23,490
Mark VI	797	715	2,302	1,808	19,985	17,117
Total Lincoln	3,852	2,478	9,362	5,637	65,521	54,991
L-M Division	16,111	12,683	42,858	31,856	331,097	277,323
FORD MOTOR CO.	45,513	38,424	121,162	91,690	1,008,783	896,375
Skyhawk	1,881	1,736	5,729	4,366	51,820	26,188
Skylark	1,746	4,392	5,406	10,668	71,477	98,940
Century FD	5,038	3,515	14,529	7,603	89,588	57,100
Regal Sedan	1,837	2,017	5,398	5,191	51,404	52,358
Regal Coupe	5,155	3,809	12,807	9,961	106,686	93,738
LeSabre	3,944	3,406	13,018	8,887	101,375	70,384
Electra	1,999	1,259	6,210	3,464	51,793	36,172
Riviera	1,409	852	4,004	2,249	31,662	27,540
Buick Division	23,009	20,986	67,101	52,389	555,805	462,420
Cimarron	398	322	1,253	977	13,105	8,063
Seville	896	507	2,572	1,548	19,702	13,683
Cadillac	3,766	4,135	13,107	11,591	115,399	94,871
Eldorado	2,043	1,360	6,081	4,043	44,132	35,398
Cadillac Division	7,103	6,324	23,013	18,159	192,338	152,015
Chevette	5,191	9,538	13,956	22,643	120,867	158,696
Cavalier	7,253	3,387	20,927	7,970	164,872	76,048
Citation	1,838	5,537	5,191	13,709	68,123	131,296
Camaro	4,787	5,850	13,695	15,300	119,037	128,036
Celebrity	6,154	3,327	17,180	6,717	103,983	55,054
Malibu	2,861	2,790	9,244	7,582	76,361	77,399
Monte Carlo	2,916	2,411	8,237	6,671	64,745	67,416
Chevrolet	6,071	5,583	19,107	14,377	158,614	136,036
Corvette	966	605	2,666	1,610	18,709	15,970
Chevrolet Division	38,037	39,028	110,203	96,579	895,311	845,951
Firenza	1,141	959	2,867	2,387	31,325	15,702
Omega	944	2,364	2,678	5,348	37,964	50,302
Cutlass Ciera	6,564	3,120	17,178	6,725	115,067	64,729
Supreme	8,218	6,626	21,802	18,000	217,257	189,804
Olds 88	5,719	5,035	16,425	14,101	157,920	121,632
Olds 98	3,901	1,614	10,080	4,546	76,211	53,811
Toronado	1,196	770	2,992	2,028	25,355	22,174
Oldsmobile Division	27,683	20,488	74,022	53,135	661,099	518,154
1000	1,340	1,772	3,014	3,892	23,842	34,887
2000	1,897	1,953	5,936	4,373	59,987	35,731
Phoenix	534	1,327	1,356	2,990	18,328	34,466
Firebird	2,344	3,439	6,664	7,932	59,723	72,862
6000	3,144	1,953	8,278	4,068	56,177	29,205
Bonneville	2,825	2,153	7,275	5,441	54,996	51,692
Grand Prix	3,072	2,444	8,100	5,979	60,392	60,015
Pontiac	1,107	.....	3,042	.....	11,299	4,176
Pontiac Division	16,263	15,041	43,665	34,675	344,744	323,034
GENERAL MOTORS	112,095	101,867	318,004	254,937	2,649,297	2,301,574
VOLKSWAGEN	3,891	3,881	7,578	8,572	56,290	62,609
HONDA	1,877	.....	5,865	.....	27,331	.....
DOMESTIC TOTAL	191,170	165,509	530,960	409,411	4,442,778	3,774,143
IMPORT TOTAL	.....	.....	209,113	199,305	1,668,236	1,499,866
INDUSTRY TOTAL	.....	.....	740,073	608,716	6,111,014	5,274,009

*—AMC does not issue a nameplate breakdown for 18-day periods.

Makers build 484,081, up 36 pct. over 1982

August car output best since 1978

By Mary Beth Mayer
Staff Writer

The domestic auto makers' August production total was the highest for that month since 1978.

At 484,081, output for the month was 36.88 percent above the 353,656 units completed in the year-ago month and beat all August totals since 512,073 units were finished five years ago.

Car production dipped 10.68 last week as all plants were closed Monday (Sept. 5) for the Labor Day holiday. Thirteen assembly facilities posted overtime.

Last week's output is estimated at 125,455, down from 140,445 units built last week, but 34.32 percent over 93,405 completed in the year-ago week.

So far this year, 4,458,805 cars have been assembled, a 23.27 percent gain over the 3,617,286 units finished in the comparable 1982 period.

Breakdown for the week by companies was: General Motors, 59.93 percent; Ford Motor Co., 20.10 percent; Chrysler Corp., 14.95 percent; American Motors, 2.87 percent; Volkswagen of America, 1.50 percent, and Honda, 0.65 percent.

Honda's production was low last week due to model changeover.

Five GM plants worked two shifts of overtime on Saturday, Sept. 10. Working Saturday were: Detroit, Fairfax, Flint (B and G lines), Lansing (B and C lines) and Pontiac.

Ford also had five plants on overtime last week. Those plants were: Chicago, Kansas City, Lorain, St. Louis and Wayne. All worked daily overtime except Kansas City, which also worked Saturday.

Three Chrysler plants, Belvidere, Jefferson and Newark, logged two daily nine-hour shifts last week.

Closing this week due to a materials shortage are GM's Norwood and Van Nuys plants. Both are slated to be back to work next Monday, Sept. 19.

Judge denies local's attempt to restrict GM-Toyota plan

By Marjorie Sorge
Labor Editor

A federal district judge in San Francisco has denied a request for a temporary restraining order by some UAW members to stop officials of the General Motors-Toyota joint venture and the UAW from reaching any labor agreement involving the production of a car at the idle GM Fremont (Calif.) assembly plant unless the members of the local are allowed to vote on the pact.

However, Judge Spencer Williams has scheduled a hearing on a preliminary injunction for Thursday (Sept. 15).

GM and Toyota are planning to build a car at Fremont if their joint venture is approved by the Federal Trade Commission. The former Fremont workers have been worried that they will not be recalled if the plant does reopen. It has been closed since March, 1982.

The suit, filed by members of UAW Local 1364, also claims that the UAW revoked its charter illegally on July 25 and that the revocation is part of a conspiracy with GM and Toyota to stop the former Fremont workers from having a voice in the labor agreement.

A UAW spokesman said it is standard operating procedure to revoke the charter of a local representing a defunct plant. He said it is the international's belief that the local did not exhaust all the internal union avenues such as the International Executive Board and the Review Board.

GM had no comment on the suit.

82 pct. of vehicles tested pass Mass. inspections

BOSTON.—In April and May, the first two months of the newly implemented Massachusetts combined motor vehicle tailpipe emissions and safety inspection, some 82 percent of the vehicles tested passed on their first try.

The Massachusetts State Department of Environmental Quality Engineering and the State Registry of Motor Vehicles found that there was a 12 percent failure rate on the test's emissions phase and an 8 percent failure rate on the safety portion.

Truck production for August hits five-year high

August truck output reached 197,741, a 38.70 percent leap from 142,571 units built in the year-ago period and the best August total since 278,378 units were finished in that month in 1978.

Truck production for last week's four working days was targeted at 45,000, down 3.14 percent from 46,457 built the previous week, but a 39.73 percent gain over 32,205 assembled in the year-ago period.

Year-to-date, the manufacturers have produced 1,547,899 units, up 11.36 percent from 1,390,081 units built at this time last year.

General Motors' St. Louis truck point posted Saturday overtime last week.

Also working extra hours last week were Ford Motor Co.'s Louisville, Norfolk and Twin Cities facilities. All three plants put in daily overtime, and Louisville also worked Saturday.

Chrysler Corp.'s Warren point logged daily overtime last week.

Canada builds 40,200 trucks for August record

In August, Canadian truck makers assembled 40,200 units, an alltime high for the month.

The total was 7.97 percent above the 37,235 built in August of last year, the previous record, and 64.63 percent greater than the 24,419 trucks completed in July of this year.

Last week, the truck manufacturers worked only four days due to a holiday and scheduled 10,720 units, down 7.24 percent from 11,585 built the week before, and up 20.77 percent from 8,889 finished in the year-ago week.

Year-to-date, 355,469 trucks have been completed, down 1.84 percent from 362,115 finished in the year-ago period.

At 56,104, auto production in Canada last month was down 15.96 percent from 66,758 assembled in the year-ago month, but up 16.42 percent from 48,193 built in July. August was the second lowest month for car production so far this year.

The makers estimated car production during holiday-shortened last week at 14,680, 10.30 percent behind 16,364 assembled the previous week and 17.56 percent down from 17,805 built in the year-ago week.

So far this year, 664,243 cars have been assembled, up 6.81 percent from 621,898 completed in the year-ago period.

Chrysler Corp.'s Windsor car facility is retooling for the T-115 van/wagon, which it will begin to produce in early October.

Ford Motor Co.'s St. Thomas car point is slated to go down today for four weeks of tooling changes to add production of full-size cars to the Escort/Lynx subcompact cars already built there.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 10, 1983	Week Ended Sept. 11, 1982	Week Ended Sept. 3, 1983	Aug. Total	Jan. 1 to Sept. 11, 1982	Jan. 1 to Sept. 10, 1983
CHEVROLET	14,729	12,317	13,900	70,152	477,058	541,301
DODGE	2,700	2,266	2,761	12,290	92,346	94,593
FORD	18,359	10,792	20,480	74,833	502,734	605,527
GMC	5,044	2,970	4,288	18,251	172,323	173,969
INTERNATIONAL	932	881*	1,086	4,989	34,785	34,542
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,000	1,929*	2,489	10,996	61,052*	57,151
NISSAN	396	.....	403	1,400	.....	2,617
AM GENERAL	40*	50*	50*	230*	1,680*	1,720*
MISCELLANEOUS	800*	1,000*	1,000*	4,600*	40,000*	34,400*
Total Trucks, U. S.	45,000	32,205	46,457	197,741	1,390,081	1,547,899

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 10, 1983	Week Ended Sept. 11, 1982	Week Ended Sept. 3, 1983	Aug. Total	Jan. 1 to Sept. 11, 1982	Jan. 1 to Sept. 10, 1983
CHRYSLER CORP.	2,652	2,148	2,519	10,704	72,282	86,836
FORD MOTOR	2,853	2,322	3,263	10,956	103,438	92,119
GENERAL MOTORS	5,112	4,218	5,678	18,089	178,232	172,635
INTERNATIONAL	103	211*	125	451	8,163	3,879
Total Trucks, Canada.	10,720	8,899	11,585	40,200	362,115	355,469
N. American Trucks	55,720	41,104	58,042	237,941	1,752,196	1,903,368

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 10, 1983	Week Ended Sept. 11, 1982	Week Ended Sept. 3, 1983	Aug. Total	Jan. 1 to Sept. 11, 1982	Jan. 1 to Sept. 10, 1983
AMERICAN MOTORS	3,600	2,800*	4,645	19,699	51,779*	123,688
AMC Total	.....	1,500*	.....	.....	.....	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	3,600	1,300*	4,645	19,699	.....	119,617
Alliance	2,160	1,300*	2,701	12,589	.....	108,433
Encore	1,440	.....	1,944	7,110	.....	11,184
CHRYSLER CORP.	18,750	11,835	17,774	66,925	406,625	583,857
Plymouth Total	6,450	4,362	6,281	22,152	164,922	208,994
Horizon	3,000	1,675	3,074	9,378	52,443	77,353
Reliant	3,400	2,554	3,134	12,517	111,950	128,355
Caravelle ('83)	50	133	73	257	529	3,286
Chrysler Total	4,300	2,474	4,564	19,469	81,192	139,545
LeBaron	1,300	1,403	1,456	5,591	76,383	59,593
Laser	800	.....	719	2,907	.....	4,031
Chrysler E-Class	2,200	1,071	2,389	10,971	4,809	75,921
Dodge Total	8,000	4,999	6,929	25,304	160,511	235,318
Omni	3,700	1,597	2,487	9,012	48,728	86,259
Aries	2,600	2,083	2,468	9,648	85,026	95,551
Daytona	500	.....	688	1,743	.....	2,587
Dodge 400	.....	393	.....	.....	23,641	18,478
Dodge 600	1,200	926	1,286	4,901	3,116	32,173
FORD MOTOR	25,219	18,132	30,987	135,807	772,704	1,009,362
Ford Division	17,968	12,110	19,538	83,865	487,652	643,555
Escort	4,624	5,717	4,152	22,722	199,057	179,155
Fairmont	.....	2,635	.....	.....	88,477	23,728
Mustang	1,384	2,725	2,373	6,680	90,616	76,549
LTD/Granada	2,941	794	3,231	13,367	74,818	115,534
Thunderbird	3,391	.....	3,842	13,770	29,326	131,016
Crown Victoria/Ford	1,586	.....	1,911	8,113	.....	63,253
EXP	.....	239	.....	.....	5,358	1,184
Tempo	4,042	.....	3,529	19,213	.....	53,136
L-M Division	7,251	6,022	11,449	51,342	285,052	365,807
Mercury Total	7,251	4,361	8,805	39,822	219,315	289,216
Lynx	1,173	1,520	1,101	8,175	62,836	51,402
Capri	488	902	903	2,088	25,279	15,725
Zephyr	.....	469	.....	.....	28,916	8,601
Marquis/Cougar	1,069	161	1,397	5,728	36,180	49,851
Cougar/XR7	2,425	.....	2,651	12,314	10,580	83,126
Gr. Marquis/Marquis	1,306	1,181	1,747	6,470	54,181	65,027
LN7	.....	128	.....	.....	1,343	290
Topaz	790	.....	1,006	5,047	.....	15,194
Lincoln Total	.....	1,661	2,644	12,120	65,737	76,591
Continental ('82)	.....	332	.....	.....	13,674	8,793
Lincoln	.....	871	2,644	12,120	29,930	47,607
Mark VI	.....	458	.....	.....	22,133	20,191
GENERAL MOTORS	75,186	60,638	83,213	244,994	2,323,894	2,649,033
Buick Division	16,690	12,233	18,232	56,415	542,364	601,280
Skylark	2,976	3,449	3,146	3,815	104,388	69,458
Skyhawk J	996	1,106	1,254	5,003	49,784	49,719
Century	3,492	322	4,037	8,433	89,941	109,372
Regal	4,041	3,249	4,047	20,481	147,605	170,336
Buick	4,201	3,132	4,593	14,128	124,879	168,746
Riviera	984	975	1,155	4,555	25,767	33,649
Cadillac Division	5,621	4,672	6,080	13,118	158,839	206,445
Cimarron	308	423	426	891	4,504	13,689
Seville	608	453	736	2,478	14,504	23,680
Eldorado	1,136	905	1,429	4,903	38,736	51,673
Cadillac	3,569	2,891	3,489	4,846	101,095	117,403
Chevrolet Division	23,941	20,149	27,442	91,331	750,866	867,378
Chevette	3,800	3,464	4,476	19,450	156,756	129,831
Cavalier	4,596	2,704	5,952	18,902	61,965	203,271
Celebrity	2,500	1,835	3,252	6,888	46,866	90,849
Camaro	4,360	4,995	4,346	9,569	167,338	134,469
Citation	1,560	2,180	1,812	6,423	128,665	69,676
Malibu/El Camino	623	1,506	663	5,470	86,073	99,656
Monte Carlo	2,349	1,896	2,828	10,778	52,309	69,403
Chevrolet	3,653	1,082	3,489	10,992	30,821	52,894
Corvette	500	486	624	2,859	20,073	17,329
Oldsmobile Division	18,823	15,137	21,170	61,318	537,115	696,544
Omega	1,072	1,303	1,759	2,028	61,222	40,120
Firenza	740	380	914	1,151	34,798	32,465
Cutlass	5,378	4,097	6,720	21,343	138,668	204,629
Cutlass/Ciera	4,171	3,559	5,199	14,863	87,445	142,058
Oldsmobile	6,738	5,209	5,695	18,937	192,900	248,883
Toronado	724	589	883	2,996	22,082	28,389
Pontiac Division	10,111	8,447	10,289	22,812	334,710	277,386
Acadian†	.....	68	207	770	8,353	15,549
2000	3,224	1,031	3,362	3,516	30,296	71,346
1000	756	505	583	3,920	27,751	30,964
Firebird	1,800	3,047	2,578	5,519	99,811	65,638
Phoenix	395	1,356	570	1,909	37,478	18,805
G. Prix/B'ville ('83)	3,218	1,386	1,830	4,897	103,745	71,661
Parisienne	718	.....	1,159	2,281	.....	3,423
6000	.....	1,054	.....	.....	27,276	.....
HONDA	820	.....	1,470	6,452	.....	30,487
VOLKSWAGEN	1,880	.....	2,356	10,204	60,121	62,378
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	125,455	93,405	140,445	484,081	3,617,286	4,458,805

CANADIAN CAR PRODUCTION

	Week Ended Sept. 10, 1983	Week Ended Sept. 11, 1982	Week Ended Sept. 3, 1983	Aug. Total	Jan. 1 to Sept. 11, 1982	Jan. 1 to Sept. 10, 1983
AMERICAN MOTORS	480	976	610	2,181	23,161	19,459
CHRYSLER CORP.	.....	3,446	.....	.....	116,036	103,857
FORD MOTOR	8,228	6,803	8,678	33,585	220,464	176,103
GENERAL MOTORS	5,792	6,580	6,851	19,532	255,126	357,987
VOLVO	180	.....	225	806	7,111	6,837
Total Cars, Canada	14,680	17,805	16,364	56,104	621,898	664,243
N. American Cars	140,135	111,210	156,809	540,185	4,239,184	5,123,048
N. American Trucks	55,720	41,104	58,042	237,941	1,752,196	1,903,368
North American Cars and Trucks	195,855	152,314	214,851	778,126	5,991,380	7,026,416

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

September 16, 1983

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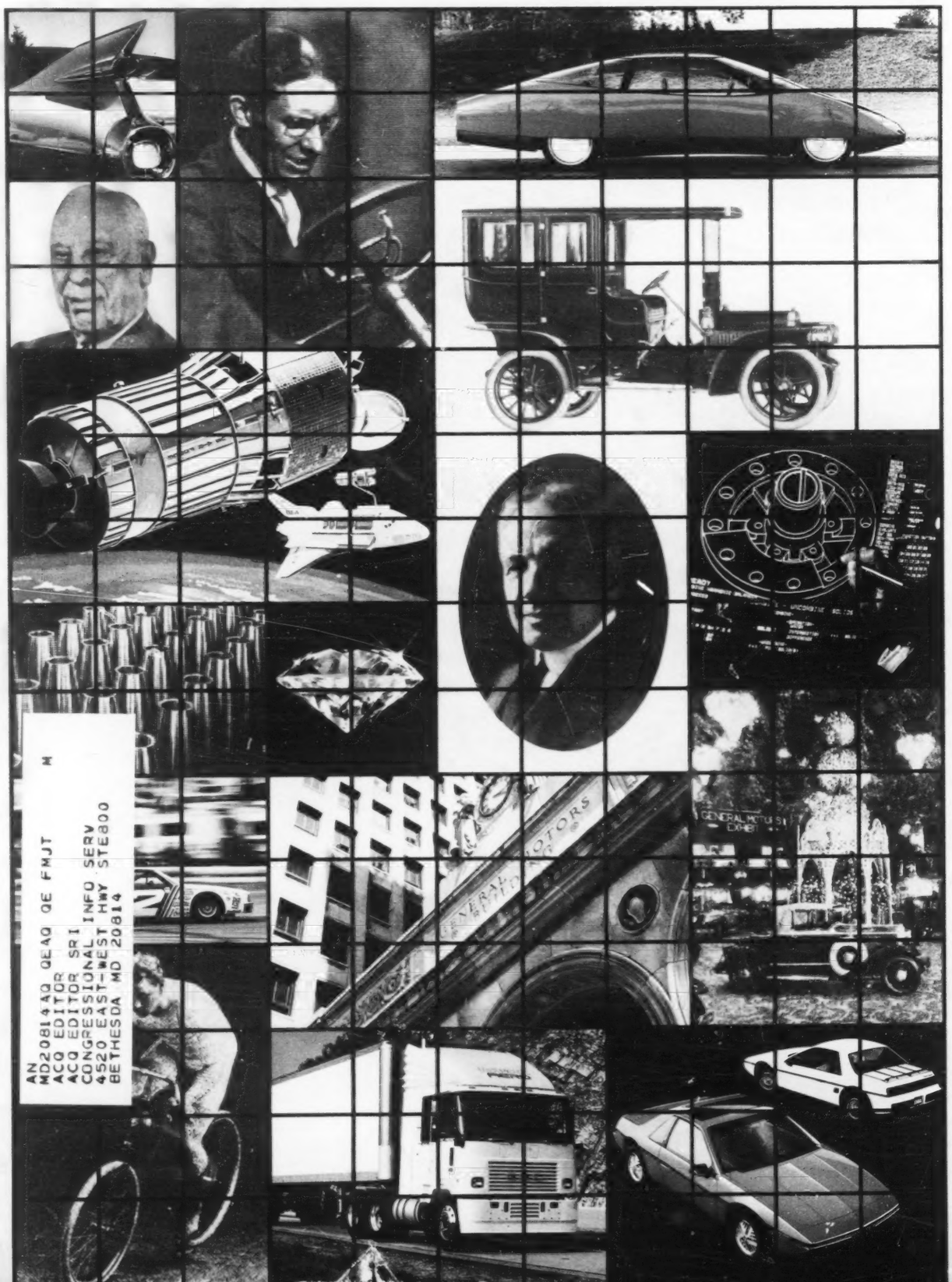

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Over there!

By Richard Feast

GM Continental began assembling U.S. products in a deconsecrated 16th Century abbey in Belgium in 1924, Vauxhall of England became GM's first overseas manufacturing operation in 1925 and Opel entered the fold four years later. Today GM has manufacturing, assembly, distribution or warehousing activities in 35 countries outside the U.S. and Canada.

General Motors first explored the worldwide automotive market in 1911 when the General Motors Export Co. was formed. Its U. S.-made products had some success overseas into the 1920s, but it became clear during that decade that American cars were growing too large to compete effectively abroad where lower income levels, shorter driving distances and higher fuel costs encouraged smaller cars.

Three courses were open to GM if it wished to remain in international enterprise. First, it could continue to export American-style cars in the face of declining demand. Second, it could build a car in the U. S. that would better suit overseas customers — one which would not, however, be widely accepted in its home country and which still would have to hurdle transportation and tariff barriers. Third, GM could — as it decided to do — build cars and trucks overseas to meet overseas customer requirements.

The final choice required greater investment and greater risk, but also promised greater success. On December 31, 1925 Vauxhall Motors Ltd., a small concern in Luton, England, became a GM subsidiary. With an annual output of some 1,500 cars, Vauxhall was GM's first overseas manufacturing concern.

In March, 1929 Adam Opel AG became GM's German manufacturing subsidiary and the second firm to join GM's overseas operations. At the invitation of the Australian government, GM moved after World War II to develop its existing assembly and body manufacturing facilities in that country into a full automobile manufacturing company. The first mass-produced Australian car, the Holden, was produced by General

Crates of Chevrolet parts shipped from the U.S. are picked up at the harbor in Antwerp, Belgium, for delivery to the nearby GM Continental assembly plant. The year is 1925.

Motors Holden's Ltd. in December 1948.

The fourth addition to the ranks of GM manufacturers abroad was General Motors SA, which had been assembling imported vehicles in Brazil since 1925. It gradually added manufacturing capabilities until 1959 when, with a new foundry and engine plant, it began full manufacture of Chevrolet commercial vehicles.

Today GM has manufacturing, assembly, distribution or warehousing operations in 35 countries outside the U.S. and Canada. Countries in which GM subsidiaries have manufacturing and/or assembly plants include Australia, Austria, Belgium, Brazil, Chile, France, Germany, Greece, Ireland, Luxembourg, Mexico, the Netherlands, New Zealand, Portugal, Singapore, South Africa, Spain, the United Kingdom, Uruguay, Venezuela and Zaire. Subsidiaries in Denmark, Finland, Italy, Norway, Sweden and Switzerland import GM products. GM also has joint venture arrangements in Colombia, Iran, Japan, Kenya, Korea, Mexico, the Philippines, Spain, Taiwan, Venezuela and Yugoslavia for the manufacture of components and vehicles.

Until 1978 General Motors Overseas Operations was a separate division within the GM organization. The division and the subsidiary companies reporting to GMOO had the responsibility for designing, engineering, manufacturing, selling and servicing GM automotive products outside the U.S. and Mexico.

A situation similar to the one faced in the 1920s confronted GM as the world automotive market once again underwent major changes in the 1970s. A General Motors Overseas Group was formed and the staff functions of the former GMOO were integrated in September, 1978 into those of the U.S. operations to effect closer management coordination between North American and overseas operations.

At the dedication of a GM assembly plant near Lisbon in September, 1963, members of the Portuguese government and local dignitaries are received by GM president John Gordon, fourth from left in front, and other company officials.

This new relationship between the staff functions concerned the design, engineering, sales and servicing of cars and trucks. It is achieving a greater efficiency and has enabled GM to move into the '80s with a new outlook on the world automotive market.

Today Opel coordinates European passenger car design and manufacturing with support from Vauxhall, General Motors Continental in Belgium and the new General Motors Espana in Spain. Bedford, the commercial vehicle company established within Vauxhall in 1931, is part of GM's World Truck and Bus Group.

The days of U.S. vehicle assembly in Europe are long past. Today the designs of Opel dominate. In the commercial vehicle field even the influence of the Japanese is being felt because Bedford will produce light vans designed by Isuzu Motors Ltd., in which GM has a 34.2-percent interest.

Small national plants have by and large gone. The breakdown in import tariffs and spread of European cooperation in the postwar years rendered them less desirable and uneconomic

General Motors Suisse SA began assembly in 1936 at Bienne. It ceased in 1975 in the aftermath of the first oil crisis. A year earlier the Danish operation in Copenhagen closed. It had been GM's first European venture (1923), exporting to Baltic countries and Soviet Russia in the 1930s.

Indeed, during the 1930s the Danish operation had a subassembly plant in the Polish capital of Warsaw. It ceased operation in 1938.

GM Continental has survived as almost a satellite plant to Opel's German factories. The Berlin factory was taken after the war — wash room fittings, window frames and all and reassembled in the Urals.

The last remaining "old-style" GM operation is at Lisbon, Portugal, where GM de Portugal Ltd. employs around 1,100 people and assembles Bedford light trucks and Opel cars, mainly for the Portuguese market. The future of the plant is in doubt due to Portugal's expected membership in the European Community within two years.

Auto companies think less in national than in continental terms these days. Europe is considered as one market, by and large, and to meet market demands there requires huge factories turning out huge volumes of vehicles. GM Espana's Zaragoza factory is an example. Its annual output of 270,000 units of just one model is sent to all European national markets.

GM is the world's largest manufacturer of automotive components, and its European presence as a parts producer is strong, supplying not only Opel, Vauxhall and Bedford, but also other auto makers. GM component plants in Europe employ around 20,000 people. Each plant is affiliated with a GM component division based in the U.S. Most recent additions are at Vienna, Austria (engines and transmissions); Cadiz and La Rioja, Spain, and Portugal's Ponte de Sol and Linho-Sintra. They were part of the Spanish Scar (Corsa) project unveiled in 1982.

GM also operates 17 other plants in Europe: Gennevilliers, Donchery, Sarreguemines and Strasbourg in France; Hendon, Dunstable, Southampton and Liverpool, England; near Dublin, Ireland; Dundonald and Belfast, Northern Ireland; Carnaxide in Portugal; and five Kabelwerke Reinshagen plants in the Federal Republic of Germany. GM is also a 40 percent partner in Industrija Delova Automobilia (located in Kikinda, Yugoslavia) which produces iron castings and automotive components. □

Europe's obscure Continental

A hidden gem sparkles in Antwerp

General Motors Continental may be the corporation's most overlooked asset in Europe. Its anonymity is hidden in the fact that its products carry the names of Opel and Vauxhall, although the connection is indirect.

GM Continental was established before either Adam Opel AG or Vauxhall Motors Ltd. were acquired by GM. It was established in the Belgian port of Antwerp in 1924, a year before Vauxhall and five years before Opel joined the GM fold.

Today it is a more significant producer than Vauxhall, though it does not match the volumes of Opel, with a capacity of 400,000. However, Continental theoretically could turn out more cars than the GM plant which has been the subject of so much attention in Europe recently, the Corsa factory in Spain.

GM Continental had odd beginnings. It began assembling U.S. products in a deconsecrated 16th century abbey in 1924. Volume was around 1,800 annually and employment was 500. It was clear that the facilities were inadequate, and in 1926 production was transferred to another Antwerp location, the former velodrome or cycle racing track.

By the following year output was up to 7,500 units, not just for the domestic market. Antwerp-made U.S. models found their way to other parts of Europe and the Middle East.

Continuing strong demand, and the awkwardness of transporting components and cars to and from the velodrome and dock, prompted GM Continental to seek its third home within five years; completion of new sea locks was a factor which led GM to its Albert Dock location in 1929.

GM Continental production in 1929 was 24,000 cars, and employment was 2,200. While GM survived the Wall Street crash, the echoes were felt around the world. The depression which followed saw GM Continental's output reduced to 15,000 and employment cut by half.

Production and employment gradually picked up during the 1930s. But Europe was rushing towards catastrophe, and by 1940 German troops occupied Antwerp. Under German supervision the plant was commandeered to repair army vehicles. But by September of that year Allied bombers were hitting GM Continental. It culminated in total destruction in 1943.

After liberation by the Canadian army in 1944, it was obvious that the dock site could not be used for production. Instead, GM returned to the old velodrome, and in 1946 more than 2,000 vehicles were delivered.

By May, 1950 the 50,000th postwar vehicle was produced at the velodrome. More importantly, a site for a modern, larger assembly plant was chosen. It was to be in northern Antwerp, close to the harbor docks. The first vehicle off the line, in August, 1953 was a Chevrolet truck. The plant covered an area of 43.8 acres on a 62.5 acre site. It had five miles of assembly lines. Even so, it was soon obvious that another factory would be required.

It all started at this 16th century former abbey in Belgium in 1924.

The figures show solid volume growth. In 1954, the first full year of production at the new factory, output was 30,500. By 1966, the year before the second factory was opened, it was 62,400.

Completion of Plant 2, began in 1965 and completed two years later, provided GM Continental with substantial volume increases. Whereas the original plant had a capacity of 45 cars a day, Plant 2's output was 75 a day.

Plant 2 covered 325 acres, 55 of which were floor area. The assembly line length stretched to 16.25 miles. It is located six miles to the north of Plant 1, and today employs some 7,000 people. Plant 2's payroll stands at 5,000.

Plant 2 was soon producing more than 200,000 units annually (in 1971), but the 1974-75 European sales de-

GM Continental Managing Directors

W. T. Whalen	Dec. 1924 - Jan. 1927
E. C. Riley	Jan. 1927 - Dec. 1930
G. M. Vansittart	Dec. 1930 - March 1937
E. W. Zdunek	March 1937 -
A. Onghena/Th. A. Ballizany	Sept. 1944 - Oct. 1945
W. T. Lutz	Oct. 1945 - July 1954
P. W. Copelin	July 1954 - June 1955
L. W. F. Bailey	June 1955 - Nov. 1960
J. M. Lawrence	Dec. 1960 - May 1965
Barton Brown	June 1965 - Oct. 1968
J. P. McCormack	Nov. 1968 - Dec. 1969
W. R. Price	Jan. 1970 - Aug. 1971
G. W. Wolf Jr.	Sept. 1971 - Sept. 1974
G. Y. Genn	Oct. 1974 - March 1976
K. E. Deardorff	April 1976 - Aug. 1980
J. T. Battenberg III	Sept. 1980 - Mar. 1983
H. Huskes	April 1983 -

cline caused volume to slide. As demand picked up in the second half of the 1970s, though, total GM Continental output surged. It exceeded 300,000 for the first time in 1976, and has topped that each year since. Last year, when GM Continental's five millionth vehicle was produced, the output stood at 355,600.

A $195 million investment during 1980-81 brought modernization and a new paint shop in Plant 1 and automated body assembly, fuel tank assembly and engine dress-up in Plant 2. An additional $88 million program will be completed in 1984. It includes building separate rustproofing facilities, installation of more highly automated assembly equipment and implementation of modular assembly technology applied to car interiors.

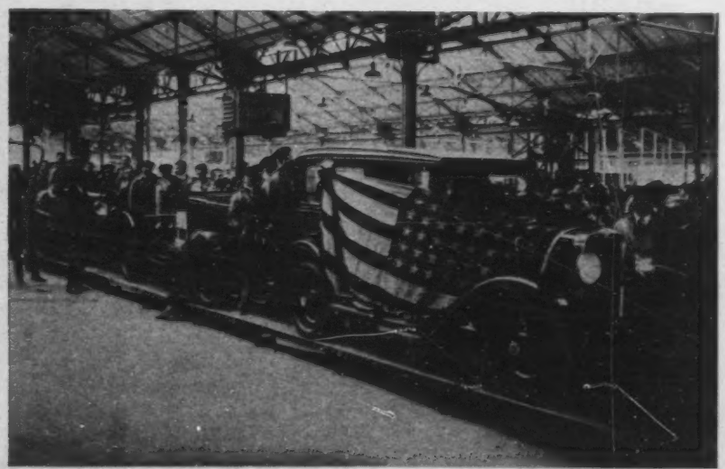
GM Continental production

1924-1940	178,072
1946	2,139
1947	12,469
1948	16,442
1949	13,647
1950	12,788
1951	14,630
1952	17,084
1953	17,020
1954	30,509
1955	35,624
1956	48,826
1957	43,520
1958	43,029
1959	42,879
1960	45,271
1961	44,596
1962	42,817
1963	44,571
1964	56,154
1965	60,697
1966	62,408
1967*	95,699
1968	172,206
1969	194,007
1970	216,291
1971	280,203
1972	281,942
1973	305,094
1974	194,803
1975	214,169
1976	317,390
1977	331,314
1978	333,742
1979	349,854
1980	304,854
1981	307,415
1982	355,582

*Opening of Plant 2.

Ninety-five percent of the company's output — Asconas, Mantas and Vauxhall Cavaliers in Plant 1 and Kadett and Asconas in Plant 2—are exported. □

The cushion assembly department workers line up to attend an open house event at the new Albert Dock factory in 1929.



The first car, decked in an American flag, leaves the new Albert Dock assembly line in 1929.

GM's first overseas car maker

The U.S. company wanted Austin, got Vauxhall

Vauxhall Motors, Ltd., a small concern in Luton, England, became General Motors' first overseas manufacturing acquisition on December 31, 1925.

What GM really wanted at the time was to buy Herbert Austin's Austin Motor Co., Ltd. By United Kingdom standards Austin was a substantial producer, building 12,000 cars a year. More importantly, Austin was in the high-volume part of the market, in competition with Morris, Ford, Hillman and Standard.

In contrast Vauxhall was producing 1,500 cars a year, and selling nothing for less than 500 pounds, triple the going rate for a popular car.

Austin rejected GM's overtures, however, and the American company turned to Vauxhall in 1925, after GM had established its own assembly operations in Belgium and four years before GM turned its attention to Europe's leading industrial producer, Germany, where it acquired Adam Opel in 1929.

GM's European expansion plans were nearly launched much earlier. Alfred P. Sloan, in his book "My Years with General Motors," writes of the several weeks in the middle of 1919 when GM agonized over whether to buy the Citroen auto company of France. It didn't, and to this day GM's manufacturing presence in France is restricted to component plants.

What GM acquired in Vauxhall was a company whose products stood among the best in Europe. Wealthy motoring enthusiasts drooled over Vauxhall's Prince Henry and 30/98 models in the same way they did Rolls-Royces, Sunbeams and Bentleys.

GM was to change things, though it took five years for the results to become apparent. Vauxhall began 1930 by producing only one model, the T-type Silent 80 costing up to 750 pounds. When the year ended its price was below 300 pounds.

Production at the Luton factory 35 miles northwest of London averaged less than 1,600 annually during the first five years of GM ownership. With arrival of the Cadet, average output for the next five years shot to more than 7,400, and in the five years up to the start of the Second World War (1939) the average was 27,400.

If Cadet was a sharply priced winner, its successor was even more so. The Light Six, launched in 1933, cost as little as 195 pounds. By the end of that year the Big Six priced at 325 pounds, was introduced.

Vauxhall Motors was growing rapidly. At the end of the 1920s it employed a labor force of 1,500 and occupied 12 acres. By the mid-1930s there were 6,000 workers and annual sales topped 7 million pounds. Vauxhall was firmly part of Britain's Big Six auto makers, along with Austin, Morris Garages, Ford Motor Co., Rootes and Standard.

GM had bought Vauxhall for 2.5 million pounds and completely altered the English company's business philosophy. Part of the radical change in direction involved establishing a commercial vehicle line under the Bedford name.

Vauxhall's first trucks were locally assembled Chevrolets. In 1931 the first Bedfords began to appear, and for the rest of the decade annual production did not drop below 10,500 and averaged 20,300.

The move into commercial vehicle production epitomized Vauxhall's complete change in direction. During World War I the company had made small numbers of expensive cars for use by military staff officers. In World War II Vauxhall produced 250,000 trucks, 5,000 Churchill tanks, other armaments and 5 million jerry cans.

In 1938 Vauxhall created a first for a British car maker. Its 10-horsepower H-series adopted chassis-less unitized construction that since has become commonplace in automobiles. The system, however, had already been used by Adam Opel in Germany, a later recruit to the GM fold.

Some 10,000 of the 10s were sold in five months, a handsome return on a one million pounds investment. A larger, 12-horsepower model was added later, and but for the war clouds gathering in Europe, Vauxhall probably would have overtaken Standard in popularity.

The decision to go to unitized construction may have had its drawbacks at the time, such as a greater possibility of rusting and an inflexibility of body choice. But when car production resumed after the war, the atmosphere of economic hardship left Vauxhall with a small, rationalized range.

• The pre-war models were ideal launching pads for rebuilding the company. Emphasis was on export, and the UK market was starved of cars in order to earn vital foreign exchange.

It was not until 1948 that the L-type Wyvern and Velox replaced the pre-war cars. They carried on until the early 1950s, but filled the gap until the more modern shapes, inspired by Detroit, began to appear.

Luton continued producing cars and trucks, and as demand grew so did the requirement for more manufacturing space. A major expansion program began in 1948 at a cost of 14 million pounds. Two years later the new 19.5 acre building was in use, but even

What exactly is a Vauxhall?

Adam Opel's family name is reflected in the name of the German auto company he founded. But Vauxhall's origins began with a gentleman called Alexander Wilson.

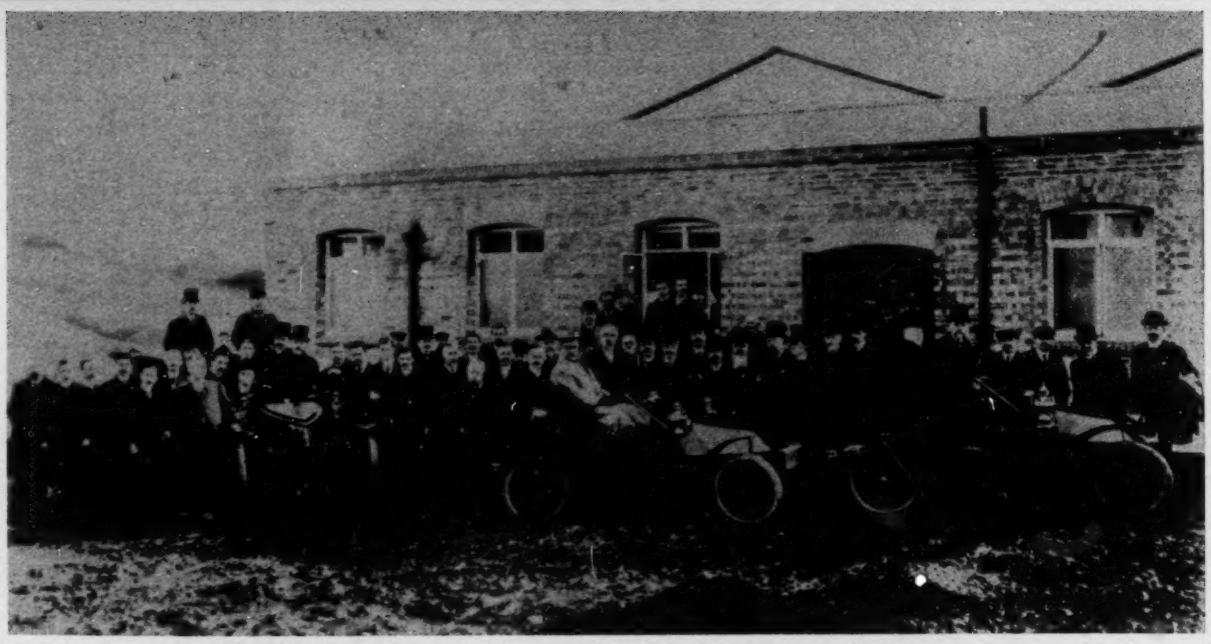
Wilson's 19th century iron works was in a suburb of London known as Vauxhall. The name derives from a seedy Plantagenet mercenary soldier of humble birth known as Fulk le Breant.

After achieving a few dirty deeds for King John (1166-1216), the ambitious le Breant was made sheriff of Oxford and Hertford, and granted the manor of Luton. Through marriage he acquired a house and grounds south of the River Thames. It became known as Fulk's Hall and, by corruption over many generations, Vauxhall.

It was Fulk le Breant's griffin emblem — half eagle, half lion — that Alexander Wilson adopted for his iron works badge.

It was pure coincidence that the Vauxhall company's move from the Vauxhall area to Luton in 1905 should have been to a place that had 13th century associations with Fulk le Breant.

Le Breant met a sad end. Following the death of King "Magna Carta" John, the unpopular le Breant returned to his native Normandy where he died a pauper.



In 1905 Vauxhall Motors moved from London to its new home in Luton (photos above).

this would shortly prove inadequate to keep pace with demand.

E-types replaced the L-types in 1951, using the same names and later adding a Cresta model. The shape, a miniature version of an American car rather than distinctly European, was produced until 1957; by then 342,000 had been sold.

The year 1953 was an historic one for the company. To celebrate its golden jubilee, Vauxhall output topped 100,000 for the first time and the company produced its one millionth vehicle. By 1953 Luton covered 80 acres and employed more than 13,000.

That year also marked the retirement of Sir Charles Bartlett, managing director of Vauxhall since September, 1930. Bartlett joined GM in London in 1921. He was transferred later to Luton to look after the company's new acquisition, and became managing director in 1930. The company he joined had had a payroll of 2,700 and made 8,000 vehicles a year.

During Bartlett's reign there were no labor "strikes" for 20 years. There were, however, "pauses for consultation." Bartlett was knighted in 1944 for Vauxhall's war efforts.

In 1954 Vauxhall embarked on a further expansion program, to build a new production center for cars and transfer Bedford truck production to a separate plant at nearby Dunstable. Its cost was 36 million pounds.

Five years later Vauxhall's two millionth vehicle was produced, and the Ellesmere Port project was announced. Ellesmere Port, part of a government promotion to persuade the motor vehicle industry to relocate into economically weak areas, began production in 1963. The same trend saw Ford moving to Halewood (also in Merseyside) and Rootes moving to Linwood, near Glasgow.

Throughout the 1960s, as Britain's economy grew, demand for cars and commercial vehicles was buoyant. Vauxhall was a consistently positive contributor to GM's overall balance sheet during the period.

By 1963 Vauxhall's total labor force was more than 30,000, annual output was nearly a quarter million vehicles, sales amounted to 148 million pounds.

The year 1963 also marked a return by Vauxhall to the small car, which it had abandoned with the demise in the late 1940s of the 10-horsepower H-type. The new car was the boxy little Viva, which was to become Vauxhall's first million seller. One historian recalls that it occasionally topped the best seller lists, but only when there had been a strike elsewhere in the motor vehicle industry.

Vauxhall engineers and designers at the time were keeping pace with technical and styling developments rather than innovating. There was nothing to compare with the BMC Mini or the innovative Triumph Herald with fully independent suspension and fine Italian styling. Vauxhall products continued to ape the conservative engineering and flamboyant styling of the parent corporation's U.S. models during the 1960s and early '70s.

That was a period, following Britain's admission to the Common Market, which saw a rise of the European and Japanese cars in popularity. It was a time when Britain's and Vauxhall's competitiveness was being tested. Like much of British industry, Vauxhall was not producing cars efficiently and with sufficient quality. It was fighting a rearguard action as a result of rust and paint problems. In the 1970s Vauxhall was losing sales and money.

● The company's third change of direction, after being a luxury car builder and then a mass producer of miniature American cars, came in 1975.

In quick succession two of its models became Vauxhall versions of Opel designs: The Chevette, adapted from the Opel Kadett, and the Cavalier, adapted from the Opel Ascona. Within a few years the whole Vauxhall line was similarly transformed, Vauxhall cars ceased to be exported in meaningful numbers and the company became an importer of Belgian- and German-made Vauxhalls.

Financial losses continued, but a vast improvement in market share in the UK, following the complete integration of Vauxhall and Opel dealer and product lines, began to provide the company with an air of success that had been absent for many years.

Today, although Vauxhall remains a separate company, it gets its product lines from Adam Opel. Between them, the goal is to lift GM's share of the Western European car market to the levels achieved by major rivals Ford, Renault, Peugeot, Fiat and Volkswagen. □

Vauxhall Motors Ltd. production as a GM subsidiary

Year	Vauxhall	Bedford	Total
1925	1,398	—	1,398
1926	1,527	—	1,527
1927	751	—	751
1928	2,560	—	2,560
1929	1,668	—	1,668
1930	1,277	7,120*	8,397
1931	3,492	11,487	14,979
1932	2,136	10,529	12,665
1933	9,949	15,173	25,122
1934	20,227	17,823	38,050
1935	22,118	23,741	45,859
1936	17.640	26,210	43,850
1937	30,616	31,783	62,399
1938	32,224	27,474	59,698
1939	34,367	18,185	52,552
1940	18,543	54,696	73,239
1941	—	39,873	39,873
1942	—	46,761	46,761
1943	—	48,648	48,648
1944	—	34,124	34,124
1945	—	38,773	38,773
1946	19,713	33,809	53,522
1947	30,376	31,077	61,453
1948	38,062	35,522	73,584
1949	44,999	38,144	83,143
1950	47,692	40,783	88,475
1951	35,219	43,382	78,601
1952	35,127	42,969	78,096
1953	61,260	48,445	109,705
1954	72,129	57,556	129,685
1955	75,634	67,933	143,567
1956	64,453	63,226	127,679
1957	91,444	58,783	150,227
1958	119,177	55,439	174,616
1959	157,365	88,720	246,085
1960	145,742	106,284	252,026
1961	85,370	94,595	179,965
1962	144,144	76,661	220,805
1963	164,987	84,798	249,785
1964	247,782	106,672	354,454
1965	227,344	113,825	341,169
1966	172,177	101,898	274,075
1967	196,882	89,296	286,178
1968	247,034	97,925	344,959
1969	169,456	101,821	271,277
1970	178,089	101,660	279,749
1971	199,092	126,394	325,486
1972	183,957	91,053	275,010
1973	139,812	107,257	247,069
1974	136,903	112,151	249,054
1975	103,310	91,311	194,621
1976**	142,591	86,390	228,981
1977	143,938	91,747	235,685
1978	144,579	117,443	262,022
1979	142,582	87,650	230,232
1980	111,980	95,283	207,263
1981	117,266	50,027	167,293
1982	194,847	52,622	247,469

*Chevrolet trucks; first Bedfords built in 1931.

**From 1976 totals include Vauxhall cars produced at other GM European assembly plants.

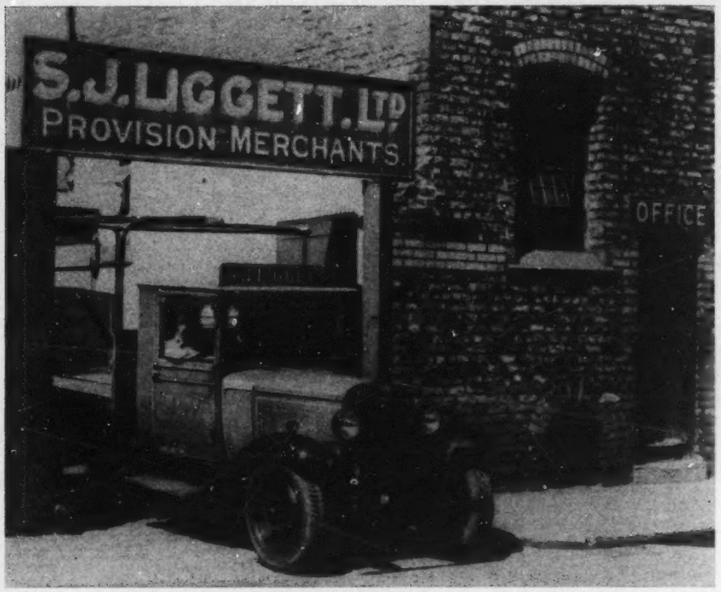
SMMT production statistics indicate the following for domestic output only:

Year	Vauxhall	Bedford	Total
1976	109,118	86,389	195,486
1977	93,236	91,728	184,964
1978	84,032	117,468	201,500
1979	58,760	87,672	146,432
1980	55,016	96,408	151,424
1981	69,932	48,311	118,243
1982	112,669	51,733	164,402

Vauxhall Motors Ltd. Managing Directors

Leslie Walton*	May 1914 - April 1929
Percy Kidner*	May 1914 - Dec. 1928
Ronald K. Evans	April 1929 - Sept. 1930
Charles J. Bartlett	Sept. 1930 - June 1953
Walter E. Hill	June 1953 - June 1955
Philip W. Copelin	July 1955 - March 1961
William Swallow	April 1961 - Dec. 1965
David L. Hegland	Jan. 1966 - Oct. 1970
Alexander D. Rhea	Oct. 1970 - April 1974
Walter R. Price	April 1974 - Aug. 1979
Ferdinand P. J. Beickler	Aug. 1979 - Feb. 1982
John M. Fleming	Feb. 1982 -

*Joint managing directors.



One of the first Bedfords ever sold was this example of the original two-ton truck bought by a firm of provision merchants in the north of England in 1931. Bedford in the 1930s set the pattern for virtually all medium trucks in Britain for the next 20 years.

'You see them everywhere'

Bedfords were omnipresent in the 1930s

Creation of the Bedford commercial vehicle business was a key part of the acquisition of Vauxhall Motors Ltd., by General Motors in 1925. The first products were locally assembled Chevrolets, which gave way in 1931 to the first true Bedford trucks. Within a very short time Bedfords were appearing in export markets throughout the world.

The first Bedford was a two-tonner with six-cylinder gasoline engine. It featured a four-speed crash gearbox which gave a distinctive sound to Bedford trucks. A factory-built dropside truck could be bought in 1931 for 240 pounds. A 14-seater coach cost 250 pounds.

During the early 1930s the line was expanded to include lighter and heavier models. Vans also were added, based on car chassis.

As early as 1932 Bedford annual sales topped 12,000. The company accounted for over half of all British commercial vehicle exports, with orders from Japan, China, Iceland, Borneo and Russia. The following year sales reached 16,000, and the dispatch of complete-knocked-down kits became a major operation at Luton.

The 1933 Bedford three-tonner set the pattern for virtually all medium-sized vehicles in Britain for the next 20 years, taking Bedford well into the 1950s with few major changes. It had a semi-forward control layout, allowing a longer body to be used on the similar wheelbase.

In 1934 a new advertising slogan was created — "You see them everywhere." It was true, and Bedford archives abound with photographs of products from the 1930s to the present in unusual settings.

World War II saw Luton converted to military output. More than 250,000 Bedford trucks, including the flat-fronted WD and forward-control QL, saw service in all theaters of the conflict.

The company also turned out more than 5,600 Churchill tanks. Secretly Vauxhall carried out 95 percent of the work on the first jet aircraft engines ever built in Britain.

Toward the end of the war Luton once again started making the 1939-designed K, M and O models. In 1947 the half millionth Bedford was driven off the line. Within 11 years the millionth was produced.

The 1950s were years of expansion. The seven-ton S-type, Bedford's first civilian forward control, was launched in 1950, followed two years later by the CA van, the first non-car-derived van from any British manufacturer. In 1957 Bedford's first diesel engines were introduced.

In 1958, the same year its millionth truck was produced, Bedford's TJ bonnetted truck was introduced. It is still in production, mainly for Third World markets.

In 1955 truck production was transferred from Luton to Dunstable, an extension to the existing parts and accessories complex, located there. A total of nearly 65,000 Bedfords was made, more in one year than any other British make.

The 1960s was a decade of model innovation, not least of which was the arrival in 1960 of the TK. This model featured the engine behind the driver, but within the cab. The company says it was "probably the biggest advance ever made in forward-control trucks." Over 500,000 TKs were built, a record total for a British truck model.

At the end of the decade (1969) the CF panel van replaced the CA. The same year the two-millionth Bedford was produced, three-fourths of them trucks. Almost half of the 1.5 million trucks went overseas to 120 countries.

The 1970s saw Bedford extending its weight limits to 44 tons (in the TM range, introduced in 1974). At the other end of the scale a half-ton payload Chevanne went to the market in 1976.

The current decade sees Bedford drawn more closely into GM's World Truck and Bus Group, along with U. S. and Japanese (Isuzu) interests. GM stresses that Bedford will play a key role in the group. As part of that closer link, the truck-making side of Vauxhall has, for the first time, been separated from car making and given its own managing director. □

Opel: Grand old German survivor

From sewing machines to motoring machines

If General Motors bought one of the United Kingdom's smaller auto makers in Vauxhall Motors, Ltd., in 1925, its decision to acquire Adam Opel AG in Germany in 1929 provided it with one of Europe's largest companies.

In 1928 Opelwerke had 8,000 employes, produced a record 42,800 cars and had no serious mass production rival in its homeland. The 1920s, however, were troubled times for Germany. In the early part of the decade production limped along, there was civil unrest in the chaos of a post-war environment and the country's manufacturers were coming under intense competition from imports, specifically from the U. S.

As a result, of 65 German producers in 1924 only 24 survived over the next four years. One of the few successes was Opel which in 1924 had installed the first mass production lines in the country.

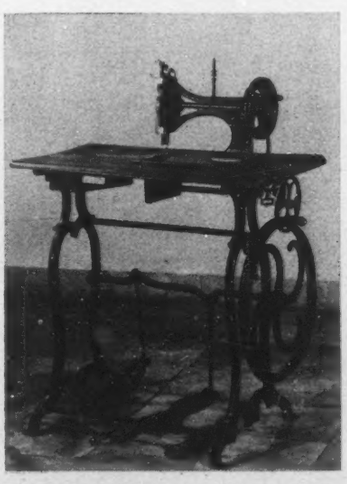
The realization of the shift of power in the auto industry to the U. S. — underlined by enormous export gains by the country's makers — and the desire by the founding Opel family to enjoy the fruits of their 65 years of labor prompted the sale.

Opel had been founded in 1962 by Adam Opel. The company's early strengths lay in sewing machine manufacture and bicycles. Indeed, Adam never lived to see a car bearing his name, and actually thought that bicycles would be a short-lived craze. He died in 1895 following a typhus illness. The company passed to his widow, Sophie, and subsequently to their five sons — Carl, Fritz, Heinrich, Ludwig and Wilhelm. As successful bicycle racers the five brothers made the Opel brand so popular with their 560 victories that their company became the largest bicycle maker in the world.

Like many other manufacturing companies in those days, Opel became captivated by the automobile.

Opel's first car was produced in 1898, based on the Lutzmann. After a fire in 1911 razed the Russelsheim factory, sewing machine manufacture ceased, with more than one million having been produced.

Annual auto production hovered around the 1,000 mark, reaching as many as 3,500 during one year (1914). The decision to install American-inspired production lines at Russelsheim lifted potential enormously and, as it turned out, coincided with increasing stability in the German economy.



The first sewing machine made by Adam Opel in 1862.

Opel's 1924 model was 4/12 Laubfrosh (Tree Frog), a design which owed so much to one of Andre Citroen's models that the French company (unsuccessfully) sued Opel for breach of copyright.

The plan was to build 25 cars a day, twice that of the previous high. But demand for the series was such that before long production was tripled, to the point where in 1938 Opel employed 8,000 people and turned out 42,800 cars.

This, then, was the company acquired by GM. Opel had opened negotiations after GM had acquired Vauxhall, but at the time GM was still establishing its overseas policy. It already had assembly operations in Berlin, and was considering production of a small Chevrolet there. The decision was whether to go it alone or to expand in Europe through acquisition of Opel. Another school of thought proposed expansion through Vauxhall in the UK.

Top GM officials visited Europe in 1928. They inspected the corporation's establishments and visited Opel in Germany. They were obviously impressed. Opel's production lines were new and well chosen, the operation was sound and a good supply of first class labor was available.

Alfred P. Sloan Jr. later wrote that the visit prompted him to negotiate an option on Opel, to expire at the beginning of April, 1929. It was eventually exercised, and in 1929 GM acquired 80 percent of the company for $26 million. It later (1931) bought the remaining shares for an additional $7.4 million.

When Sloan met Opel dealers he told them of ambitious plans to boost production and sales. They were incredulous. Sloan wrote, "I anticipated Opel production might one day run as high as 150,000 vehicles a year. When the statement was translated into German it was received with a good deal of derision. I was viewed as another impractical, visionary American."

GM installed Irving J. Reuter as managing director of Opel. Fritz von Opel — the aristocratic "von" was conferred by the Grand Duke of Hesse — remained as president.

Reuter, previously general manager of Oldsmobile, was reluctant to move to Germany. But GM needed strong control there. As Sloan recalled, "Though Opel was a well run company, it was not without management problems, especially at the top policy level."

The company's dealers were another problem. Opel had never tackled the issue of spare parts, and many dealers had invested in elaborate machine shops of their own in which spare parts could be manufactured. "That did not make sense to an American producer used to a system of mass production based on interchangeable parts, and we set out to correct this," wrote Sloan.

Under GM leadership Opel did indeed build up exports during the difficult 1930s, especially following the introduction in 1935 of the unitized construction Olympia sedan. By 1937 Opel was the leading producer in Europe with annual production of more than 130,000. So valuable was production space that in that year the bicycle business was sold to the German company NSU. At the time Opel was the largest cycle manufacturer in the world.

At the same time Opel also moved

Adam Opel's sons, left to right, Ludwig, Fritz, Heinrich, Wilhelm and Carl unveiled the company's first five-seat bicycle around the turn of the century.

light-truck production to the Brandenburg (Berlin) plant, freeing more space at Russelsheim for car production.

Opel led the German export drive, urged on by political considerations of the 1930s to earn export currency. But the same policies did not allow (after 1934) GM to repatriate profits to the U. S. Instead investments continued in Germany.

It was a time of expansion throughout German industry. In 1932 there were 426,000 private cars in Germany. Five years later there were 1.1 million. Production in 1934 totaled 144,500. Four years later it hit its peak, more than 289,000. Industry's payroll went from 33,000 in 1932 to 120,000 in 1938. Opel's tripled.

Exports played a key role. At the beginning of the decade no more than 11,000 cars a year were sent abroad. In the next six years there was a sixfold increase. By that time Opel was exporting a third of its production and was enjoying more than 40 percent of the domestic market.

The outbreak of World War II threw doubt over the future of GM's German operation. Government interference in running Opel prompted William S. Knudsen to remark, "I have to report with some regret that Mr. Hitler is the boss of our German factory." Auto production did cease in 1940, the year Adam Opel built its millionth vehicle.

During the war Opel built trucks and special components for vehicles and aircraft engines. Consequently, the Russelsheim and Brandenburg factories received the attentions of Allied aerial bombers, starting in August, 1944. Devastation was enormous and no vehicles of any kind were produced in 1945.

Production began slowly after the surrender, under appalling conditions. It started with trucks, some 840 being produced in 1946.

Brandenburg fell within the Russian zone, and equipment at the factory was removed to deepest Russia. In addition, as reparation, Russia demanded all of Opel's assets, including those in the U. S. zone. U. S. authorities resisted, but had to concede production facilities for the little Kadett model. They went to a location in what became East Germany, but quickly found their way to Moscow. Subsequently, the Kadett appeared as the Russian Moskvich in some Western European countries in the early 1950s.

During the early postwar years it

Opel's 1898 "System Lutzmann" car had a one-cylinder, four-horsepower engine, sight-feed lubrication, belt drive to intermediate gear and chain drive from intermediate gear to the rear wheels, and a gearshift lever at the steering column.

Heads of Adam Opel

(Managing directors, general managers, chairmen of the board of management)

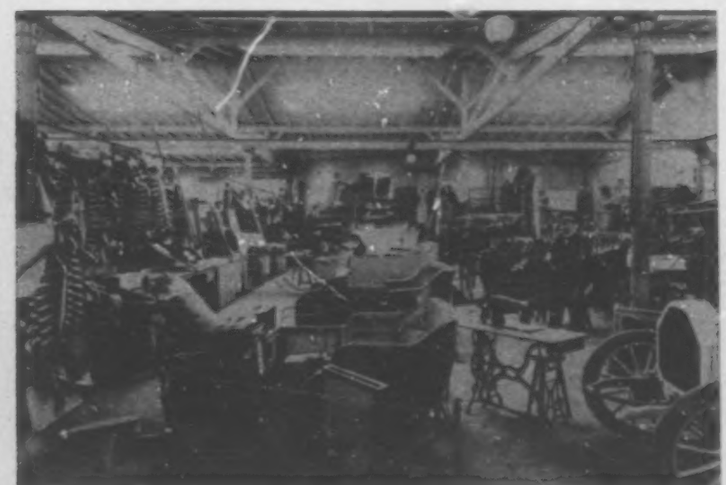
Fritz von Opel	1928-1929
Irving J. Reuter	1929-1930
Ronald K. Evans	1930-1936
Edwin R. Palmer	1936-1937
Cyrus R. Osborn	1937-1939
Heinrich Wagner	1939-1941
Custodians for the German government and later the Allied military government	1941-1948
Edward W. Zdunek	1948-1961
Nelson J. Stork	1961-1966
Ralph L. Mason	1966-1970
Alexander A. Cunningham	1970-1974
John P. McCormack	1974-1976
James J. Waters Jr.	1976-1980
Robert C. Stempel	1980-1982
Ferdinand P. J. Beickler	1982-

Adam Opel production

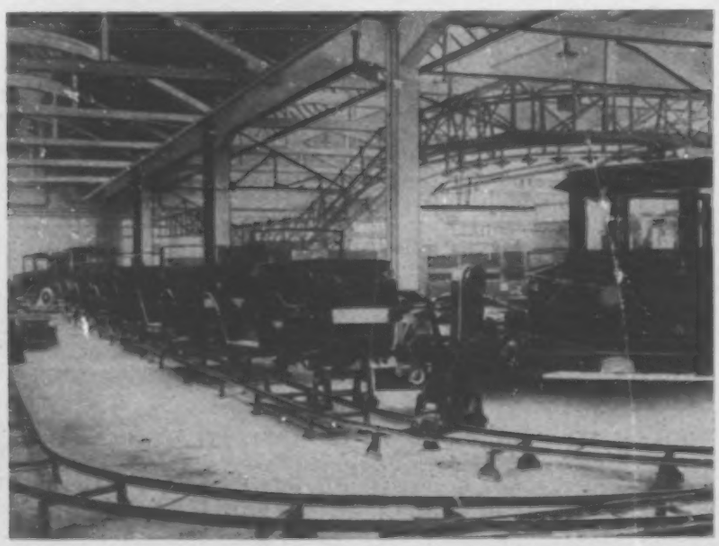
(After GM takeover)

1929	34,578
1930	26,127
1931	26,689
1932	20,982
1933	39,193
1934	72,061
1935	102,305
1936	120,852
1937	130,267
1938	140,580
1939	118,794
1940	25,592
1941	19,432
1942	18,869
1943	23,243
1944	16,146
1945	—
1946	839
1947	3,239
1948	13,091
1949	39,564
1950	72,746
1951	76,955
1952	87,934
1953	105,792
1954	167,650
1955	185,340
1956	207,010
1957	228,903
1958	315,945
1959	331,520
1960	370,073
1961	382,738
1962*	379,311
1963	570,293
1964	688,575
1965	631,137
1966	662,348
1967	549,281
1968	656,718
1969	801,205
1970	820,852
1971	838,718
1972	877,963
1973	874,355
1974	583,645
1975	657,539
1976	921,696
1977	925,167
1978	956,455
1979	968,466
1980	792,800
1981	816,648
1982	961,094

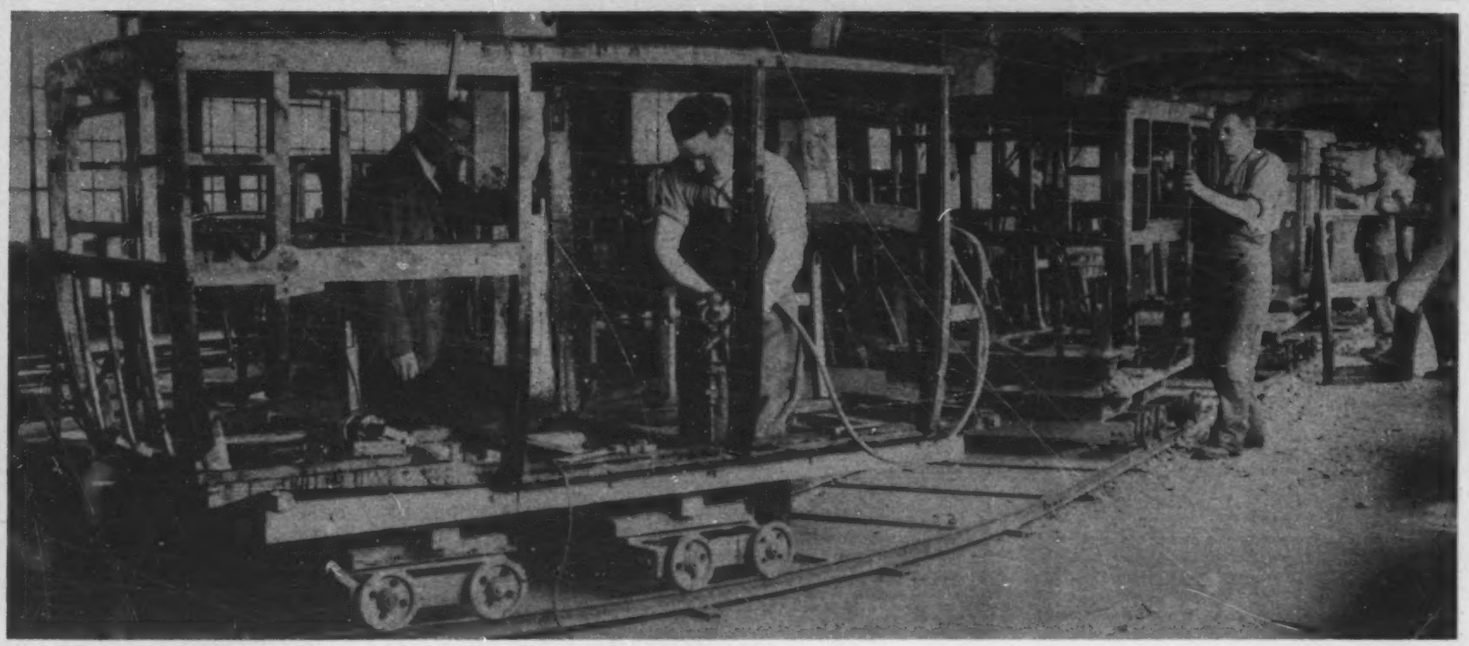
*—Opening of new Bochum plant.



Opel's upholstery shop in 1906 was fit for a king who liked plush seats. The car body in the foreground was for an automobile made for the king of Greece.



Opel's modern production lines impressed GM officials who visited Europe in 1928. The visit prompted Alfred P. Sloan Jr. to negotiate an option with Opel and GM acquired Opel in 1929.



An ample supply of skilled labor at Opel attracted GM to the German company.

was not clear whether GM would renew its ownership of Opel. The sheer cost of rebuilding the facilities, at a time when prospects for a return on investment were bleak, was just one consideration. Eventually, in November, 1948 GM agreed on a two-year trial ownership. It was not prepared to sink more funds into Opel at that stage, but was prepared to offer credit facilities. The corporation appointed Edward K. Zdunek to run the operation.

Zdunek, a former European regional manager for GM's Overseas Operations Division, stayed until 1961. He was, in the words of one commentator, "the perfect choice to guide the fragile Opel ship through the roiling waters of postwar Germany."

Opel's products were in the mid-price market, between the more expensive products of Daimler-Benz and the cheap and cheerful newcomer from Volkswagen. Opel products were the Olympia (a name dating back to the 1936 Berlin Olympics), the Rekord derivative and the Kapitan. They proved to be a remarkably successful line. Opel boomed during the 1950s, along with other aspects of German economic and industrial life. In 1953 production climbed above 100,000. It continued growing throughout the decade to the point where in 1961 Opel produced 382,700 vehicles. In 1956 the two millionth vehicle was produced. Four years later, the three millionth. Two years later, the four millionth.

Demand for sound, reliable private transportation was growing across all of Europe. Opel enjoyed more than a fifth of its domestic market sales — although it gave way to VW as market leader — and exported between 41 and 55 percent of production.

The story was similar across the whole German industry. It was a period when the country climbed to the top of the European production ladder. In 1953 Germany produced fewer than half a million vehicles. Ten years later the total was nearly 2.7 million. The motor industry accounted for one in eight of the country's work force.

With growth on this scale it was obvious that Opel needed more car-building capacity. It was also clear that after the wartime loss of the Kadett to Russia, Opel needed a small car to compete more effectively with VW. Opel and GM planned a $250 million project which would solve both problems, and timed it to coincide with the 100th anniversary of the founding of Opel.

In September, 1962 the first Kadett rolled out of the new Bochum factory, located in the heart of the country's Ruhr industrial and coal mining area. Opel was soon producing 1,000 a day.

Bochum had been chosen not just because it offered the right property for engine, transmission and component factories as well as final assembly. It was chosen because of the availability of good, reliable labor following a slowdown in the Ruhr's coal-mining base.

The Kadett was conventional and boxy. It was basic — just what Europe needed. Its arrival practically doubled Opel's capacity. In 1964 Opel built nearly 689,000 cars. With a few hiccups the total grew through the following 10 years, and in 1973 output stood at 874,000.

That year, though, has gone down as the year in which the first energy crisis hit the world. Its effects were felt throughout the world. In the years leading up to that turning point, Opel had rounded out its model line with the Admiral and Diplomat in 1964, the Commodore in 1967, the GT coupe in 1968 and the Manta coupe in 1970.

The company was not just investing in products. It opened a components plant in Berlin in 1964, and in 1966 completed work on a larger components factory at Kaiserslautern and a proving ground at Dudenhofen. The period culminated — just before the energy storm — with the 10 millionth Opel produced in 1972.

The 1970s saw extraordinary peaks and troughs. On one hand Opel production plunged, in line with general demand, in 1974 to fewer than 585,000, its lowest point in eight years. But when sales returned towards the end of the decade, Opel built an unprecedented 968,000 vehicles.

It was a decade which saw Opel become responsible for European passenger car design, which meant the end of the indigenous Vauxhall brand in the UK. With Opel as the nerve center, GM had moved from national to European dimensions.

Opel's fully justified claim is that its current product line is the most modern in Europe. It is now a full line, thanks to Corsa, and has led to a concerted effort in the early part of the 1980s to join the front runners in the European sales charts. □

The Russelsheim factory was in shambles in 1945 after Allied bombing.

Workers in 1945 dig away at what had been an Opel World War II plant.

Today the Russelsheim facility is one of the most modern in the world.

Let's make a deal

By John K. Teahen Jr.

Since 1908 General Motors has built and its dealers have sold nearly 190 million cars and trucks in the U.S., but the auto maker's avid interest in factory-dealer relations really evolved in the 1920s when Alfred Sloan became the first highly placed auto company official to realize the importance of a dynamic dealer body.

"Nothing happens until somebody sells something."

Not an original statement. Not even a new one. But it's the essence of the American economy.

And by changing one word, it wraps up the entire U.S. automobile industry in a simple aphorism.

Make it: "Nothing happens until the dealer sells something."

If the dealer doesn't sell his cars and trucks to the consumers, he isn't going to order any more merchandise from the factory.

And if the dealer doesn't order vehicles, the factory doesn't build them.

And if the factory doesn't build them, there is no auto industry.

Simple.

Of course, it can be argued that if there were no dealers, the manufacturers would damn well find another way of getting their cars and trucks into the hands of the public.

But dealers have been doing the selling job since the U.S. auto industry was born. If there were a better way, you'd think the industry would have adopted it long ago.

Dealers have been selling General Motors cars since before there was a General Motors—since the days when the corporation was no more than a gleam in Billy Durant's eye.

Oldsmobile dates back to 1897, Cadillac to 1902, Buick to 1903 and Oakland (Pontiac's predecessor) to 1907. (The first Chevrolet was built in 1911.)

General Motors didn't arrive on the scene until 1908. Since

A historic problem in distribution: Horses and sleds became necessary in the winter of 1928 to get these Chevrolets to dealers in Montana in preparation for spring selling.

1908 GM has built—and its dealers have sold—nearly 190 million cars and trucks in this country.

That's big business. Even last year, which was a bummer for the domestic auto industry, GM dealers sold 3.5 million cars and 1.0 million trucks in the U.S.

GM's dealer organization is the largest and the strongest in the auto industry.

• Ever wonder just how big the GM dealer sales volume is?

In a word, it's "bigger" than that of General Motors Corp.

Automotive News estimates that GM's U.S. dealers had total sales of $65 billion last year. The total for the corporation, worldwide, was $60 billion ($50 billion in the U.S.).

Maybe that isn't too unusual. GM sells to its dealers at wholesale, and the dealers sell the same cars, trucks and parts to the public at retail. If retail isn't bigger than wholesale, retail is in serious trouble.

But isn't it interesting that a group of 10,000 or 11,000 "small businessmen" did more business than the company that ranks second (after Exxon) on the Fortune magazine list of the 500 largest U.S. industrial corporations?

So let's compare retail and retail. The Fortune Service 500 lists Sears, Roebuck as the nation's largest retailing operation. Sears' 1982 volume? A paltry $30 billion, less than half of the $65 billion total for GM dealers.

The GM dealers' total includes all facets of their operations—new and used cars and trucks, parts and accessories, service, finance and insurance, rental and leasing.

Today GM's 10,000 car dealers have a combined net worth of about $4.75 billion. They employ 320,000 persons and have 250 million square feet of facilities under roof.

There are fewer dealers today than in the past, but the other numbers have risen. In 1962, for example, 13,800 dealers had a net worth of $2 billion and had 275,000 employes and 227 million square feet under roof.

Going back to 1941 there were about 17,000 GM dealers with a net worth of $740 million, 190,000 employes and 117 million square feet under roof.

GM does not have nearly as many dealers as it once had, but this is in line with an all-inclusive trend in the domestic industry. The domestic dealer total has fallen every year since 1955, and GM has not been immune.

In 1955 GM had about 17,000 dealers. At the beginning of this year, the car-outlet total was 10,160. (GM's car-truck dealer count was 10,840, including the GMC Truck locations that do not handle a GM passenger car.)

GM's car-dealer figure is down 40 percent since 1955. The total for the domestic industry is off 49 percent.

Throughout the industry during the last quarter-century, there has been a definite move toward fewer but larger dealerships.

The reasons are many and varied. Shopping patterns for all types of merchandise have changed. Aside from the supermarket and the drugstore, people are no longer "neighborhood" shoppers.

Much has been written about the effect of expressways and superhighways on vacation and business travel. It applies equally to day-to-day living. The dealership or clothing store or furniture emporium on the other side of town (even a big town) is just a short trip via "the expressway."

There have been massive population shifts within metropolitan areas as consumers have moved to the suburbs and the exurbs. And those migrants are prime prospects for the auto companies. They are the affluent, multicar families, people who don't drive the wheels off the old bus before trading it.

They also don't mind driving a few miles on those fine highways to reach the dealer of their choice. Again, fewer but larger dealerships.

Conversely, the core cities have declined as ideal dealership locations. This is borne out by an examination of the Yellow Pages of any metropolitan area.

The placement of dealerships has become an extremely important function of every auto company.

• But the principal reason for the dealership decline, at GM and elsewhere, is probably a lot more basic than those outlined above. It is, quite simply, money. Money to get in and money (profit) to keep going.

It takes twice as much capital to start a dealership today as it did 15 years ago. Many people with the necessary assets and entrepreneurial ability prefer to invest in a business that holds promise of a higher return.

It has become harder and harder to make a buck in the retail auto field. The auto depression of the last three years—with sky-high interest rates, rising expenses and poor sales—has driven thousands of dealers out of business.

But veteran dealers will testify that the profit pinch is nothing new, it's just a lot worse now.

Despite the problems, GM's dealer organization is recognized—and has long been recognized—as one of the corporation's greatest strengths.

It is the industry's largest dealer body. With 10,000-plus members, it is nearly twice as big as Ford Motor Co.'s 5,400.

It is a strong and immensely capable group of retailers. GM has not always guessed right on styling and features (remember air suspension and the '57 Buicks and Oldsmobiles with the bars on the rear window?), but the dealers have moved the product and have kept the profits rolling into headquarters.

(Granted, the dealers didn't have a helluva lot of choice. It was either sell what the factory made or sell nothing.)

And it's a prosperous organization. Looking only at the last three years, GM dealers may take issue with the word "prosperous," but they've done mighty well over the years. Better, probably, than any other group of auto merchants.

Back in the 1960s, in the glorious days of Knudsen-Estes-DeLorean, a Pontiac dealer told *Automotive News:* "Every Pontiac dealer should get down on his knees every night and thank God that he *is* a Pontiac dealer."

During the 1960s and the early 1970s, Volkswagen dealers were hip-deep in a pot of gold, and the purveyors of the leading Japanese makes have been enjoying that condition in recent years. But over the long haul, GM dealers hold the money title and the success title.

A number of GM dealers have turned to imports to keep the profits flowing. Currently, GM retailers hold 1,640 import-car franchises, of which 1,005 are for Japanese makes.

• The GM dealer body is long on experience. At least 3,000 have held their franchises for 25 years or more. An exact figure isn't available because Oldsmobile doesn't know how many 25-year dealers it has.

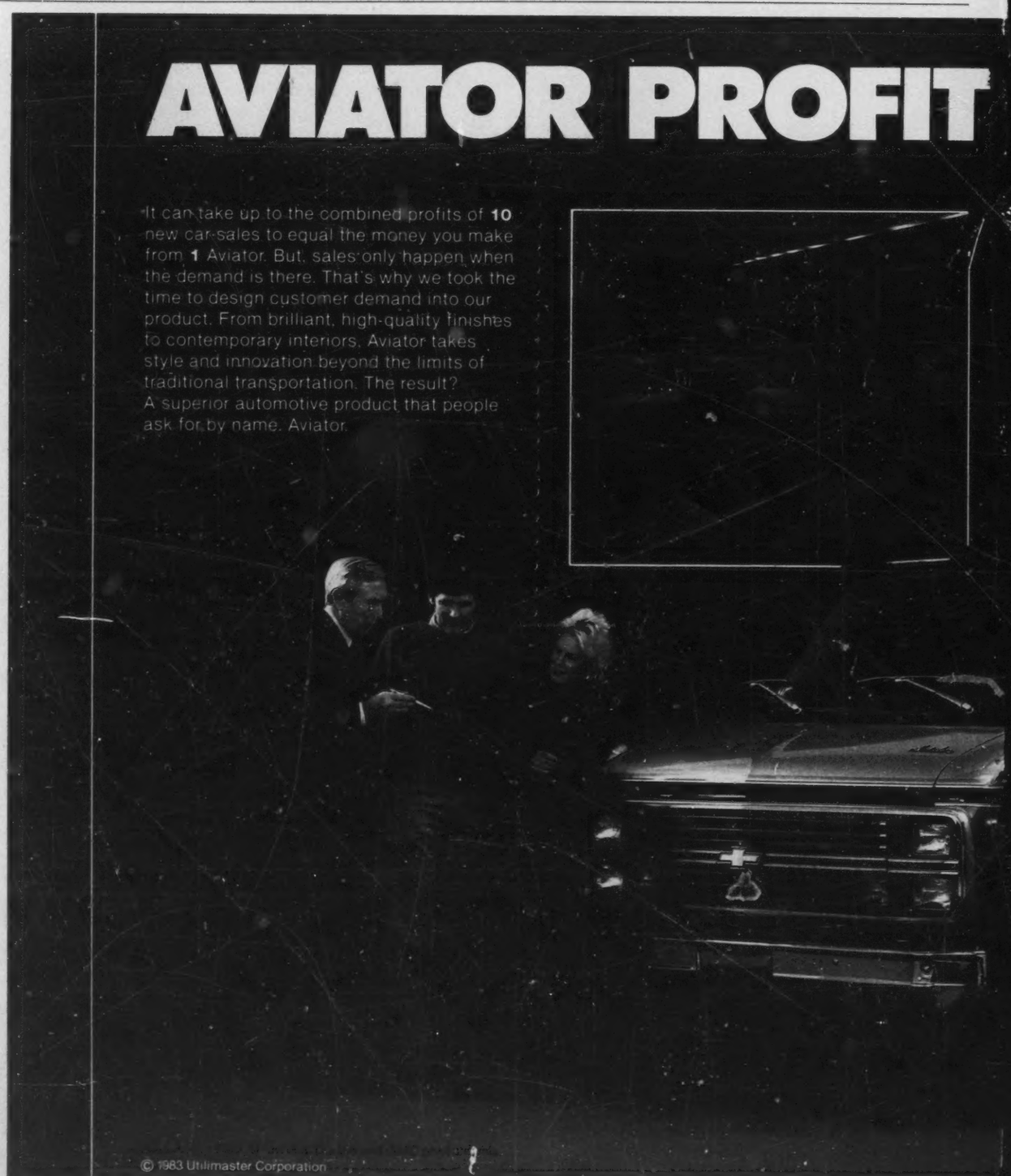
Chevrolet counts 1,115 quarter-century dealers, which is 21.5 percent of its total, and 116 of them have been handling Chevrolet for 50 years or more.

Pontiac has 552 dealers in the 25-years-or-more group, 19 percent of its organization, and Cadillac has 273, of whom five are 50-year dealers. The 273 is 17 percent of Cadillac's total.

Buick estimates that 25 percent of its dealers have been operating their businesses for 25 years or more. That would be about 725.

The total for those four makes is 2,665. Oldsmobile's number would undoubtedly push the corporate count beyond 3,000.

It is likely that many of those



veterans have been franchised by two or more divisions for better than 25 years, so it wouldn't be accurate to say that the 3,000 make up 30 percent of GM's 10,000 car dealers.

On the other hand, the total would be even higher if second-generation and third-generation dealerships were included. The figures supplied by the divisions are the number of 25-year dealerships still operated by the original franchise holder.

• Naming the oldest GM dealership is not easy since there are so many ways that this distinction can be claimed. There are, for example, the oldest still operated by the original franchisee, the oldest still operated by the same family, the oldest despite change of family owners, the oldest firm though it may have started in another business or with a non-GM make.

From available information, it appears that Roth Cadillac, Inc., Erie, Pa., is the oldest GM dealership continuously operated by the same family. The company was founded in 1903, the year after the first Cadillac was built and five years before General Motors was formed.

Four generations of the Roth family have sold more than 10,000 Cadillacs during the dealership's eight decades. Robert Q. Roth Sr. is chairman of Roth Cadillac, and Robert Q. Roth Jr. is president.

With a 1903 founding date, Roth Cadillac has to be older than any Chevrolet or Oakland/Pontiac outlet. Buick, founded in 1903, mentioned no dealership that old, nor did Oldsmobile, which dates back to 1897.

Stillman & Hoag Inc., a Buick dealership in Englewood, N.J., is sharing its 75th anniversary with GM. It was established in 1908 by Walter (Colonel) Stillman and Daniel Hoag.

Walter (Bud) Stillman succeeded his father and operated the firm for many years. He is now chairman and his son, Robert Stillman, has been president since 1972. Robert's son, John, joined the firm this year.

Glockner Chevrolet, Portsmouth, O., has been handling Chevrolets since 1912. Andrew M. Glockner, the fourth generation of the family, was named president last year. He succeeded his father, Edward L. (Ebb) Glockner, who had headed the dealership for 34 years.

• Another dealership dating back to 1912 is Whitaker & Son, Inc., which sells Buick and Chevrolet in Sidney, N.Y. Glen E. Whitaker Sr. is president, and Glen E. Whitaker Jr., the fourth generation, is vice president.

Irving J. Demarest retired last year as Chevrolet's "senior dealer," but his dealership goes on under the direction of his grandson, Roger T. Demarest. Irving Demarest received his first Chevrolet franchise in 1914. The dealership is I.J. Demarest, Inc., Westwood, N. J.

Carpenter's, Inc., Durham, N. C., has been in the Chevrolet business since 1915 and handled Ford and Dodge before that. Marcus G. Carpenter Jr. and Fred G. Guthrie have been the operators since 1955.

That's not a complete list of GM's oldest dealers, but it shows that selling GM products has been a many-generation career for a lot of families.

When the car divisions talk of their "senior dealer," they mean the original franchisee who has operated his dealership for the longest period.

Chevrolet's representative has the longest tenure. He is Gilbert Colussy, who has headed Colussy Chevrolet, Bridgeville, Pa., since Aug. 1, 1918. Colussy took over the top spot a year ago when Irving J. Demarest (see above) retired.

Pontiac's senior dealer is L. Harris Racke, of Racke Pontiac, Inc., Naugatuck, Conn. He has held his franchise since Dec. 29, 1924. Racke started as an Oakland dealer; the first Pontiac came along in 1926.

The oldest Cadillac outlet operated by the original franchisee is Modern Motors, Glendale, Calif., which dates back to 1926. The dealer is Lee P. Speights.

Oldsmobile also reaches back to 1926 for its senior dealer. He is A. C. Kuykendall, of Kuykendall Motor & Leasing Co., Temple, Tex. He signed his first Oldsmobile franchise April 22, 1926 and is also a 50-year Cadillac dealer. In second place is Walter T. Haase, Haase Oldsmobile, Inc., North Bergen, N. J. Haase came aboard on March 26, 1928.

Buick could not supply the name of its individual dealer with the longest tenure.

Who's GM biggest dealer in terms of new-car volume? Don't ask. The corporation and four of its car divisions guard that information the way Grandma guards her recipe for turkey stuffing.

Oldsmobile is the pleasant exception. The biggest Olds dealer is Dale Oldsmobile, Bronx, N. Y. The dealership, headed by Mark Rosenstock, has been Oldsmobile's leader for the last three years.

Dale sold 15,275 new Oldsmobiles in 1980, jumped to 15,936 in 1981 and moved 11,344 in 1982. The dealership does a huge fleet business. Fleet sales accounted for about 13,500 of its deliveries in 1980, some 12,000 to 13,000 in 1981 and about 9,800 in 1992.

• Through the years, GM and its dealers have lived together rather peacefully. There was a bitter period in the mid-1950s when that was certainly not the case, but that was the exception rather than the rule. That confrontation will be examined in detail later in this chapter.

There have always been critics in the retail organization, and there always will be. It's impossible to write a franchise or conduct factory-dealer relations in a manner that will satisfy everyone of the 10,000 highly independent men and women in the dealer group.

In recent years, GM has not met the organized criticism at the dealer level that Ford Motor Co. and Chrysler Corp. have faced. There has been no Ed Mullane nor Ray Cohen in its dealer ranks.

Mullane, a Ford dealer, heads the Ford Dealers Alliance. Cohen, a former Dodge dealer, organized the Independent Dodge Chrysler Dealers Assn. Its name was changed to Independent Dealers Committee Dedicated to Action when it began enlisting dealers handling other makes.

GM's interest in factory-dealer relations goes back a long way, back to the 1920s and the days of Alfred P. Sloan Jr.

Sloan was probably the first highly placed factory executive to realize the importance of a strong dealer organization.

In his book, My Years with General Motors, he wrote, "When I was chief executive of GM, I gave a large part of my attention to dealer relations, amounting at times, you might say, almost to specialization.

"I did so because the experience of the 1920s, when the modern problems of automobile distribution took shape, taught me that a stable dealer organization is a necessary condition for the progress and stability of an enterprise in this industry."

He said the prevailing attitude in the industry in the early 1920s was that the manufacturer should attend to the product, the prices, the advertising and promotion and leave the rest of the elements of distribution to the dealer to work out.

Sloan's contacts with dealers were on a face-to-face basis. He wrote:

"I made it a practice throughout

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the 1920s and early '30s to make personal visits to dealers. I fitted up a private railroad car as an office and in the company of several associates went into almost every city in the U.S., visiting from five to 10 dealers a day.

"I would . . . ask them for suggestions and criticism concerning their relations with the corporation, the character of the product, the corporation's policies, the trend of consumer demand, their view of the future and many other things of interest in the business."

Those dealer visits continue today, though not so much at the chief-executive level. Divisional general managers and general sales managers tour the nation once or twice a year to meet with their retailers. But they don't use a "private railroad car."

• Sloan said he made "careful notes of all the points that came up, and when I got back home I studied them."

He added, "This time and effort-consuming approach was particularly effective under the circumstances existing at that time when we knew so little about the facts of distribution in the field.

"Many things that we learned were subsequently reflected in our dealer selling agreements, and communications in particular were put on an established basis through councils and in other ways which at least in part served to meet the same need."

Among the programs that grew out of those meetings were the 10-day reports on sales and inventory along with monthly projections of sales and projected stocks for the next three months, programs to train dealership sales and service personnel, assistance to the dealer in the design and arrangement of his physical property and market studies on the placement of dealers in a specific area.

Carryover allowances were instituted. This feature, still in effect today although terms have changed through the years, pays the dealer a percentage rebate on prior-year vehicles in stock when new models are introduced.

A major innovation was a standardized accounting system for GM dealers, which was developed in 1927. Dealers were required to report their financial situation to the corporation on a uniform basis.

"This was a big and expensive effort," Sloan said in his book, "but it enabled each division of GM and the central office to look through the whole distribution system, dealer by dealer and group by group, and determine just where the weaknesses were and what should be done about them.

"Furthermore, the dealer himself could not only judge his own complicated business intelligently but also compare his operations, item by item, with group averages. Often the soft spot would be discovered in time to make corrections before harm was done."

Another vital project of that era was Motors Holding Corp., formed in 1929 to reduce dealer turnover by stabilizing dealerships and, chiefly, to assist in providing capital to capable persons whom GM felt would become valuable dealers. The activity became Motors Holding Division in 1936. It will be discussed in greater detail later in the chapter.

• World War II wasn't much fun for any merchant handling consumer goods. Production in all fields was severely limited as the nation's factories converted to war materiel. For auto dealers, supplies were shut off completely, and sales of new cars on hand were strictly regulated by the government.

Shortly after the U.S. entered the war, Sloan wrote GM dealers, outlining a policy aimed at maintaining the dealer organization. The policies included:

1. An offer to buy back cars, parts and accessories the dealer wished to return. In his book, Sloan said this was for the protection of dealers who might be drafted into the armed forces or who, for any reason, might wish to terminate their selling agreements.

2. Preferential consideration after the war for reappointment if the dealer closed his business on conditions that were mutually acceptable to the dealer and the division.

3. A special allotment plan for new cars for two years after resumption of production for those dealers who remained in business during the war.

Sloan said in his book that the GM dealer total dropped during the war from 17,360 in June, 1941, to 13,791 in February, 1944.

The dealers who continued in operation existed on parts and service and used cars, though used autos were scarce since there were no new ones entering the pipeline. Some dealers used their shops to do subcontracting work in war production.

Dealer relations weren't much of a problem for GM or for anybody else in the years immediately following World War II. Auto dealers were mighty happy to be auto dealers. They were making a potful of money as a car-starved population clamored for new vehicles.

The times spawned abuses at the dealer level. There was price gouging in the sellers' market. There was favoritism to friends instead of strict adherence to waiting lists. Dealers wound up with a bad name. The bad name was justified in some instances, but reputable dealers found themselves in a barrel that was being spoiled by a few bad apples.

But, as noted, factory-dealer relations were quite good. Dealers really didn't have much to complain about except a lack of merchandise. Maldistribution was a sore spot, but it usually meant "the factory won't send me as many cars as I want."

• But a sellers' market doesn't last forever, and by 1953, the buyer was back in command.

The factories were on a volume binge. They liked the idea of selling everything they could build, and their capacity for building cars was increasing.

Dealers were pressured to take more and more cars. How they sold them was their problem—but if they didn't buy what the factory demanded, their franchises might not be renewed at the end of their one-year contracts. Some of the Sloan principles seemed to be falling by the wayside.

There was the infamous Chevrolet-Ford battle in 1954. The two leaders engaged in a desperate struggle for supremacy, and the story goes that late in the year dealers (with factory encouragement) were registering as sales the motor numbers of cars that hadn't even been built.

The final R. L. Polk registration figures for 1954 showed Chevrolet in front by a count of 1,417,453 to 1,400,440, but it was hardly a victory to be proud of.

Then came 1955 and sales zoomed right off the charts. There had never been anything even approaching that year's volume of 7,169,908 new-car registrations—and only 51,858 of them were imports.

(Incidentally, 1950 was also a fantastic year—6,326,436 registrations—but there were special circumstances. The Korean War started in June, and customers rushed to buy, fearing a cessation of auto production, as in World War II.)

Factory pressure on dealers reached its peak in 1955. Franchise cancellations rose, and the retailers turned to Congress for help. Washington wasn't much of a factor in autodom in those days, but it certainly became one in 1955-56.

• It's no exaggeration to call the period from November of 1955 to August of 1956 the most important

75
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OF
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ever in the field of factory-dealer relations.

That 8½-month span saw extensive hearings in the U. S. Senate on the relationship between GM and its dealers. It brought a complete revision of the GM dealer franchise. It encompassed hearings by another Senate subcommittee on factory-dealer matters. And it wound up with the enactment of The Automobile Dealers Franchise Act, better known as the good-faith law or the dealer day-in-court law.

The year started calmly enough with Senate hearings on the auto industry in the spring. GM was not involved.

Then came November and a non-stop period of activity. The Antitrust and Monopoly Subcommittee of the Senate Judiciary Committee began examining the structure, policies and practices of General Motors.

Directing the inquiry was a Democratic senator from Wyoming, Joseph C. O'Mahoney, who wasn't supposed to be filling that role. The chairman of the subcommittee was Senator Harley Kilgore, West Virginia Democrat, but Kilgore was out of the country so the gavel was placed in O'Mahoney's hands.

One wonders if the history of factory-dealer relations would have been different if Kilgore had had the chair and O'Mahoney had been just another senator on the panel. But that's idle speculation. O'Mahoney *was* the boss, and it was *his* hearing.

A full complement of GM brass was on hand, including President Harlow H. Curtice, the corporation's chief executive, and Vice President William F. Hufstader, head of the Distribution Staff (now Sales and Marketing Staff). They didn't enjoy themselves much.

Among the witnesses were a number of active and former (read that "canceled") GM dealers. Their testimony was not exactly flattering to GM.

They felt they had been unfairly terminated by GM. Dealers were described as vassals of the manufacturers with about as many rights as the vassals of feudal times.

As the hearing moved along, it became more an examination of the relations between GM and its dealers than a study of GM's structure, policies and practices.

Factory pressure to take unwanted cars and equipment was alleged. The one-year term of the franchise was mentioned. GM had gone to one-year contracts (from indefinite term) in 1947 because of the first of the state factory-dealer licensing laws. The one-year pact permitted cancellation (or non-renewal) without violating anti-cancellation provisions of those laws.

• During the hearings, Curtice announced that the GM franchise was being extended to five years. O'Mahoney liked that, but he stressed that "it does not relieve the contract from its other aspects that have been criticized."

NADA was a witness. At one point, Frederick J. Bell, a retired admiral who was executive vice president of the dealer association, told the subcommittee:

"In their impatience to make fine motor cars even better, the auto manufacturers have somehow classified their dealers as being part of an overall system of automation, as being not flesh and blood people, but instruments to be controlled by pushbuttons."

Bell also supplied the "economic vassalage" appellation.

GM promised no reprisals against dealers who testified. Of course, most of them were beyond reprisals — their franchises had already been canceled.

One of those who survived was M. H. (Doc) Yager, a Pontiac dealer from Albany. Among other things, he charged that GM was using the 10-day report as "an instrument of torture to make sales trends coincide with production schedules."

In a somewhat milder vein, Yager mentioned the many references to the sales agreement as a unilateral contract and observed, "This condition has long been recognized by dealers, but under more benign management with its recognition of a mutuality of interest, the dealers were much less concerned because of their justified confidence and trust.

"Developments have so severely shaken that confidence and trust that attention has been more intensely focused on the selling agreement, and a realization that a more substantial instrument is imperative to give greater security on investment and on which to build our future has alarmed the industry."

Strong words, but the franchise wasn't yanked. Some six weeks after the hearings, William Ullman, *Automotive News* Washington bureau chief, referred to the speaker as "M. H. Yager, the Albany Pontiac dealer who is still a Pontiac dealer . . ." And he remained one until he retired many years later.

Price packing, bootlegging and territory security—three of the issues of the time—were aired, and Curtice explained that GM was powerless on all three fronts.

Price packing was a dipsy-do practice in which a dealer might quote an artificially high price. Few people knew what car prices were in those days (there was no price sticker law).

Bootlegging was the sale of a new car by a dealer to an unfranchised person (generally a used-car dealer) for purposes of resale. Dealers blamed it on overproduction and high sales quotas set by the factory.

• Curtice denied that overproduction was the culprit. He said GM had sought to put an anti-bootleg clause in the franchise (require that the dealer give the factory a chance to buy back cars the dealer considered as overstocked), but GM dropped the idea when the Justice Department refused to assure GM that such a clause would not lead to criminal proceedings.

Indeed, GM did make an informal offer to buy back such cars and received virtually no response. Naturally not, said dealers; it would be an admission by the dealer that he could not sell his quota and might lead to franchise cancellation.

Territory security was another program that was bombed by the government. Curtice said it was withdrawn several years before because the Justice Department said it violated two antitrust laws.

Throughout the hearings, Curtice and Hufstader insisted that the great majority of GM dealers were prosperous and satisfied and that the complaints being raised did not represent the feelings of the dealer organization as a whole.

Hufstader said GM had 5,976 applications for franchises on file. He didn't say it in so many words, but the implication was, "If our franchise is so bad, why do so many people want it?"

Hufstader said a few dealers had suffered reverses because they were unprepared for the day when "customers ceased walking into their stores clamoring to have their names put on an order blank." This was a reference to the end of the sellers' market in the early 1950s.

O'Mahoney wasn't convinced. His introduction of the good-faith law a short while later was proof of that.

And GM's position that dealers were largely contented suffered a stinging blow a few days after the O'Mahoney hearings ended. It came in the form of survey results released by another Senate subcommittee.

This was the Automobile Marketing Subcommittee headed by Senator A. S. Mike Monroney, Oklahoma Democrat. In preparation for

75 and still delivering.

GMC is proud to salute General Motors on its 75th Anniversary.

We've seen a lot of change during those 75 years. In that time, we've moved from crude hand building to computer-aided design and robotic assembly. Chain-drive, one-cylinder horizontal engines and primitive buckboard seats have been replaced with things like on-demand four-wheel drive, turbocharged diesel engines and levels of comfort and convenience that once belonged only to automobiles.

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Here's to GM's 75th Anniversary. And the fact we're still delivering.

GM 75

hearings to begin in January of 1956, Monroney's subcommittee had sent questionnaires to all new-car dealers.

In mid-December, Monroney announced the answers from GM dealers. He said he had 8,276 replies, nearly 50 percent of GM's total dealer body of 17,000.

And 73 percent of those replying dealers (6,049 out of 8,276) said they felt the need of Congressional intervention into automotive retailing. Only 869 respondents, or 10.5 percent, saw no need of federal help. The rest either didn't answer the question or said they did not know.

The survey also found that 4,069 of the GM dealers responding (49.1 percent of total GM answers) said "pressure from factories to take more cars than needed" was one of the primary causes of bootlegging.

(EDITOR'S NOTE: The Monroney hearings were concerned with such matters as phantom freight, new-car bootlegging and unsound financing. A bill was drawn and was approved by the Senate Commerce Committee, but it was not acted upon in that session of Congress.

(But Monroney's day was coming. In 1958, he sponsored The Automobile Labeling Act—the price-sticker law—which has had a profound effect on automotive retailing since it went into effect at the beginning of the 1959 model year.)

• After the O'Mahoney hearings and release of the Monroney survey, the handwriting was clearly on the wall for GM. And GM is very good at reading handwriting on walls.

The handwriting said: Major changes in the GM dealer franchise are needed. And that's exactly what GM put into effect.

"Landmark document" is a much overused term, but the new GM selling agreement certainly merited that designation. It was announced early in March and became the model for dealer contracts throughout the industry.

The selling agreement became effective March 1, 1956, and was discussed by Curtice the following day in a closed-circuit telecast to dealer meetings in 38 cities in 29 states and the District of Columbia.

Curtice spoke from Los Angeles, where the 1956 General Motors Motorama was opening. Insiders referred to his speech as "the Sermon on the Mount."

He called the new contract "the most equitable and most progressive ever developed in our industry" and added that it "establishes—as legal obligations — policies and equity considerations which the dealer can enforce under the laws of the land regardless of who administers the contract."

That last was probably in reply to rumblings about a good-faith law, rumblings which were already being heard, thanks to O'Mahoney.

Curtice continued, "I see very clearly the beginning of a new era in the relations of General Motors and its dealers—an era of goodwill —an era of progress and continuing prosperity—and an era, too, in which we shall win the regard of our fellow citizens as true leaders in our respective spheres of influence."

In the new franchise, GM assumed 100 percent of warranty labor costs. The figure formerly was 65 percent.

The carryover allowance was increased to 5 percent of the list price on all vehicles in stock (except some demos) when new models were introduced. The allowance formerly was 4 percent, and was paid on vehicles in excess of 3 percent of those purchased by the dealer during the prior model year.

In other words, if a dealer bought 1,000 cars during the model year, 30 would be excluded from the carryover payment. If he had 50 left, he'd be paid on only 20 of them.

The period in which parts could be returned to the factory for credit was increased from 30 to 90 days.

• A dealer was permitted to name his successor. This was an expansion of a clause which allowed a dealer to designate his son or son-in-law as his successor.

The successor could be an associate mentioned in the contract as a qualified operator of the business or any qualified person active in the business. In those cases, the successor had to have a specified minimum financial interest.

The dealer also could elect that his widow retain a financial interest of not less than 25 percent for five years.

More financial assistance was given in the event of termination. GM said it would repurchase all unused parts listed in the current parts price schedule, any new accessories bought within the preceding 12 months and all special service tools recommended by GM for use in the dealership operation and purchased by the dealer within three years of termination.

The allowance under the Parts Obsolescence Plan was increased from 2 percent to 4 percent of annual purchases.

GM increased its contribution to co-op ad funds from 30 cents for each $1 contributed by the dealer to 50 cents for each $1.

At the same time, GM absorbed the costs of new-car direct-mail programs previously charged to the dealer. Also, the dealer and the division would share equally the costs of sales contests and owner magazines, which previously had been borne entirely by the dealer.

The factory share of the sales contests and owner magazines was charged against the company's contribution of 50 cents for each $1 put up by the dealer for co-op ad funds.

And the 1956 franchise contained a new system for evaluating the sales performance of the dealer. This was an important and much-desired revision from the dealers' standpoint.

The old franchise included a clause that said flatly, "Dealer shall develop to the seller's satisfaction the sale of (make) motor vehicles in the area described in Paragraph First."

The new clause took into account the trend of the dealer's sales performance, the availability of new cars and the local conditions affecting sales.

Also, where there were several dealers handling a specific GM make in the area, an evaluation of combined sales performance would be made with each dealer expected to contribute his "fair share" of sales.

GM also eliminated many clauses of the old agreement which, Curtice said, "have had only a limited application over the years."

Maybe GM missed one of those clauses. *Automotive News* reported in 1956 that "Cadillac dealers are mildly amused at signing a document that gives them the non-exclusive right to use the terms 'Cadillac' and 'LaSalle' in their businesses."

There hadn't been a LaSalle since before World War II.

But, on the other hand, there was much talk—then and since—about bringing back that revered nameplate. Maybe the GM legal folks were simply touching all the bases.

In analyzing the new selling agreement, *Automotive News* said: "It appears to be a somewhat simpler and more diplomatic legal document. In many sections, the former document gruffly stated the demands of the factory. The new agreement makes many of the same demands, but includes a diplomatic explanation of why they are necessary."

• There were many other changes outside the selling agreement itself, which Curtice said were designed to improve factory-dealer relations.

GM said it would improve its wholesale operations by establishing new zone offices as needed, adding personnel if necessary and expanding business management services for dealers.

A warehouse charge of $5 to $7 on cars delivered through warehouses was eliminated.

A group life insurance program was set up. Dealers under 65 could obtain policies ranging up to $100,000 without medical examination.

GM scrapped its old Dealer Relations Board, which had been in operation since 1938, and replaced it with an impartial umpire who was to adjudicate appeals from decisions (generally cancellations) of GM divisions.

Retailers weren't at all sorry to see the end of the Dealer Relations Board. In 1955, it consisted of Curtice, Hufstader, two executive vice presidents and the vice president and general counsel. And the board could call upon all the facts-and-figures people and all the charts-and-graphs experts in the entire GM organization.

The dealer, on the other hand, had about as much protection as a rowboat in a tidal wave. He couldn't even bring his attorney to the meeting.

The position of executive vice president in charge of dealer relations was established, and Ivan L. Wiles was named to fill it. He was Buick general manager and a member of the GM board of directors. Wiles was to operate independently from Hufstader and from the sales and distribution activities of the car-truck divisions.

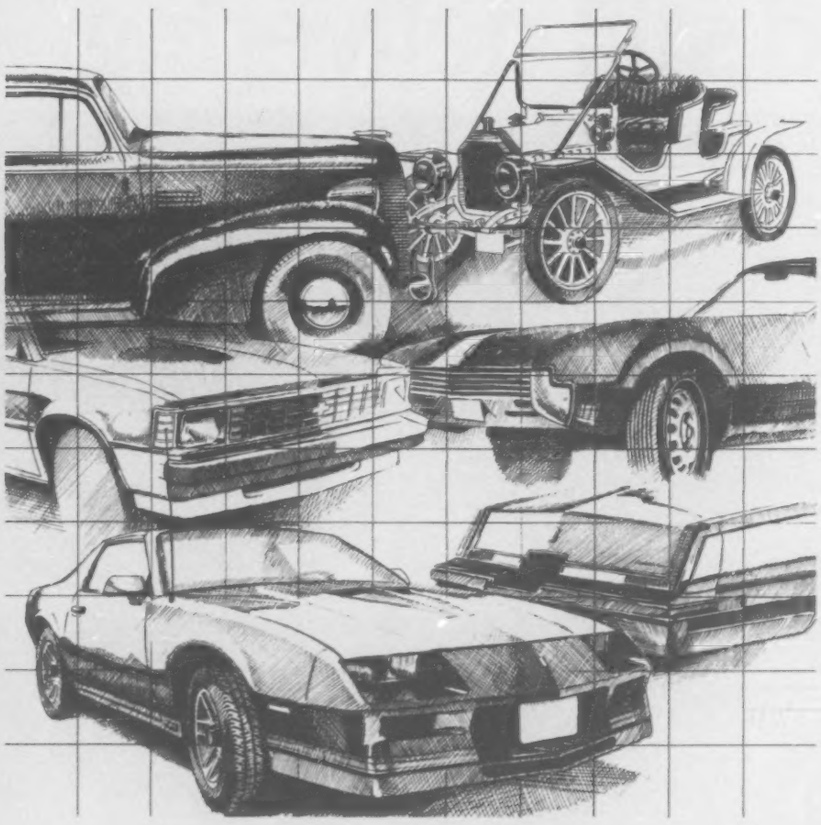
Curtice said Wiles "will continuously survey dealer opinion so that problems which affect dealers will be handled promptly and properly. He will make certain that the thinking of the dealer body is reflected to me directly and realistically."

The job didn't last long. Wiles retired in 1958 and no successor was named.

GM also adopted a policy of having elected (rather than appointed) dealer councils at the zone, regional and national level for each vehicle division. (The GM President's Dealer Advisory Council, which spans all divisions and includes Canada, continues to be an appointed body.)

• The appointed dealer councils drew some heat during the O'Mahoney hearings from the outspoken Doc Yager. He said:

"General Motors will contend that they some years ago set up dealer councils within each automobile division and established another at the summit with the chief executives of GM and repre-



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sentatives of each make from various parts of the country.

"This contention is true, but it is a loaded deal. I have on repeated occasions served on the Pontiac council, although I have not been invited to do so in recent years.

"These councils are made up of carefully screened dealers who are nominated by their zone manager and further screened by the central office before an invitation is issued," Yager said.

"Certainly, no zone manager will embarrass himself by nominating a maverick, but invariably picks out an apple polisher who will behave himself in the august presence of central office brass.

"Further, at these councils, a rigidly adhered-to agenda is laid out, and even a maverick would have a hard time getting out of step with the tune they play."

The new franchise gave dealers their choice of three time periods—one year (the old arrangement); five years (announced by Curtice during the O'Mahoney hearings), or indefinite term.

Each could be canceled by the dealer without cause on 30 days' notice. GM could cancel the one-year and five-year pacts only with cause, but it could cancel the indefinite agreement without cause on 90 days' notice. Virtually all dealers chose the five-year contract.

The indefinite-term pact was dumped in 1970 because fewer than 10 dealers had requested it. Today, all contracts are for five years, although shorter ones may be tendered in what GM calls "special situations."

As mentioned, the position of executive vice president for dealer relations didn't last long, but the elected dealer councils and the impartial umpire system are still in effect.

The umpire is an important part of the dealer appeals procedure even though not too many matters come before him. This is because GM does its utmost to settle cases to the satisfaction of company and dealer before they get that far.

The umpire gets mostly matters of precedent and things which GM feels strongly enough about to take all the way to the court of last resort—at the GM level, that is.

There have been changes in the GM selling agreement since 1956, of course. No contract can live forever without revision in an industry as volatile as the retail automotive field.

But there has been no full-scale rewriting of the franchise as there was in that historic year. The alterations have been chiefly refinements, changes made to meet new situations in the industry.

Some of the changes have been due to federal and state legislation. Nearly 40 states now have laws embracing the subject of manufacturer-dealer relations.

• Meanwhile, back in the U. S. Senate, O'Mahoney hadn't given up his thesis that auto dealers needed further protection against coercion, cancellation and other problems.

On Jan. 30, 1956, O'Mahoney addressed the NADA convention, which was held—quite appropriately—in Washington. He promised to push for selling agreements that would be enforceable by the courts.

He noted that there were indications of a better contractual relationship between factory and dealer as a result of the GM hearings, but he said he doubted that the problems could be solved "without the sanction of law."

Clearly, the senator was looking ahead to the introduction of his good-faith law.

Another bill of this type was introduced during that NADA convention. It was sponsored by Senator John M. Butler, Maryland Republican, and it stipulated that it would be unlawful for a manufacturer to threaten to cancel a franchise when the principal reason was the dealer's refusal to accept his factory's merchandise.

The Butler bill called for injunctive relief for the dealer in federal court until the case was heard, and it specified that a dealer damaged by cancellation could sue in federal court and receive twofold damages and court costs.

Nothing much was heard of the Butler bill; it seems to have become lost in the shuffle. But plenty was heard of the subsequent O'Mahoney bill.

When the new GM selling agreement was announced, O'Mahoney applauded the changes, but he didn't back off from his position that factory-dealer relations needed the sanction of law.

In April of 1956, the O'Mahoney subcommittee presented a staff report which said auto dealers still needed a law allowing canceled dealers to sue the manufacturer in court. The report took a dim view of guarantees claimed for the new GM franchise in that regard, and it called GM's umpire plan "untried and of questionable value."

A GM spokesman called the report unwarranted.

The subcommittee's report also said that an equity law "while not a panacea for all dealer problems" would be the simplest way to equalize the relationship between the factory and the dealer.

The tea was brewing, and it was about to come to a boil.

O'Mahoney introduced his bill in May. It was formally described as a measure "to supplement the antitrust laws of the U. S. to balance the power now heavily weighted in favor of the auto manufacturers by enabling franchised auto dealers to bring suit in U. S. District Courts to recover twofold damages sustained by reason of the failure of the auto manufacturers to act in good faith in complying with the terms of franchises or in terminating or not renewing franchises with their leaders."

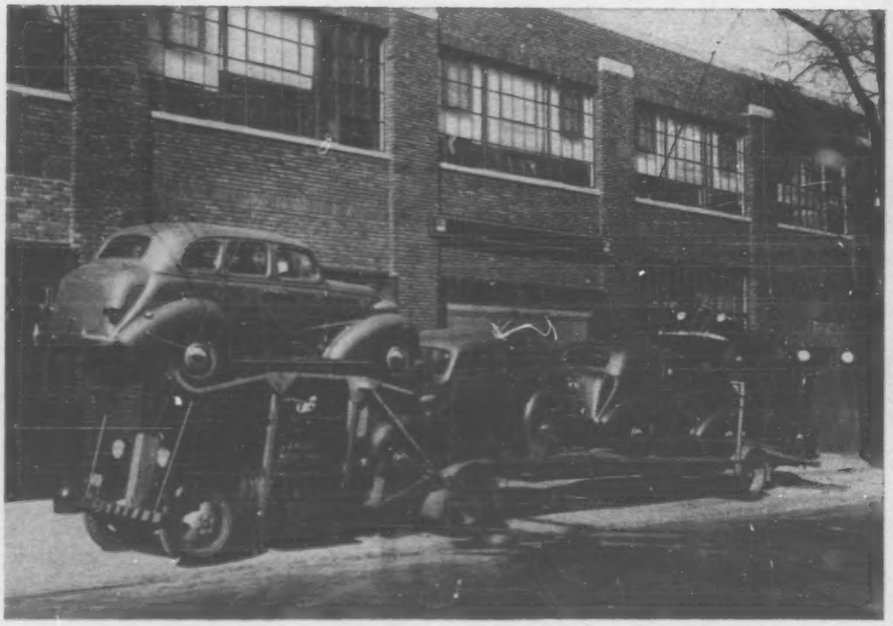
Good faith was defined as "the duty of the manufacturer, its employes, officers or agents to act in a fair, equitable and non-arbitrary manner so as to guarantee the dealer freedom from coercion or intimidation, and in order to preserve and protect all the equities of the auto dealer which are inherent in the nature of the relationship between the auto dealer and the auto manufacturer."

The Judiciary Committee passed up hearings and unanimously reported the O'Mahoney bill to the Senate floor. In mid-June, the Senate approved the measure after a three-hour debate by a vote of 75 to 1. The lone "nay" was uttered by Senator Charles E. Potter, Michigan Republican.

A floor amendment made the bill apply to dealers as well as manufacturers; a factory could defend

Delivering the goods

How GM got its automobiles to market



A typical auto transporter of the mid-1930s.

Back in 1908 if you wanted a General Motors car you probably came and picked it up yourself and drove it home. It wasn't long, though, before car dealers began to sprout up. They accepted the responsibility of getting the cars from the assembly plant to their showrooms where they could display them to potential buyers.

Of course, there was only one way to get the cars to the showrooms: Drive them. Some dealers hired men to bring the cars back for them, while others took advantage of the services of entrepreneurial brokers or driveaway companies.

The poor quality of the roads in those days effectively limited the distribution of even the big auto manufacturers of the day to a fairly small area. And even then, the weather frequently rendered the sand, dirt, and clay surfaces impassable. The head of one of the old driveaway companies recalled how even a short delivery in the 1920s was no small task.

"It was nothing to start out of Flint (Mich.) in the early morning and get as far as Holly or Fenton, 18 or 20 miles out of Flint, and have to put up there for the night by 9 or 10 o'clock that evening," said the head of Murray J. Dailey Driveaway in 1937.

As auto sales grew, so did these driveaway firms. Dailey Driveaway handled 116,000 cars during 1928-29, and employed more than 1,000 drivers. The companies improved on the inefficient one-man/one-car practice by using towbars to link two cars together.

But even in the early 1920s consumers and dealers were expressing a preference for fresh cars that had not been "driven through." Some of the driveaway firms anticipated the change and supplemented their operations with trucks that could carry two cars. The Dailey Driveaway company had 18 tractor-trailers in operation as early as 1921.

Later, in 1931, Dailey sold out to U. S. Truck Lines Inc. of Delaware, which merged the operation into a small general freight carrier named Anchor Motor Freight Inc. By that time the driveaway service had mostly given way to truck transportation.

Originally the driveaway firms and auto haulers solicited the car dealers for business. But in the mid-1930s, a major change was made: Chevrolet assumed control of the shipment of new cars to dealers, and GM's other divisions followed suit. The decision brought the manufacturers better control over their products as they moved through the distribution channels.

Anchor Motor Freight was selected as one of Chevrolet's principal agents, serving Michigan, Indiana, and Ohio. The carrier, which later was sold by U. S. Truck Lines and subsequently became the foundation of Leaseway Transportation Corp., is today GM's largest single car hauler, moving more than 25 percent of GM's total production.

Even in the late 1930s, the car-carrying truck companies were limited in their distribution of new cars to no more than a few hundred miles from the production plants, in most cases. Macadam road surfaces had made long-distance auto travel less treacherous, but the national highway system was still a patchwork.

Cars ordered from more distant points were frequently shipped by rail in various states of assembly. The railroads later developed special equipment that could accommodate four assembled autos in a box.

Faced with the growing competition of the railroads for the lucrative car-carrying business, the trucking companies improved the capacity of their equipment from two and three cars in the early 1920s to four cars per trailer by the 1930s. In 1932 Anchor Motor Freight introduced the double-decker trailer which enclosed the two bottom cars and carried two others on top.

State restrictions on trailer lengths limited auto carriers to the four-car unit through the '40s and '50s. At this time truckers came to dominate the auto-transport business. Their share rose to 61 percent in 1948 and to a peak of 85 percent in 1959. But by the late 1950s railroads were experimenting with new rail car designs; in 1959 they introduced "piggyback" transport of car trailers. Shortly thereafter they introduced the even more successful multi-level rail car, which attracted a large portion of the automakers' business.

The multi-level rail car forced many small motor carrier auto transporters out of business. But the carriers that remained fought to offset the railroads' advantage by pushing the allowable highway length limits in some states from 40 feet in the mid-1950s, to 48 feet, 50 feet, and then 55 feet. By the late 1960s, 60-foot trailers were permitted in a few states.

The liberalization of the length laws helped keep down the cost of delivering automobiles. The standard four-car trailer of the '30s, '40s, and '50s gave way to the five-car trailer and then in the mid-1960s, the six-car trailer. By the mid-1970s, trailers carrying nine cars were allowed to operate in most states.

In this period of resurgence, the motor carriers also benefitted from the creation of highspeed state turnpikes and later the interstate highway system. Meanwhile, rail service was declining; the speed and reliability of truck transportation more than offset the railroads' small price advantage.

Today the railroads have upgraded their operations and provide strong competition to the motor carriers. Fully enclosed multi-level rail cars protect the automobiles from the elements and from vandalism while enroute to the dealers.

Between them — and often in tandem—the railroads and specialized motor carriers transport tens of thousands of GM cars every day from assembly plants to dealer showrooms. And the innovations that have marked their services over the years continue.

For example, Anchor Motor Freight has won permission to use specially designed double trailers on selected highways. Anchor also unveiled a unique trailer called the AutoBox last year. It carries eight cars in one direction and can be converted in 10 minutes to handle a sizable load of general freight on the backhaul.

Perhaps the most significant innovation in auto hauling since the introduction of the double-deck trailer is a new computerized scheduling system developed by Anchor for General Motors. The system draws on GM's finished car inventory to build trailer loads that deliver the most cars for the least miles driven, within the constraints of service and loadability of the rigs.

It is estimated that this new system, combined with changes in production scheduling needed to fully drive it, will save millions of dollars a year in transportation costs.

The development of specialized transportation systems to bring cars from plant to market was a key element in the long success of GM. The company's early decision to control the distribution of its cars brought valuable stability and efficiency to the operation.

GM's control, combined with the efforts of the various transporters, hastened the penetration of the automobile into the farthest reaches of the American continent and helped keep the cost of a new car within reach of millions of Americans. □

itself in a lawsuit by asserting the failure of a retailer to act in good faith.

Another amendment knocked out the double-damages provision. Damages a dealer could obtain were limited to actual damages sustained.

Early in the debate, Potter tried, unsuccessfully, to have the bill recommitted to the Judiciary Committee so that public hearings could be held. That would have killed the measure because of the time element.

Time was extremely important. Supporters of the good-faith bill were working with one eye constantly on the calendar. Remember, 1956 was an election year, and one-third of the senators and all members of the House were anxious to get home and start convincing their constituents that they should be returned to Congress in the fall balloting.

• In the House, the bill was sponsored by Rep. Emmanuel Celler, New York Democrat and chairman of the Judiciary Committee. The committee adopted several amendments, the most important of which was a change in the definition of "good faith."

The new wording called good faith "the duty of each party to a franchise to act in a fair and equitable manner toward each other to guarantee the one party freedom from coercion, intimidation or threats thereof from the other party; provided that recommendation, endorsement, exposition, persuasion, urging or argument shall not be deemed to constitute a lack of good faith."

This was a concession to the factories. They had claimed that the Senate language would have precluded them from exercising normal sales efforts on dealers.

Late in July, the House passed the bill by a vote of 146 to 45—not as overwhelming a margin as in the Senate, but comfortable nevertheless. The Senate agreed to the House amendments by voice vote, so no conference was needed. Another time saver.

President Eisenhower signed the measure on Aug. 8, 1956, although he said he did it "reluctantly."

He said he normally would consider it an intrusion of the federal government into private business, but he said he was signing it because it represented a serious congressional effort to deal with auto-industry abuses which Congress had found to exist.

Thus ended the "Year of the Dealer."

• The good-faith law has been on the books for 27 years. It is one of the most vital pieces of auto dealer legislation ever passed by the United States Congress, but it is not easy to pinpoint the exact results of the measure.

One thing it is not: It is not an "open sesame" that enables a disgruntled dealer to raid the treasury of the manufacturer.

A dealer cannot drag a manufacturer into court and expect to win his case simply by alleging "coercion" or "intimidation" or "lack of good faith." The federal courts are not pushovers; the dealer must have a well-prepared and well-documented case if he hopes to prevail.

And, as noted above, the good-faith sword cuts both ways. A shoddily presented case by the retailer could run up against a claim by the manufacturer that the dealer, himself, failed to act in good faith.

There is, however, no doubt that the law has been effective. Perhaps its greatest value has been as a deterrent, a barrier against a repetition of the practices that spawned the legislation in the first place.

The factories know it is there; the dealers, their attorneys and their trade associations know it is there, and all parties know it can be invoked when needed.

In the past quarter-century, there has been no full-scale dealer rebellion like that of 1955-56. Maybe that is the prime testimonial to the worth of the good-faith law.

That's not to say that factory-dealer front has been completely calm and quiet at GM or anywhere else in the intervening years.

Factory-dealer relations can never be perfectly tranquil. The manufacturers are sometimes rather imperious in communicating with their retailers. And the interpretation of a factory directive may suffer as it proceeds from central office to region to zone to district (the GM chain) to dealer.

And dealers resent factory interference, especially if it means more paperwork or if it increases their cost of doing business. Dealers are highly independent individuals. Most of them are capable businessmen. They're generally prosperous (although they suffer mightily during a slump like the current one). And they "don't take nothin' from nobody."

The elements are present for constant turmoil. The two sides get along as well as they do because of the efforts of a lot of competent, hard-working people in both camps.

• As mentioned above, the 1956 franchise remains the basic document at GM. Changes have been made to meet new situations in the industry, but there has been no allout reworking of the selling agreement.

One of those changes came in 1965 when Cadillac switched from a dealer-under-distributor to a direct-dealer type of distribution. Cadillac had been setting up a field organization for some years, and it told its distributors in 1960 that they were signing their last five-year contract as distribtuors.

The distributors weren't surprised, but they probably weren't overly pleased, either. As distributors, they received an extra discount (about 2 percentage points) on the cars they moved to the dealers under them. It was a nice piece of change. After 1965, the former distributors could continue as regular dealers if they wished.

The change was unnoticed by most GM dealers, and it didn't create any problems at Cadillac.

The 1975 franchise contained potential fireworks, but the situation was defused, largely through the efforts of William E. Hancock Jr., NADA president, and John J. Pohanka, Hancock's successor as head of the dealer organization. Both are GM dealers.

An NADA analysis found that the 1975 GM contract had several provisions that were stricter than those in the 1970 pact. Most onerous, NADA said, was a clause stipulating that GM could terminate a dealer immediately for any false claims or supporting statements to GM by the dealer or his employes, even if the dealer did not know of the false statement.

It was believed that this provision stemmed from a warranty fraud in the Northeast that was dubbed "Motorgate," but a GM dealer relations official denied that that was the case.

Other objections by NADA and dealers to the franchise involved dealer participation in advertising and sales promotion programs; an apparent requirement that the dealer get into rental and leasing if GM thought it was a good idea, and rules on the disclosure of use of dealer facilities which, NADA felt, might impede a GM dealer from taking on an import because GM might force the dealer to expand his facilities.

When the NADA analysis was released, Hancock remarked that NADA had held "what we thought were meaningful talks" with GM officials for over a year in regard to the new contract, but "it is amazing what happens to the work of reasonable men when it gets to the GM financial and legal departments."

• All the ingredients for a major blowup were present. The franchise was signed by GM dealers ("What alternative did they have?" Hancock asked) and went into effect Nov. 1, 1975, but NADA continued to work for modification.

The efforts bore fruit. Early in 1976, GM sent a letter to its dealers which spelled out its intent and policies regarding the new pact. The letter interpreted the clauses which dealers found unduly harsh and restrictive and eased apprehension at the dealer level.

For example, on the false-statements issue, GM said such actions would not bring termination unless they were "so contrary to the spirit, nature, purpose or objectives of the franchise" as to warrant termination. And the circumstances would be discussed with the dealer and reviewed by the divisional field and central office sales management as well as corporate management.

Said Pohanka, "This is a way of changing by letter rather than rewriting the whole agreement. We have a legal instrument that will stand up in court."

Hancock said the letter was "responsive to important dealer questions and makes a contribution

GM DEALER TOTALS

JANUARY 1 OF EACH YEAR

	1941*	1955*	1960*	1965	1970
Buick	2,850	3,505	3,112	3,110	3,090
Cadillac	1,070	1,732	1,749	1,705	1,635
Chevrolet	8,000	7,493	7,078	6,670	6,280
Oldsmobile	3,204	3,841	3,750	3,475	3,355
Pontiac	3,579	4,023	3,650	3,500	3,380
Total franchises	18,703	20,594	19,339	18,460	17,740
Net dealers	17,000	17,000	14,295	13,680	12,520
Corporation					

	1975	1980	1983
Buick	3,040	3,050	2,910
Cadillac	1,620	1,630	1,575
Chevrolet	6,060	5,875	5,195
Oldsmobile	3,325	3,315	3,135
Pontiac	3,275	3,220	2,945
Total franchises	17,320	17,090	15,760
Net dealers	11,860	11,425	10,160

*—Estimated.

1923-1983

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Providing the capital

Motors Holding: 'One of the best ideas'

Any discussion of GM and its dealers would be incomplete without mention of Motors Holding Division, a unit of the Sales and Marketing Staff that helps provide the capital needed by newly appointed GM dealers.

Alfred Sloan called it "one of the best ideas we ever had in the distribution field."

Motors Holding has been in business 54 years and has invested $665 million in 3,200 dealerships.

There are 415 on the books today in the U. S. and Canada. Of the other 2,785, some 2,350 dealers have paid back MHD and have become full owners of their businesses. That's a buyout rate of nearly 85 percent.

It's been profitable for GM, too, since MHD shares in the profits of the dealership during the buyout period. The $665 million has not been advanced by the corporation strictly out of benevolence.

Motors Holding started almost by accident. In the late 1920s, GM put up a goodly amount of money to save a couple of strategic dealerships from bankruptcy and sustained a loss of $200,000.

Sloan wrote in My Years with General Motors: "One thought leads to another, however, and when we got this one generalized, we realized that our broad purpose should be not only to reduce dealer turnover by subsidizing dealerships, but furthermore to assist capable individuals, who lacked capital, to become the owners of profitable GM dealerships."

The project was turned over to Albert L. Deane, who was a vice president of GMAC, and to Donaldson Brown, whose name seems to surface in just about every GM activity involving money during the Sloan era.

Motors Holding Corp. was formed in 1929 with Deane as president. It became Motors Holding Division in 1936. GM put up $2.5 million to get it off the ground.

Sloan wrote, "When we got past the experimental stage, we realized that this was one of the best ideas we ever had in the distribution field.

"We also realized that its real value was not in the first idea of salvaging bankruptcies, but in the second idea of grubstaking capable men—not only with capital but with management advice and training in sound dealership operations."

• In that best-seller of 20 years ago, Sloan summed up the value of Motors Holding to GM in these words: "Through its intimate association with dealers in the Motors Holding operation, General Motors has obtained a clearer and more intimate knowledge of dealers' problems.

"Motors Holding has also provided the corporation with a better knowledge of the retail market and consumer preferences.

"But more important than anything else, it has been useful in the development and maintenance of a strong, well-managed, adequately capitalized dealer body."

And the GM patriarch couldn't resist a well-mannered jab at the corporation's rivals, noting that similar plans had been adopted by Ford Motor Co. in 1950 and Chrysler Corp. in 1954. He quoted Herbert M. Gould, a former MHD general manager, as saying, "When your competitors follow you, that's the medal in business."

In his book, Sloan mentioned some facts and figures for Motors Holding's first 33 years (1929-1962). Comparing those numbers with today's shows the growth of the division in the past 21 years and also the tremendous increase in the financial requirements of today's dealerships.

From 1929 through 1962, MHD invested some $150 million in 1,850 dealerships in the U. S. and Canada.

As of mid-1983, the overall total had risen to $665 million invested in 3,200 dealerships.

That means that MHD has invested $515 million in 1,350 dealerships since 1962.

At the end of 1962, the division had investments of $32 million in 457 dealerships in the U. S. and Canada.

In June of this year, total investment was $180 million in 415 outlets ($160 million in 360 U. S. dealerships and $20 million in 55 Canadian points).

• In its 54 years, Motors Holding has had only three bosses. Deane ran things from 1929 to 1949, and Gould was general manager for the next 10 years. Current chief is William Harvey III, who has been with the division since 1948 and who has been general manager since 1959.

His 24-year tenure is probably the longest in GM history for the general manager of one division.

It's GM smallest division with 130 employes in the U. S., four in Europe. It has responsibility for Motors Holding operations in the United Kingdom and West Germany and overview activities in Australia and South Africa.

In the U. S., the average investment in a GM dealership today is about $500,000. Sometimes more, sometimes less; the size of the dealership determines the actual amount.

Of that $500,000, the dealer applicant generally puts up about $125,000, or 25 percent, with Motors Holding supplying the rest.

Those numbers are for working capital and fixed assets; they do

toward removing dealer objections to the agreement."

Pohanka and Hancock led the NADA officials in the meetings, and Hancock praised the help of GM Chairman Thomas A. Murphy and President Elliott M. Estes.

In addition, NADA's GM Make Committee, headed by Walter W. Stillman and including the chairmen of GM's six national dealer council's, met frequently with the NADA legal staff to determine and specify the nature and scope of dealer objections to the franchise.

It was a case of solving a problem by negotiating rather than by confrontation.

Did GM back down? Did NADA tame the giant? Does it really matter? The important thing was that a difficult situation was settled amicably. □

1931 Packard Model 840 Dietrich Convertible Victoria.
Owner: Robert T. Achor.

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This is the plaque a GM dealer receives upon completing the buyout of the Motors Holding interest in his dealership. It's called the Oak Tree Award.

not include real estate investment.

Motors Holding may supplement its regular or franchise investment to cover real estate. At least half of the facilities cost must be obtained by a conventional mortgage loan. The balance may be supplied by MHD under a prescribed formula.

In the last 10 years, Motors Holding and its dealers have invested about $135 million in real estate, not including mortgages.

The $500,000 average is about double what it was 15 years ago, which is natural because dealerships are much bigger now.

Harvey mentioned inflation and the general economic situation as contributors to the higher number plus the fact that today's dealership is "more sophisticated" in terms of electronic equipment, diagnostic systems, accounting systems.

"Everything costs more and is more complicated," he said. "Parts are more complex, just as the cars are."

The dealer normally provides 25 percent of the required money for working capital and fixed assets but, Harvey said, "This is a policy we waive with some frequency.

"Our basic mission is to attract the best competitor, and the best competitor is often not the one with the most money. He may be younger, and may not have had the opportunity to accumulate $125,000 after taxes.

"We will stretch a point for a good, solid, experienced person of superior qualifications."

• A dealership in which Motors Holding is involved has a three-person board of directors. The dealer-operator is president, and the other two directors are the MHD branch manager and regional manager.

Said Harvey, "We feel very strongly that the president must have all the freedom he needs to run the dealership his own way—hiring and firing, merchandising, etc."

The dealer repays MHD's investment through his share of the dealership's profits, which he receives in the form of dividends and bonus. As the dealer's equity in the company increases (through the buyout process), his share of the profit increases and MHD's share decreases.

There is no fixed term for the buyout, but Harvey said it usually occurs between five and six years. Perhaps 6½ years now, in these less-than-ideal days for the retail auto business.

That's a bit longer than in the mid-1960s, when the buyout time averaged a little less than five years.

If the dealership is losing money, Harvey said MHD will stick with the dealer "as long as there is any reasonable prospect of success.

"The attitude, character and ability of the operator are the principal determinants," he said. "Most failures are the result of management failure, rather than economics."

A prospective dealer goes to Motors Holding for financial assistance only after being chosen by the vehicle division. He cannot get MHD approval first and then use it as a lever to obtain a franchise.

If MHD turns him down, his franchise application isn't dead, but he must arrange financing elsewhere.

Is Motors Holding a banker?

"Not really," Harvey said. "We can cope with a greater spectrum of risk than other lenders because we have a more complete understanding of the risk and the management required for success in this field."

He added, "Money is the easiest part of our business. The most difficult part is knowing how much assistance to give through our branches.

"It is destructive to interfere with a dealer who is performing well. It is also destructive to ignore a dealer who is not." □

One of Buick's oldest

Stillman & Hoag started in '08

Horseless carriages vied with horse-drawn buggies for road space, and scaring horses with a clackity engine or a backfire was an occurrence that provoked either anger or amusement during the automobile's infancy.

The auto industry was barely a decade old in 1908 and America was filled with an exuberance that wouldn't wane until the realities of World War I struck the nation. But that was 10 years away and the automobile, for all its faults, was the transportation wave of the future. Grabbing onto that future, at a time when buying an automobile was literally buying a kit (this was the original "kit car" age) were Walter "Colonel" Stillman and Daniel Hoag. The two men decided to change businesses and start assembling automobiles.

From that beginning Stillman & Hoag Buick was founded. Today it is one of the oldest and one of the largest Buick dealers in the nation.

The dealership, located in Englewood, N. J., has sold Buicks from 1908, before Buick Motor Co. became part of General Motors. Obviously the car business was entirely different in those days.

Walter "Bud" Stillman, son of the founder and chairman of the board of the firm, noted that the dealer franchise system used today was unknown. Instead manufacturers sold their vehicles to distributors who in turn sold them to retail dealers. Stillman & Hoag became a franchised Buick dealer in 1917 when the system was founded. By then, Stillman said, the company was "down to selling Buicks" since the other marques they started with in 1908 — Locomobile and Haynes — had left the automotive scene.

"Bud" Stillman formally started working at the dealership when he was 17, though, as with any family business, he was part of it since childhood. He began in the service department, which was more a repair shop with a blacksmith as part of the operation. The blacksmith was needed to forge parts for cars.

After working at the dealership through high school and during summer vacations from Cornell University, Bud joined the business full time as a salesman following graduation.

In the early 1920s, selling cars was entirely different from today, he recalled. Yes, there was a showroom, but business was not done there; cars were sold at customers' homes.

"Autos were merchandised door to door," he said. "There was a different feeling about cars; people

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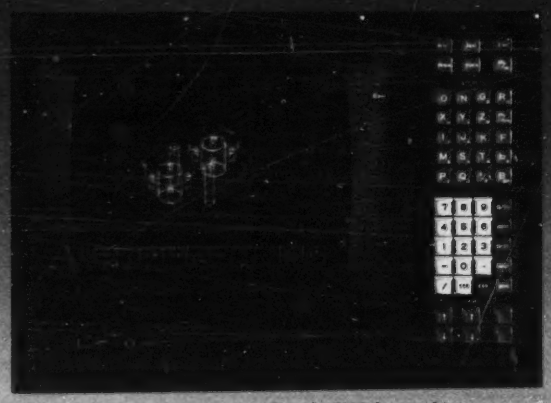

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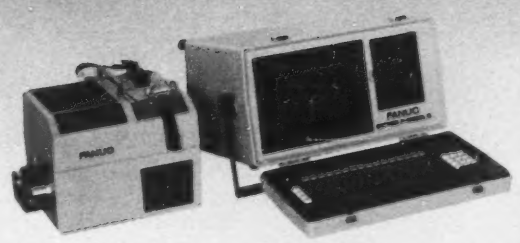

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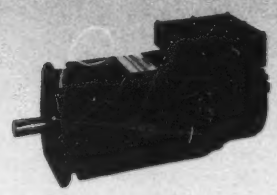

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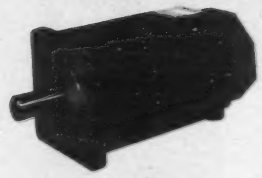


FANUC AC SERVO MOTOR series

were really interested and the salesman had a closer relationship with customers than today."

The dealership had three salesmen, plus "Colonel" Stillman and Daniel Hoag who also sold cars. Each salesman had a territory to cover, and could work 75 to 80 hours a week, keeping in touch with customers by phone or, if in the neighborhood, stopping in to chat for a while.

Customers expected such personal treatment. Even when his father or Hoag sold a car, Bud Stillman said, the salesman received a small commission and the customer was turned over to him for personal attention.

While car selling is not operated on a door-to-door basis today, Bud Stillman maintains that most sales are lost because sales people are unable to develop personal relationships in a showroom environment.

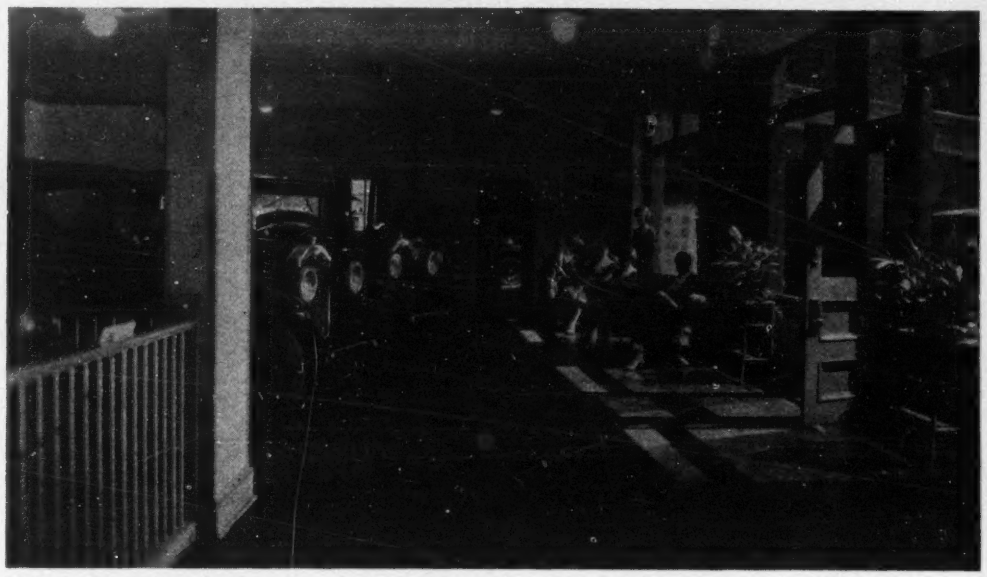
"Selling was a matter, in those early years, of knocking on doors during the day and stopping by during the evening for a demonstration ride," Stillman said. "It was also placing cars at strategic locations, such as the railroad station, and trying to convince commuters they would be happier with a car."

In 1930 Daniel Hoag died and by 1932 "Colonel" Stillman became sole owner of the company, although its name has been retained to today. The name was retained because the company had developed a reputation in its market area.

In 1937 the "Colonel" died, and Bud became president of the company. By 1939 the dealership outgrew its original location on Engle Street and moved to its present location on Grand Avenue.

By the time car production stopped during World War II, the company was selling 600 new cars and 350 used cars a year. During World War II, Bendix Corp. used the service area of the dealership for U. S. Army work.

After the war other parts of the Stillman & Hoag operation began to take shape. Bud started a leasing and rental business to capitalize on postwar pent-up demand for automobiles, and the lack of supply. He also formed Englewood Tire Distributors.



The Buick sales showroom of Stillman & Hoag in the early 1920s.

Bud has been active in dealer affairs for years. He served as president of the New Jersey Automobile Dealers Assn., as New Jersey director for the National Automobile Assn., and recently received a plaque from the Automotive Hall of Fame.

After 26 years at the helm of the dealership, Bud moved up to chairman in 1972 and his son, Robert, became the president of the company.

Robert Stillman noted that while the company can't offer the personal touch of the old days, since it sells 1,500 new and 350 used cars a year, and works on as many as 120 a day in the service department, it still tries. He and his father both spend time in the showroom.

Robert's career in the family business is a replay of Bud's. At 16 he started in the service department as an apprentice mechanic. He worked at the dealership during high school and college, moving to various positions including service dispatcher and parts assistant. After graduation from Cornell, Robert served in the Army, then returned to work in the leasing operation of the company. In 1962 he returned to the dealership as operations manager, became general sales manager, then president.

The Buick product is the backbone of the business, Robert acknowledges, stating that "we started with them (Buick) and they are the key."

During his 33 years with the business, Robert said, consumers have changed: "Their expectation levels are higher and they expect more; consequently, service is extremely important to the overall operation."

Stillman & Hoag marked its 75th anniversary this year. In recognition of that diamond anniversary year, and the fact that Stillman & Hoag has been family operated since its inception, Bud and Robert Stillman were presented a special plaque, personally, by Buick Division general manager Lloyd E. Reuss.

Encased in the plaque is a letter from GM chairman Roger B. Smith and president F. James MacDonald.

Before long the fourth generation will enter the Stillman & Hoag family business, as John, Robert's son, joins his father and grandfather, who promise that the young man "will start as an apprentice." □

—John A. Russell

75th Anniversary

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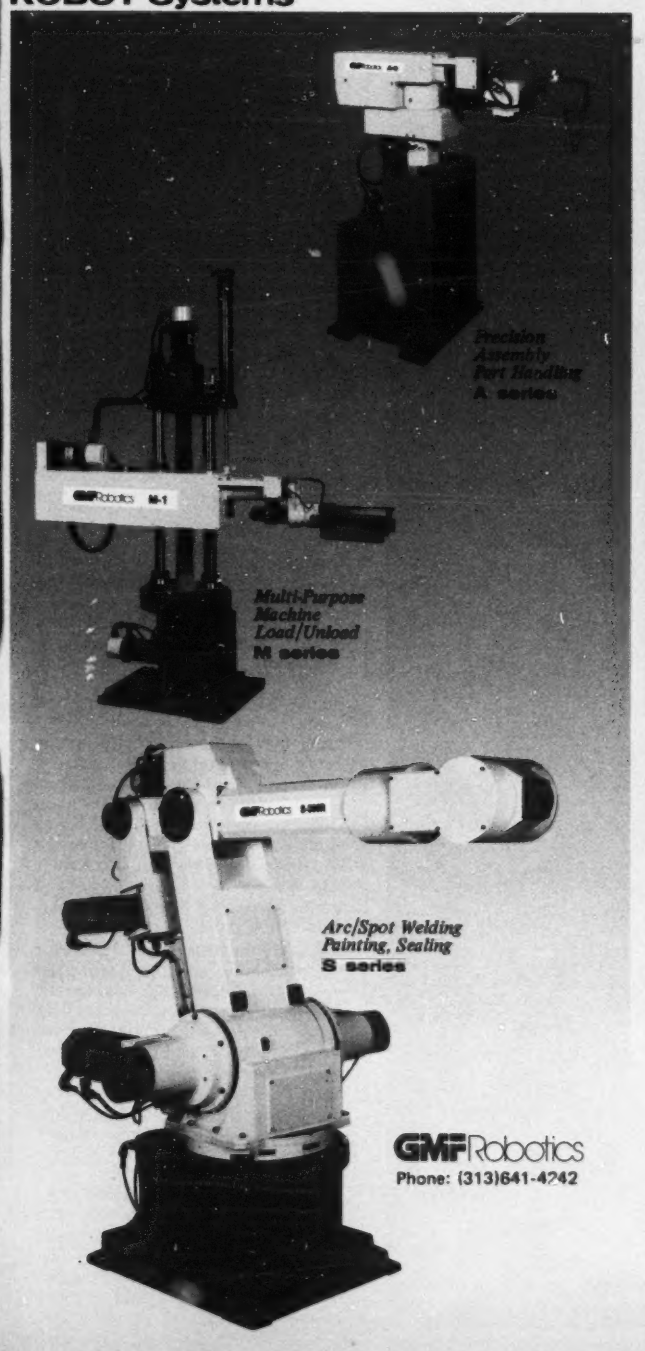

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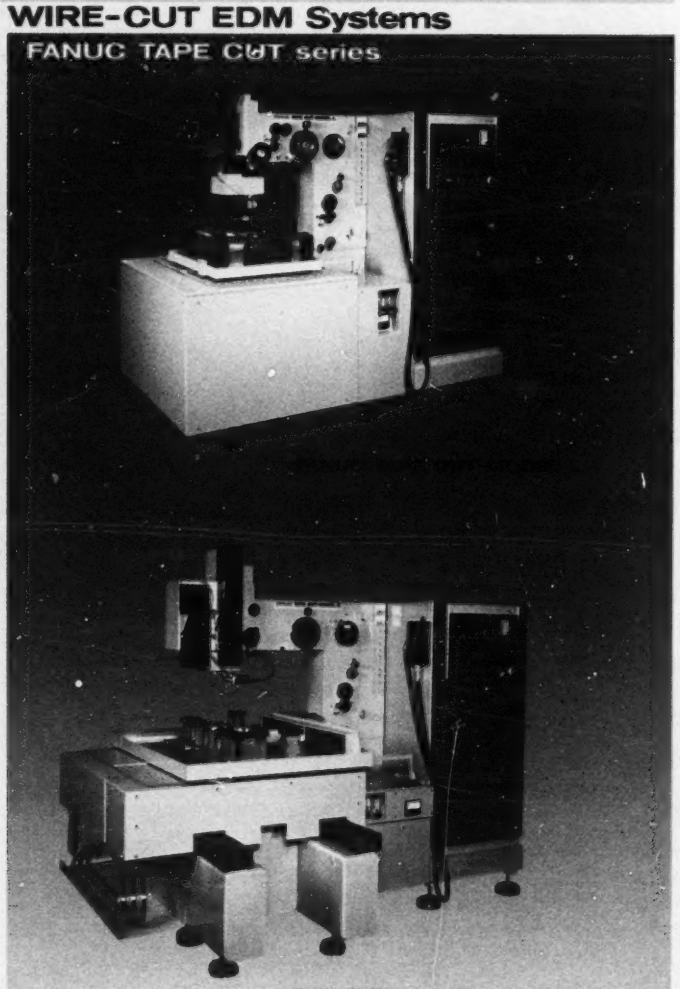

FANUC TAPE CUT-MODEL N

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TOKYO JAPAN

Opening up the West Coast

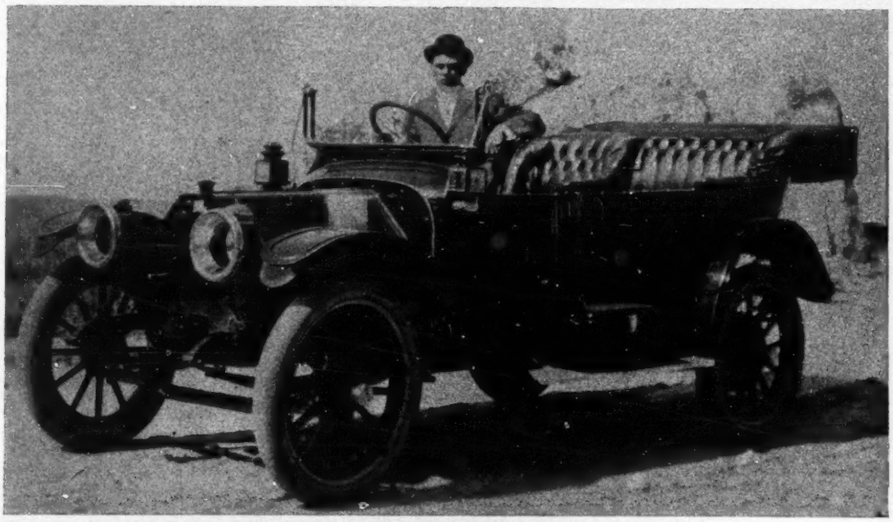
'You had to teach . . . to make a sale'

Seventy years ago in the small, orange-growing community of Redlands, Calif., some 60 miles east of Los Angeles, a car dealer who sold Franklins and Columbus Electrics took on a Buick franchise.

The Buick business outlived the other two car lines and the man himself, who nonetheless would see his sons take over the dealership and take pride in the prospect of it passing along to a third generation. It is by far the oldest General Motors dealership held continuously by one family in Southern California.

GM was five years old when Bert S. Hatfield, in partnership with a general agent from the Santa Fe railroad, by the name of Pettibone, acquired the Buick franchise here. At that time Buicks were handled on the West Coast by Howard Brothers Co., a distributor located in Los Angeles.

Hatfield, who was 29 at the time, had moved to California from Columbus, O., four years earlier. Son of a farmer and graduate of a technical school in Columbus that made him the equivalent of an electrical engineer, Hatfield sold electric cars that hailed from his hometown. Hatfield's son, Robert S., who runs the dealership with his brother John, said his father would travel to the port in San Pedro, south of Los Angeles, to pick up electric cars which were shipped from the East Coast via the Panama Canal. "It would sometimes take him two days to get back since the range on the batteries was so limited," Hatfield said.



Bert S. Hatfield, around 1913, with his first Buick demonstrator in Redlands.

Back then cars were primarily the province of the wealthy, and Redlands, thanks to its climate, was home to well-off citrus farmers and the rich from the East who would winter in the Southern California town.

Since the automobile was a relatively new invention, many of Hatfield's customers didn't know how to drive. "You had to teach them if you wanted to make a sale," Bob Hatfield said. In those early days the elder Hatfield operated out of what was once a stable, renting the facility for 25 years before moving across the street into a more conventional car dealership.

"That building (the stable) was located right next to the Elks Club, which was the center of the community in those days," Hatfield said. "He used to sell 50 or 60 cars a year. Service was very important, people couldn't drive to San Bernardino (less than 10 miles away) without needing a new tire or something."

Addition of the Buick franchise meant fewer trips to the port in San Pedro since the Buicks arrived in Redlands by rail. Some of Bob Hatfield's earliest memories are of going to the rail yards when the new cars came in. "I remember going down there with a crowbar and prying off the wooden blocks that were nailed down to hold the cars in place," he said.

Like GM, Hatfield Buick has weathered the ups and downs of the economy, surviving wars, the Great Depression and recession. "During World War I my father told me that cars were hard to get, and of course, during World War II they weren't building any cars," Hatfield said. Once during WWI, when meat was hard to get, Hatfield said his father took a stake in a farmer's lot of pigs as down payment on a car. The elder Hatfield was promised his money once the pigs went to market. "Well, my father went over to see this farmer to check on the pigs and the farmer told him, 'I don't know where they went'." That was the last time Hatfield Buick dealt in livestock.

While the '20s were good for the dealership and the town prospered, the Depression was one of the most difficult times, Hatfield said. "There were '32s on the showroom floor until the '33s came out," Hatfield recalls. "It was difficult." Staying in business depended on "how much money flow you had. Some things haven't changed a bit over the years," he said.

As bad as the Depression was, the late '30s saw somewhat of a boom as President Roosevelt sought to prime the pump by giving WWI veterans cash payments of up to $1,000. "We sold as many or more cars in '36 as we did in

'34 and '35," Hatfield said.

Then WWII came and Bob and John Hatfield were called to war. When they returned, there was no question of what they would do—they both came back to the dealership.

"John's always handled the service side and I handle the other part," Hatfield said. While both attended school in Redlands, they worked at their father's store. "I found myself neglecting school, I wanted to have a shift at the store. My brother was the same way," Hatfield said. At the time, "none of the (dealer) heirs really wanted to go into it. To them there was no career to follow."

Bob and John were different. Bob went on, after the war, to attend General Motors Institute in Flint, Mich. In the early '50s the brothers began buying into the store.

Those postwar years were good, Hatfield recalls. "My father used to tell me, 'We don't need salesmen, we need someone who can get us cars'," he said with a chuckle.

It was during that period that one of GM's luminaries visited the Hatfield showroom. "Harlow Curtice (who became president of GM in the 1950s) came here once," Hatfield said. "There was a sales meeting up in Las Vegas and I remember riding out here with my father and him (Curtice) because we were so close to Palm Springs."

It's people Hatfield remembers the most, from Curtice to neighbors who've bought cars time and time again. "The car business is fascinating, there's something different everyday," Hatfield said. While his father, if he were still around today, might recognize some of the names of the customers and that cash flow is still important to business, there are other things that aren't the same. Noting the clicking sound from a computer terminal in the next room, "Can you imagine a place this small with a computer?" Hatfield asked.

Despite the changes, Hat[illegible] has developed a philosophy towards the business that has served him well. "My father used to say, 'Don't worry about the future, it can only get worse'," Hatfield laughed. "But you learn over the years that (business) isn't always going to be so good and it's always not going to be so bad. In a small area like this, you know if you've sold a lot of cars in a couple of years that you've pretty much saturated the market and things are going to be slow for a little while."

While Hatfield remains active in the store, he is secure in the thought that the franchise will remain in the family name for at least another generation. John's son, Bill, has been working at Hatfield Buick for eight years now, starting as a salesman and moving up to sales manager. "He's a natural," Bob Hatfield said. "He's almost repeating my career." And somewhere, maybe, Ben S. Hatfield is smiling. □

—*Matt DeLorenzo*

Irving J. Demarest, center, was Chevrolet's oldest dealer in point of individual service when he retired in 1982, after heading I. J. Demarest Inc., Westwood, N. J., for 68 years. Presenting a plaque to Demarest are, left, William K. Gerrard, Chevrolet Atlantic Coast regional manager, and Edd Roggenkamp III, Newark zone manager.

AC Sphinx

A sparking company

While the auto industry was going through its birth pains in the U. S., an equally vibrant industry was being born in England. Some segments of the British industry were to become parts of General Motors.

Sphinx Manufacturing Co., founded in Birmingham, in 1898, provides an early example. The company was created by H. G. Longford and William A. Clark to make small components for autos. By 1902 it had found its niche; it was making spark plugs by the thousands, and plugs remained its mainstay for decades.

In 1922 AC Spark Plug Co. Ltd. was formed in England by Albert Champion, the bike racing star who had just created AC Spark Plug Co. in Flint, Mich. The firm in England was set up to distribute the U. S. company's goods in England and the European continent.

In 1923, at the instigation of Champion, AC Spark Plug Ltd., amalgamated with Sphinx to form AC Sphinx Sparking Plug Co., Ltd. Ownership of the new company was shared equally by Lonford/Clark and AC Spark Plug.

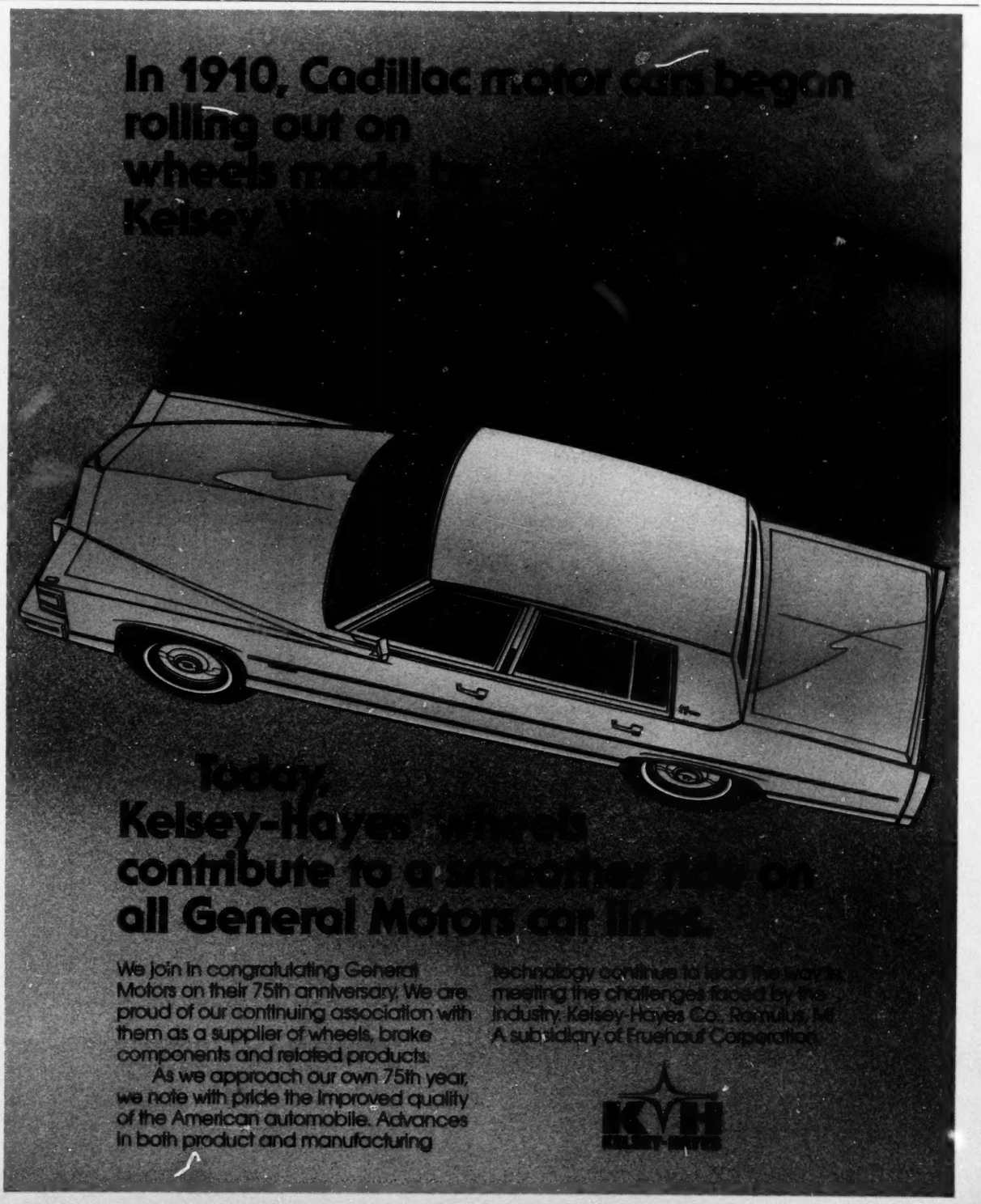
Later that year Champion bought Longford's share for $65,000. After Champion's death in 1927, Basil W. deGuichard, the new president of AC Spark Plug in Flint, bought Clark's 25 percent for $64,000. As a result the new English company became solely owned by AC Spark Plug of which GM owned a majority share.

GM purchased the remaining stock of AC Spark Plug from the Champion family in 1933, at which time AC Spark Plug, along with Sphinx in England, became a full-fledged division of GM.

If one term characterizes GM in the United Kingdom it is growth. By 1946 it had five distinct organizations there. AC Sphinx Sparking Plug, Delco-Remy and Hyatt, Ltd., Frigidaire, Ltd., General Motors, Ltd., and Vauxhall Motors, Ltd.

At that time, GM consolidated into two divisions, Vauxhall Motors and General Motors Ltd., with AC Sphinx, Delco-Remy-Hyatt and Frigidaire becoming part of GM Ltd. The name AC Sphinx Sparking Plug was changed to the simpler AC Sphinx Division.

A GM Ltd. Vehicle Division was established in 1967, and by the mid-1970s GM Ltd. had plants in five locations in England—Dunstable, Southampton, Liverpool, Wellingborough and Hendon. All were devoted almost entirely to making AC Delco components. □



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Automotive News

September 19, 1983

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Porsche set for takeover of its U.S. sales from VW

By Richard Feast
European Editor

FRANKFURT, West Germany. — The Porsche factory is well advanced with a plan to take control of its own distribution in the U. S.

No confirmation of any pending divorce from Volkswagen of America was forthcoming at the International Auto Show here last week, but Porsche Chairman Peter Schutz said, "The clock is running."

Carl Hahn, chairman of the VW Group, said, "I have no comment to make about these suggestions."

Noel Phillips, president of VWoA, said, "The contract has not been canceled, but we are negotiating on the way in which the operation is run."

Any change would come after a market study is completed by Richard O'Leary, a Minneapolis lawyer who was appointed when his old friend Schutz became chairman of Porsche nearly three years ago.

It would have dramatic repercussions for the financially troubled VW Group which has handled Audi-Porsche sales in the U. S. since 1969. Any split off of Porsche would not involve the Audi-VW link in the U. S.

The U. S. will account for half of Porsche's 40,000 output this year. Porsche (and more recently Audi) business has been one of the few bright aspects of VW's recent record in the U. S.

A change would undoubtedly be stimulated by Porsche's desire to handle its own sales — and thus profits — directly. It has its own distribution in the domestic market and handles sales in key export markets like Great Britain and France either directly or with joint ventures.

Said Schutz, "We have a responsibility to the Porsche owner, to sell a car in the manner he wants, how he wants, when he wants.

"None of these things is happening right now."

• The agreement between VW and Porsche has been renewed every two years, but senior executives from both companies hint that there are get-out clauses in most contracts.

Schutz said Porsche is considering several options for its long-range planning. But the feeling is that it should change when Porsche is in a position of strength — which it is right now.

"Our rivals are getting stronger, and we have no exclusive rights on building fine cars with a reputation for engineering excellence," he said.

At present, Porsche has about 330 dealers in the U. S. It is looking for sales of around 20,000 this year, compared with 14,407 last year.

While the plan for the orig-

Continued on Page 42, Col. 5

Saab sheds its top

Design study car at Frankfurt

A Saab convertible, a design study car based on the new 900 Turbo two-door, is on display at the Frankfurt Auto Show. It features an electric retracting glass rear window operated from the driver's seat, a rear spoiler mounted on the upper back panel and sculpted into the belt trim moldings, a sweptback windscreen, 175-HP 16-valve turbo engine and leather upholstery. Top speed is estimated at more than 125 MPH. The design study car was built by ASC, Inc., Southgate, Mich.

Imports virtually gone with 25-day stock

U.S. inventory is 55 days, spotty

By Richard A. Wright
Assistant Managing Editor

While the domestic new-car inventory appeared to be healthy at 55 days on Sept. 1, the import pipeline was just about dry as the stockpile of new cars from overseas dropped to an incredible 25-day supply.

In fact, the 55-day supply of domestics was not as strong as it might seem. The actual number of U. S.-built new cars in stock dropped during August from 1,102,103 on Aug. 1 to 1,087,570 Sept. 1.

Stocks in some lines were low enough that sales suffered in August, all of which resulted in a higher days-supply figure (it was 48 days on Aug. 1), but in fact a weaker inventory situation.

In addition, that lower inventory figure of 1,087,570 included a number of new entries, such as Chrysler Laser, Dodge Daytona, Pontiac Fiero and American Motors/Renault Encore, for which no selling rates had yet been established.

On the import side, the inventory totaled only 195,418 new cars, a 25-day supply, compared with 227,819, a 26½-day stock, a month earlier. As was the case with the domestics, import inventories were so low that they kept a lid on sales, resulting in a days-supply figure that actually overstated the inventory.

Import dealers also had a meager 30-day supply of pickup trucks, which was 61,068 units, compared with a 52-day supply, or 88,209 units, a month earlier.

• The domestic new-car inventory was divided this way Sept. 1: General Motors, 56.57 percent; Ford Motor Co., 26.18 percent; Chrysler Corp., 12.63 percent; AMC, 3.20 percent, and Volkswagen of America, 1.42 percent.

A month earlier, the domestic inventory was divided as follows: GM, 59.85 percent; Ford Motor Co., 23.05 percent; Chrysler Corp., 12.97 percent; AMC, 2.63 percent, and VWoA, 1.50 percent.

GM had a 52-day supply Sept. 1, up from a 47-day stock a month earlier. The inventory was higher, partially at any rate, because of depressed sales rates due to lean inventories of J-cars and some standard and luxury lines. Lowest domestic nameplate stock of all was Corvette, at 23 days.

Ford Motor Co. entered September with a 63-day supply, up from 49 days a month earlier. Here again, August sales were hurt by shortages of Escort, the company's top-selling car. Ford was also selling off stocks of the discontinued Fairmont and Zephyr lines.

Chrysler Corp. had a 57-day supply Sept. 1, up from 48 days a month earlier. The corporation's well-balanced stock was the lowest in big cars.

AMC had a 52-day supply

Continued on Page 42, Col. 1

breaking news

Toyota prices up $254 for '84

TORRANCE, Calif. — Toyota announced a price hike of $254, or 2.9 percent, for the '84 models it will sell in the U. S. The new front-drive Corolla Deluxe four-door sedan is $6,498, up $360, and the new Deluxe van wagon is $8,998.

GM offers dealer equipment-purchase plan

DETROIT. — General Motors is notifying dealers of its newly formed GM Dealer Service Equipment Activity, a program that combines a team of trained consultants, select state-of-the-art equipment and a complete financing and direct-ordering package aimed at increasing sales and profits in the dealership service department. GM dealers will soon receive a catalog describing GM-branded equipment in the fol-

See BREAKING NEWS, Page 8, Col. 1

Chairman expects first 10-million-car year since 1979

GM's Smith sees 13.5 million sales

By Al Fleming
Industry Editor

General Motors is back in the forecasting game.

GM Chairman Roger B. Smith last Wednesday predicted U. S. car and truck sales will total 13.5 million in the 1984 model year, a 15 percent increase over 1983.

He looks for '84 sales of 10.2 million cars and 3.3 million trucks.

It was the first official annual sales prediction by GM since December, 1980, when Smith, about to succeed retiring Chairman Thomas A. Murphy on Jan. 1, 1981, said GM was looking for sales of more than 10 million cars and more than 2.7 million trucks for a total of "at least 13 million" for 1981.

As it was, '81 calendar year sales fell far short of that mark, with 8.5 million cars and 2.4 million trucks.

Since then, as the industry suffered through economic and marketing doldrums, GM has kept its forecasts to itself—until last week, when Smith spoke at a "Food for Thought" luncheon series at the Recess Club in Detroit.

Apparently the prospect of a revived economy and new-vehicle market prompted GM to go public with its 1984 model-year prognostication, which Smith said is "based on our view of the current economic outlook."

Should the outlook prove accurate, 1984 would become the first 10-million-plus car year in five years. It also would be the best car-truck total since 1979 when 14.7 million new vehicles were sold.

The improvement in 1984 would be about equal to gains posted in 1983 when some 8.8

Continued on Page 42, Col. 5

Cutlass Cruiser

Olds replaces its midsize wagon

Olds replaces its rear-drive Cutlass station wagon in 1984 with the roomier Cutlass Cruiser, based on the front-drive Cutlass Ciera A-car. With the increased cargo capacity, sheets of plywood can be hauled; with an optional third seat, there's room for eight. More on the new Olds models on Page 36.

NEWSPAPER

Danforth pushing Senate mandate

Air bags called unlikely with Reagan in office

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Two Administration officials — Diane Steed, whose name President Reagan has sent to the Senate for consideration as the new head of NHTSA, and Christopher DeMuth, head of regulatory affairs for the White House Office of Management and Budget — said no decision has been made on the passive restraint standard.

Senator John C. Danforth, Missouri Republican, however, feels strongly that no air-bag/passive belt standard will emerge so long as President Reagan remains in office.

In other words, regardless of what happens to the rulemaking at NHTSA starting Oct. 15, the philosophical bent of the Administration makes any NHTSA decision irrelevant.

The Danforth omnibus safety bill is set for markup tomorrow (Sept. 20) and while it may be reported from committee, Senate passage is extremely unlikely this year, much less final Congressional action.

The Danforth measure — opposed in almost all areas by the Administration — mandates air bags for '86-model cars and mandates anti-lacerative windshields, high-mounted stop lamps, and 5-MPH bumpers for '85 models.

It also urges a standard for greater side protection, plans for a Car Book and strengthens truck safety provisions. It also sets 21 years as the minimum drinking age and addresses problems of interstate motor carriers and transportation of hazardous materials.

Early testimony from the auto makers showed lack of support although Ford Motor Co. showed interest in becoming a supplier of driver-only air-bagged cars for the government test fleet.

• Last week, MVMA filed a statement which said Congress should not legislate design standards; instead, if standards are to be set, they should be done administratively by NHTSA after appropriate procedures and with acceptable leadtime.

In last week's hearing, even though Steed insisted she had not made a predetermined decision and absolutely denied receiving any "marching orders" from the Office of Management and Budget or from the White House, she admitted there was a "public perception" of White House disposition against passive restraints.

Steed further assured Danforth that NHTSA would make its decision in "considerably less" than a year. It will be "open and objective" and in line with the court's order to consider such alternatives as air bags and nondetachable belts. She does not plan "extensive new studies" and denied any intent to delay."

Danforth and others — young picketers who were removed from the room by Capitol police when they stood up to call DeMuth a "killer" — stressed that in the case of air bags, delay

Continued on Page 42 Col. 2

New roof for Ford LTD Brougham

The 1984 LTD Brougham has a new roof and a revised rear pillar/window treatment. LTD powertrain changes include the addition of electronic engine controls and the replacement of the 3.3-liter six-cylinder engine with a more powerful 3.8-liter V-6 with electronic fuel injection on the station wagon. Ford's new models go on sale Sept. 22.

Increase for '84 amounts to 2.3 percent

Ford hikes prices by $254 average

By John K. Teahen Jr.
Managing Editor

In the introduction-day price sweepstakes for 1984 cars, the tally sheet reads: Ford Motor Co., $254; General Motors, $232.

Who won? That depends upon whether you're a factory person who relishes the extra bucks or a would-be customer who abhors all price hikes.

Ford's $254, announced last week, amounted to a 2.3 percent boost. GM's $232, posted in late August, was 2 percent. Ford's breaks down into $216 on base vehicles and $38 on options. The GM breakout is $180 and $52.

Both companies' increases were rather moderate in comparison with those of the late '70s and the first couple years of the '80s, but they gave rise to a nagging question: Is this the end?

That question must remain unanswered. The manufacturers won't talk about what prices may be two, three or four months from now. They won't even talk about what prices may be tomorrow morning.

In announcing their hikes, both Ford and GM used the method most advantageous to the factories. They compared '84s and '83s on a comparably equipped basis.

This means that they adjusted the prices of the '83s to reflect equipment additions or deletions. A straight sticker-to-sticker comparison would have meant larger increases than those announced.

• Ford Motor also revised its dealer discounts on some models. All Ford EXP and Mustang and Mercury Capri cars now carry a 15 percent discount (before holdback). For '83, it was 12 percent on the base model and 16 percent on others.

For Ford Escort and Mercury Lynx, the '84 dealer discounts are 12 percent on the base model and 15 percent on others. For '83, they were 12 and 16.

There were no changes in destination charges for '84.

Ford's biggest increases were on its larger cars.

Starting at the bottom of the list with the subcompacts, the price leader in the Escort line is $5,629 for '84, down $10 from '83 (no equipment adjustment). Lynx starts at $5,758, up $7. A diesel engine for Escort is $558 and includes five-speed transmission.

The new Mustang SVO, a high-performance model, is $15,596.

At $11,849, the Mustang LX

Continued on Page 38, Col. 5

Total is up 23 percent from year-ago period

Sept. 1-10 sales climb to 132,333

By Jenny L. King
Staff Writer

Domestic new-car sales continued the numbers climb underway since February with a 23.19-percent increase during the Sept. 1-10 period. The total, interestingly enough, was third lowest for any period in 1983 and was one of the lesser sums reported for the historically erratic early September period.

But steady growth prevailed and the year-to-date total was 17.87 percent ahead of 1982 and surpassed Jan. 1-Sept. 10, 1981, by 16,469 units. Annualized sales based on the most recent numbers figured to 6,846,000.

For the early-September period, 132,333 new cars were delivered, up 23.19 percent from 107,423 in 1982. In '81 same period sales reached 151,281; over the years they have ranged from 78,931 (1961) to 190,493 (1955). The close of the model year and loss of a selling day due to Labor Day have traditionally kept sales repressed in early September.

General Motors was up 16.62 percent, to 76,835 from 65,883 last year. Ford Motor Co. was up 28.93 percent, to 32,865 from 25,491. Chrysler sales of 15,351 were up 19.44 percent over 12,853 the preceding year.

American Motors released a sales estimate of 4,200, up 180 percent from the year-ago estimate of 1,500. Volkswagen sales dropped 28.01 percent, to 1,221 from 1,696, while Honda again surpassed VW with its sum of 1,861 sales.

GM's share of the domestic market was 58.06 percent, down from 61.33 percent in 1982. Ford climbed to 23.84 percent from 23.73 percent. Chrysler's 11.60 percent was a move down from 11.96 percent. AMC earned 3.17 percent compared with 1.40 percent; VW had 0.92 percent compared with 1.58 percent, and Honda captured 1.41 percent with no year-ago share.

Chevrolet was the only GM make to miss year-ago sales levels. Chevrolet was down 1.24 percent while Cadillac was up 47.30 percent, Oldsmobile was up 29.88 percent, Buick was up 27.43 percent and Pontiac was up 15.44 percent.

At Ford Motor Co., Ford was up 27.51 percent, Mercury was up 29.95 percent and Lincoln was up 37.88 percent. Chrysler was up 29.72 percent, Plymouth was up 5.65 percent and Dodge was up 24.34 percent while Imperial dealers, selling out the few cars remaining in stock, sold an estimated 10 units for a 68.75-percent drop.

AMC products dropped 53.33 percent and U. S.-built Renault cars had no year-ago comparisons. VW was down 28.01 percent, and Honda is new in 1983.

With eight selling days in the period both this year and last, the daily rates were 16,542 vs. 13,428, up 23.19 percent this year.

DOMESTIC SALES

	Sept. 1-10, 1983	Sept. 1-10, 1982
Renault Alliance	3,500†	.....
AMC	700†	1,500†
AMERICAN MOTORS	4,200†	1,500†
Chrysler	4,998	3,853
Imperial	10†	32†
Plymouth	4,566	4,322
Dodge	5,777	4,646
CHRYSLER CORP.	15,351	12,853
Ford	21,477	16,843
Mercury	8,778	6,755
Lincoln	2,610	1,893
FORD MOTOR	32,865	25,491
Buick	16,604	13,030
Cadillac	6,057	4,112
Chevrolet	24,984	25,297
Oldsmobile	19,128	14,728
Pontiac	10,062	8,716
GENERAL MOTORS	76,835	65,883
VOLKSWAGEN	1,221	1,696
HONDA	1,861	.....
U. S. INDUSTRY TOTAL	132,333	107,423

† Estimate

GM seeking dismissal of X-car charges

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors has asked the federal court in Washington to dismiss all charges of safety-related brake defects in over a million 1980 and later GM X-body cars.

GM argued that NHTSA must first make a final determination of defect through its own agency procedures before it can take GM to court.

GM said the company has not decided there is a "safety-related defect" and so therefore cannot have violated the safety law by failing to report one to the government.

GM added that nothing in that law says a company must determine whether earlier recalls made (two in the case of brakes and X-body cars) have been adequate. The burden of proof, said GM, lies with the government unless the maker volunteers to recall and correct.

The GM action followed the government's move for summary judgment. The grounds for that move, however, are in a brief sealed under court order. The government took this move until some settlement is reached with GM about the stamp of confidentiality it has imposed on its subpenaed documents.

While the court knows the basis of each side's arguments—one confidential and the other under seal—the public has no way of judging at present.

NHTSA decided to short-circuit its own process in an effort to expedite the legal process and get cars with what it considers dangerous brakes off the road.

The case also involves—for the first time in the 15-year history of the agency—a government charge that GM failed to provide complete and accurate data to NHTSA in at least 18 instances. More than $4 million in fines is sought. GM denied these allegations earlier.

Local-content bill moves closer to House approval

WASHINGTON.—The UAW's local-content bill moved one step closer to House approval last week, even though the measure was reported unfavorably by a House trade subcommittee by a 10-3 margin.

The same House subcommittee also voted a unanimous thumbs up on the Senate-originated "reciprocity bill" which is considered a domestic-content-bill alternative.

That measure has strong Senate backing and relatively little House opposition. Its relatively weak provisions require the creation of trade study panels and policy programs, particularly in the service and hi-tech areas of the economy.

It also directs the President to consider the treatment of U. S. exports by foreign governments when setting U. S. trade policy.

Both bills will now be considered by the House Ways and Means Committee, where the domestic-content measure faces certain approval and the reciprocity bill is also expected to pass with some revision.

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59th year — No. 4987

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Built to heavy-truck specs

IVECO Trucks of North America, Inc., said the diesel engine and chassis of the 1984 IVECO/Magirus cabover are built to heavy-duty specifications. It has a 100,000-mile/24-month warranty.

truck industry news

'84 Magirus combines city, highway features

BLUE BELL, Pa. — IVECO Trucks of North America, Inc., has introduced the 1984 Class 7 Magirus cabover truck which it said combines the features of a highway and city truck.

The new vehicle, the 160A13-FL, will carry the IVECO nameplate as well as the firm's 100,-000-mile / 24 - month warranty, according to James R. Bostic, president, IVECO/North America.

"Although the 13FL is a medium-duty truck, its diesel engine and chassis are built to heavy-duty specifications," he said.

The 1984 model is powered by a 494-cubic-inch, water-cooled, fuel-injected six-cylinder diesel rated at 160 HP and is equipped with an air - over - hydraulic braking system.

Bostic said the vehicle has a GVW rating of 29,800 pounds, with a chassis length of 165.4 inches that will accommodate body lengths up to 20 feet. It has a five-speed transmission and a single-speed rear axle.

Standard features, which the company said increase performance and reduce maintenance, include:

Engine brake — acting on the exhaust and operated by foot to reduce brake wear, especially on downgrades.

A 52-degree tilt cab to ease maintenance.

Extra suspension — progressively acting, half elliptical leaf springs on front and rear, front shock absorbers and rear stabilizer bar.

Overhead intake for dry-type air cleaner to reduce the amount of dirt drawn into the system.

$150 million offered to enforce safety

WASHINGTON. — States could obtain up to $150 million through 1988 under a federal grant program for the enforcement of truck and bus safety. It is slated to start next month, with $18 million appropriated for fiscal 1984.

Transportation Secretary Elizabeth Dole said the program is aimed at reducing highway fatalities, injuries and property damage resulting from commercial bus and truck accidents.

Increases achieved in all 3 market segments

August sales hit four-year high

Retail sales of new trucks of all types in the U. S. in August were the highest for that month since 1979, with increases over a year ago in all three market segments.

During the month, according to preliminary manufacturer and distributor reports, franchised dealers and factory outlets retailed 252,606 vehicles, an increase of 36.7 percent over the year-ago 184,836 units. In August, 1979, the total was 290,-733.

Calendar-year sales topped the two-million mark in the last week of August, about five weeks earlier than a year ago.

Sales through August totaled 2,006,368 units, up 16.6 percent over the year-earlier 1,721,050, with higher totals this year in two of the three market segments.

For the first time this year, sales of the Japanese-built compact pickups were higher than the domestics in August, 56,052 versus 46,448.

The import total was 50.7 percent higher than the 37,197 units sold in the same month a year ago, while the domestics were up 73.6 percent from last year's 26,760 units.

Total compact-truck sales in August topped the 100,000 mark for the second time this year. Dealers sold 102,500 units, up 60.3 percent from the year-ago 63,957. In June, sales totaled 100,744 units.

• The eight-month count was 710,252 units, an increase of 42.3 percent over the year-ago 499,-158. The domestics' share was 56.4 percent on 400,509 sales, up 67.3 percent over last year's 239,396. Import sales totaled 309,743 units, 19.2 percent higher than the year-ago 259,762.

Light-truck sales through August totaled 1,885,668 vehicles, an increase of 18.6 percent over the year-earlier 1,590,286. Medium trucks were up 2.3 percent to 32,606 units, compared with 31,870 a year ago. Heavies were off 10.1 percent, from 98,-894 units in 1982 to 88,094.

In August, retail outlets sold 236,429 light trucks, an increase of 38.4 percent over the year-earlier 170,848. Mediums were up 23.1 percent to 4,751 units, compared with 3,359 in the same month a year ago.

For the first time since April, 1981, sales of heavy trucks showed a year-to-year increase in August. During the month, dealers retailed 11,426 Classes 7 and 8 trucks, a gain of 12.8 percent over last year's 10,129.

At the end of August, the number of unsold trucks in retailers' hands was down considerably from the same time in 1982. The total was 509,482 units, off 18 percent from the year-ago 621,651.

On Sept. 1, there were 474,-

Continued on Page 27, Col. 1

SAE truck/bus parley to draw top executives

CLEVELAND. — More than 200 top executives from the truck and bus industry will explore the theme, "Commercial Vehicle Technology — Dimensions for Tomorrow," at the ninth annual SAE truck & bus meeting Nov. 7-10 at Stouffer's Inn-on-the-Square here.

The four-day program will feature keynote addresses by leading industry executives and more than 25 half-day technical sessions devoted to such topics as electronics, brakes, drivetrains, fuel economy, and bus and light-truck operation.

In addition, a truck and bus exposition will have more than 30 exhibitors on 4,500-square-feet of floor space. The latest technology for trucks and buses will be exhibited.

Donald J. Atwood, vice president, General Motors Truck & Bus Group, will speak on "Commercial Vehicle Requirements for the Future," on Monday, Nov. 7 at 9 a.m.

The annual Blue Ribbon Panel, a truck and bus meeting tradition, will feature four industry executives who will explore the future of commercial vehicle technology. Ruben F. Mettler, chairman, TRW Inc., will serve as panel moderator. He also is general chairman of the 1983 meeting.

• Panelists scheduled to appear are Donald D. Lennox, chairman, International Harvester, representing the engine industry; Charles R. Marcoux, president, Leaseway Transportation Corp., representing truck users; Gerald B. Mitchell, chairman, Dana Corp., representing a component supplier, and Jack B. Curcio, president, Mack Trucks, Inc., representing truck original-equipment manufacturers.

The panel was organized by Dean Stanley, vice president, IH Truck Engineering Group.

Lee L. Morgan, chairman, Caterpillar Tractor Co., will be the featured speaker at the annual banquet Nov. 9. Dr. Mettler will serve as toastmaster.

Technical sessions planned for the meeting include: Nov. 7 — Electronics, brake compatibility, Class 6 7 transmissions, effect of powertrain optimization on the engine and GMC Astro; Nov. 8 — Retarders, light trucks, fuel economy and coaches; Nov. 9 — Cold-weather operations, friction materials, shift controls and body design; Nov. 10 — New U. S. weight-and-length laws, seals, vehicle handling and tires.

Rockwell to open plant near Ford Louisville

TROY, Mich. — Rockwell International has announced plans to assemble and finish fiberglass reinforced plastic hood and fender assemblies for medium and heavy Ford trucks in a new facility to be opened in the Louisville area.

The plant, which is expected to start production late in 1983, will be in a building adjacent to the Ford Kentucky Truck Plant near Louisville.

George L. Levy, vice president and general manager of Rockwell's Plastic Products Business, said "the proximity of the plant to the customer will implement our plans for 'just-in-time' delivery. This will tighten our communications lines considerably, shorten transportation requirements and reduce inventories."

Just-in-time delivery of parts for final vehicle assembly is viewed by the automotive industry generally as being highly desirable in its current efforts to achieve optimum productivity in manufacturing operations.

Carl G. Roth, Ford's manager of Truck Manufacturing Operations, hailed the Rockwell move.

"We're extremely pleased to see another major supplier to Ford Motor Co. locate close to our heavy-truck operations in Louisville," he said.

"As vehicle manufacturers accelerate their programs to further reduce parts inventories, I'm sure that more and more suppliers will follow this line of action," he added.

Levy noted that Rockwell, a

Continued on Page 16, Col. 4

General gets milestone U. S. Nissan

The first American-built Nissan pickup truck delivered in Ohio was purchased from Laughlin Motors, Canton, O., by General Tire & Rubber Co., a prime tire supplier to Nissan Motor Mfg. Co., Smyrna, Tenn. Discussing the truck's features are Marv Laughlin, left, the dealer, and John Kelley Jr., General's tire-development vice president.

Harvester offers economy version of DT-466C diesel

CHICAGO. — A new, 165-HP version of its DT-466C turbocharged, in-line, six-cylinder medium diesel engine has been announced by International Harvester's Engine Division.

George D. Aravosis, vice president-marketing, sales and product planning for International Engines, said the 165-HP DT-446C is rated for maximum fuel efficiency while retaining the premium features not found in other domestic medium diesel engines, such as induction-hardened cylinder bores, plateau-honed for superior oil control and long life.

"These engines are targeted expressly for 'fleet buyers' trucks," he said. "At 2,400 RPM, they are designed to improve fuel economy without a corresponding decrease in average speed and overall trip time for city pick up and delivery operations. They are particularly suitable for lease-truck applications."

Aravosis detailed the DT-466C design features, including replaceable valve-seat inserts and valve guides, oil-cooled pistons, and a regrindable induction-hardened crankshaft with hardened fillets and journals.

The engine's 466 cubic inch displacement (1.6 liters) has a 4.30-inch bore and a 5.35-inch

Continued on Page 16, Col. 4

'83 Cadillacs "Extended Body" Limousines

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SIX MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**148**	**148**
	June, '82	.....	.....	.....	.....	.....	.....	.....	58	58
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**462**	**462**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	312	312
CHEVROLET	**June, '83**	**47,151**	**36,349**	**2,021**	.....	**23**	**408**	**613**	**33**	**86,598**
	June, '82	36,057	29,464	1,825	.....	40	384	640	75	68,485
	Year to Date '83	**228,833**	**179,430**	**5,706**	.....	**129**	**2,196**	**3,054**	**232**	**417,579**
	Year to Date '82	211,479	163,500	9,055	.....	215	2,191	3,653	352	390,445
(Memo Units) #	**June, '83**	**32,019**	**15,760**	.....	.....	.....	.....	.....	.....	**47,779**
	June, '82	22,126	10,939	.....	.....	.....	.....	.....	.....	33,067
	Year to Date '83	**155,049**	**73,868**	.....	.....	.....	.....	.....	.....	**228,917**
	Year to Date '82	127,665	54,122	.....	.....	.....	.....	.....	.....	181,787
DODGE	**June, '83**	**13,601**	**10,378**	.....	.....	.....	.....	.....	.....	**23,979**
	June, '82	13,265	7,070	.....	.....	.....	.....	.....	.....	20,335
	Year to Date '83	**74,307**	**49,458**	.....	.....	.....	.....	.....	.....	**123,765**
	Year to Date '82	72,794	38,048	18	.....	.....	.....	.....	.....	110,860
(Memo Units) #	**June, '83**	**8,713**	**7,603**	.....	.....	.....	.....	.....	.....	**16,316**
	June, '82	8,307	4,812	.....	.....	.....	.....	.....	.....	13,119
	Year to Date '83	**45,599**	**35,062**	.....	.....	.....	.....	.....	.....	**80,661**
	Year to Date '82	46,406	25,865	.....	.....	.....	.....	.....	.....	72,272
FORD	**June, '83**	**33,139**	**50,876**	.....	.....	.....	**840**	**1,450**	**635**	**86,549**
	June, '82	26,886	44,550	.....	.....	.....	995	1,953	863	75,247
	Year to Date '83	**156,384**	**260,675**	.....	.....	.....	**4,357**	**8,854**	**3,593**	**433,863**
	Year to Date '82	120,401	222,290	.....	.....	.....	5,319	11,153	4,348	363,511
(Memo Units) #	**June, '83**	**26,218**	**20,045**	.....	.....	.....	.....	.....	.....	**46,263**
	June, '82	17,309	18,151	.....	.....	.....	.....	.....	.....	35,460
	Year to Date '83	**119,052**	**101,334**	.....	.....	.....	.....	.....	.....	**220,386**
	Year to Date '82	63,351	80,831	.....	.....	.....	.....	.....	.....	144,182
FREIGHTLINER	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**1,246**	**1,246**
	June, '82	.....	.....	.....	.....	.....	.....	.....	591	591
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,956**	**4,956**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,613	3,613
GMC	**June, '83**	**11,108**	**11,492**	**40**	.....	**5**	**326**	**785**	**557**	**24,313**
	June, '82	8,215	9,786	86	.....	180	295	820	794	20,176
	Year to Date '83	**50,922**	**56,661**	**130**	.....	**138**	**2,589**	**4,481**	**2,983**	**117,882**
	Year to Date '82	43,951	48,817	631	.....	535	1,800	8,345	4,372	108,451
(Memo Units) #	**June, '83**	**7,095**	**5,340**	.....	.....	.....	.....	.....	.....	**12,435**
	June, '82	4,191	3,152	.....	.....	.....	.....	.....	.....	7,343
	Year to Date '83	**31,896**	**22,923**	.....	.....	.....	.....	.....	.....	**54,019**
	Year to Date '82	21,962	14,211	.....	.....	.....	.....	.....	.....	36,173
INTERNATIONAL	**June, '83**	.....	.....	.....	.....	.....	**1,625**	**1,065**	**1,417**	**4,107**
	June, '82	.....	.....	.....	.....	.....	1,101	1,012	1,720	3,833
	Year to Date '83	.....	.....	.....	.....	.....	**7,689**	**5,308**	**8,895**	**21,892**
	Year to Date '82	.....	.....	.....	.....	.....	7,015	6,038	8,551	21,604
JEEP	**June, '83**	**4,031**	**2,535**	.....	.....	.....	.....	.....	.....	**6,566**
	June, '82	4,015	2,309	.....	.....	.....	.....	.....	.....	6,324
	Year to Date '83	**19,842**	**13,388**	.....	.....	.....	.....	.....	.....	**33,230**
	Year to Date '82	16,717	12,515	.....	.....	.....	.....	.....	.....	6,324
(Memo Units) #	**June, '83**	**4,031**	**2,199**	.....	.....	.....	.....	.....	.....	**6,230**
	June, '82	4,015	1,760	.....	.....	.....	.....	.....	.....	5,775
	Year to Date '83	**19,842**	**11,132**	.....	.....	.....	.....	.....	.....	**30,974**
	Year to Date '82	16,717	9,323	.....	.....	.....	.....	.....	.....	26,040
KENWORTH	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**458**	**458**
	June, '82	.....	.....	.....	.....	.....	.....	.....	659	659
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,070**	**3,070**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,762	3,762
MACK	**June, '83**	.....	.....	.....	.....	.....	**243**	**109**	**981**	**1,333**
	June, '82	.....	.....	.....	.....	.....	166	43	1,161	1,370
	Year to Date '83	.....	.....	.....	.....	.....	**992**	**497**	**5,648**	**7,137**
	Year to Date '82	.....	.....	.....	.....	.....	1,102	294	6,651	8,047
MERCEDES-BENZ	**June, '83**	.....	.....	.....	.....	.....	**158**	**118**	.....	**276**
	June, '82	.....	.....	.....	.....	.....	167	97	.....	264
	Year to Date '83	.....	.....	.....	.....	.....	**853**	**425**	.....	**1,278**
	Year to Date '82	.....	.....	.....	.....	.....	1,078	459	.....	1,537
PETERBILT	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**510**	**510**
	June, '82	.....	.....	.....	.....	.....	.....	.....	537	537
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,195**	**3,195**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	2,942	2,942
PLYMOUTH	**June, '83**	**437**	**476**	.....	.....	.....	.....	.....	.....	**913**
	June, '82	517	403	.....	.....	.....	.....	.....	.....	920
	Year to Date '83	**2,595**	**2,173**	.....	.....	.....	.....	.....	.....	**4,768**
	Year to Date '82	3,455	2,128	.....	.....	.....	.....	.....	.....	5,583
VOLVO	**June, '83**	.....	.....	.....	.....	.....	.....	**105**	**67**	**172**
	June, '82	.....	.....	.....	.....	.....	.....	41	21	62
	Year to Date '83	.....	.....	.....	.....	.....	.....	**403**	**306**	**709**
	Year to Date '82	.....	.....	.....	.....	.....	.....	175	73	248
WESTERN STAR	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**22**	**22**
	June, '82	.....	.....	.....	.....	.....	.....	.....	61	61
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**145**	**145**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	374	374
WHITE	**June, '83**	.....	.....	.....	.....	.....	.....	.....	**181**	**181**
	June, '82	.....	.....	.....	.....	.....	.....	.....	187	187
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,064**	**1,064**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	996	996
MISCELLANEOUS*	**June, '83**	**36,725**	**761**	.....	**34**	.....	.....	**21**	**86**	**37,627**
	June, '82	25,657	631	.....	1	1	.....	19	104	26,413
	Year to Date '83	**185,732**	**3,832**	.....	**149**	**5**	.....	**127**	**401**	**190,046**
	Year to Date '82	148,991	3,169	.....	5	2	.....	69	782	153,021
TOTALS	**June, '83**	**148,192**	**112,867**	**2,061**	**34**	**28**	**3,400**	**4,266**	**6,341**	**274,989**
	June, '82	114,612	94,213	1,911	1	221	3,108	4,625	6,831	225,522
	Year to Date '83	**718,615**	**565,417**	**5,835**	**149**	**270**	**18,856**	**23,149**	**34,950**	**1,365,941**
	Year to Date '82	617,788	490,467	9,704	5	755	18,505	30,196	37,128	1,204,538

★—No Oklahoma registrations 1983 and 1982.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Rampage, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Increases achieved in all three market segments

August sales hit four-year high

Continued from Page 14

239 light trucks in inventory, down 17.1 percent from the year-ago 571,927. Mediums were 18.9 percent lower, from 11,462 last year to 9,301. Heavies were off 32.2 percent to 25,942 units, compared with 38,262 a year ago.

• During the month, Ford dealers retailed 75,007 vehicles, an increase of 38 percent over last year's 54,362. The eight-month total was up 18.7 percent to 631,211 units, compared with 532,021 in 1982.

Chevrolet said its dealers sold 72,748 trucks in August, a gain of 33.9 percent over the year-earlier 54,346. Through August, the total was 624,568, up 13.6 percent from last year's 549,995 units.

From a percentage standpoint, GMC's August sales increased more than any other Big Three truck manufacturer.

Dealers retailed 21,257 units, up 51.9 percent from last year's 13,998. The January-August count was 176,729, a gain of 11.1 percent over the year-ago 159,054.

Chrysler dealers retailed 19,058 units during the month, an increase of 3.3 percent over last year's 18,454. Through August, the total was up 4.6 percent to 178,604 vehicles, compared with 170,822 a year ago.

August sales of Jeep four-wheel-drive vehicles totaled 4,800 units, an increase of 9.9 percent over the year-earlier 4,368. The January-August count was 11.6 percent higher, 46,984 versus 42,109.

• Retail sales of Volkswagen front-drive compact pickups were off 61 percent in August, from 905 last year to 353. The eight-month total was 3,986 units, a decline of 55 percent from the year-earlier 8,841.

All five U. S. distributors of Japanese-built compact pickups reported sizable gains for August and the first eight months.

Toyota dealers retailed a record 26,161 vehicles during the month, an increase of 50.4 percent over last year's 17,399 units. Through August, the total was up 27 percent to 119,221 units, compared with 93,902 in the like period a year ago.

During the month, Nissan dealers sold 14,977 pickups, up 84.3 percent over the year-earlier 8,125 units. The January-August count was 49.4 percent higher than last year, 91,835 versus 61,484.

August sales of Mazda compacts totaled 7,088 units, an increase of 56.4 percent over last year's 4,532. The eight-month count soared to 47,024 units, a gain of 75.2 percent over the 26,842 retailed in the same period in 1982.

Isuzu dealers sold a record 2,367 vehicles during the month, 86.2 percent higher than the year-ago 1,271. Through August, the total was 15,508, up 34.2 percent from last year's 11,556 units.

During the month, Mitsubishi dealers retailed 767 pickups, bringing the eight-month total to 5,416 units.

Big Three August, year-to-date sales

	August		Year to date	
	1983	1982	1983	1982
Ford				
Vans	12,678	8,688	109,126	82,024
Club Wagon	1,712	2,579	19,507	22,957
Ranger	12,951	9,993	124,364	64,123
Courier	.....	1,451	5,657	22,146
Bronco	2,359	2,432	26,972	27,290
Bronco II	6,355	.....	31,981	.....
Pickups	35,643	25,458	287,208	281,821
Mediums & Heavies	3,309	3,761	26,496	31,660
Chevrolet				
Vans	8,841	7,739	94,822	69,650
Sportvan	953	824	12,521	10,816
S-10	13,658	11,868	124,852	122,775
S-10 Blazer	7,473	.....	61,981	.....
LUV	870	1,644	4,295	17,088
El Camino	1,994	1,598	14,218	14,589
Blazer	1,611	1,050	18,519	18,202
Suburban	1,713	1,623	24,317	19,556
Pickups	33,619	26,663	258,130	266,042
Mediums	2,016	1,519	10,913	11,277
Chrysler				
Vans	5,166	4,609	49,808	42,001
Voyager, Scamp, Arrow, Trail Duster	462	648	6,384	7,907
Ram Wagon	2,015	1,865	25,215	20,469
Ram 50	3,822	2,390	19,972	22,538
Ramcharger	1,573	466	13,904	7,402
Rampage	591	1,355	7,565	12,006
Pickups	5,429	7,121	55,756	58,499
GMC				
Vans	3,664	1,671	33,084	19,055
S-15	2,994	2,337	28,284	26,222
S-15 Jimmy	1,614	.....	12,126	.....
Jimmy	513	359	4,814	4,905
Caballero	167	144	1,349	1,825
Suburban	661	565	7,583	6,630
Pickups	8,400	6,930	68,741	74,213
P Models	415	359	2,628	2,681
Mediums	1,970	1,111	12,969	16,709
Heavies	859	522	5,151	6,834

40 rollbacks of odometers bring suspended sentence

CHICOPEE, Mass.—A Massachusetts Superior Court judge has given a Chicopee used-car dealer a suspended prison sentence after the dealer pleaded guilty to charges of turning back the odometers on some 40 vehicles.

Assistant State Attorney General Raymond Lamb disclosed that Norman LaCasse, 34, pleaded guilty to 11 counts of larceny of more than $100 in connection with a scheme involving sale of cars with altered odometers at a dealer auction in the Boston suburb of Concord.

Judge Sandra L. Hamlin sentenced LaCasse to three to five years in state prison, suspended the sentence and placed LaCasse on probation for three years. The state attorney's general's office had recommended a 30-day sentence.

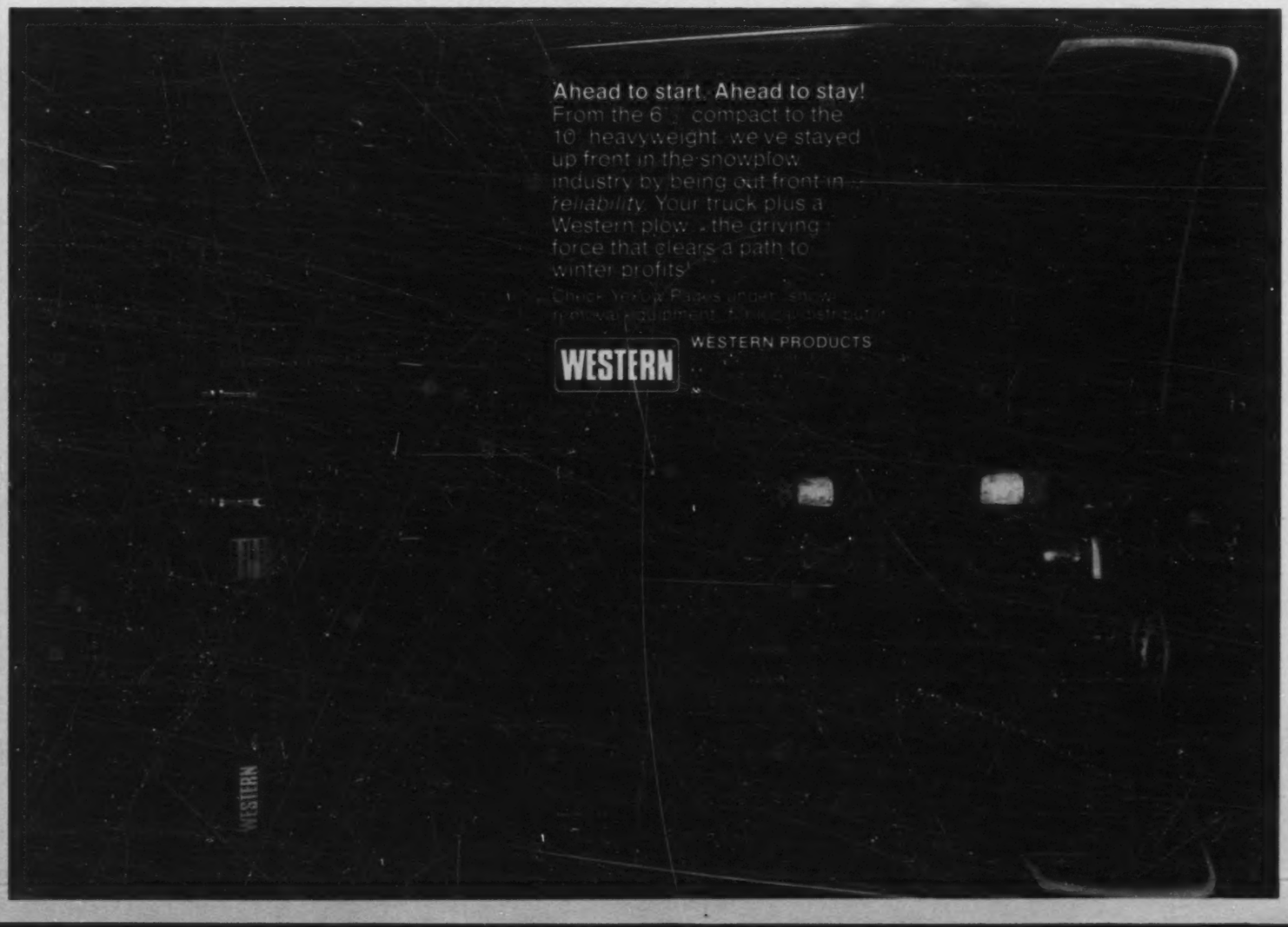
Still pending is a separate civil action in Hampden County Superior Court, brought by the state attorney general's office against LaCasse, owner of Hank's Auto Service, Inc., and Norm's Auto Service, Inc., both in this city.

Being sought is restitution for customers who may have purchased cars with altered odometers from LaCasse.

The civil action asks that LaCasse be ordered to adhere to a Massachusetts state law mandating vehicles to be kept on a lot for at least four days before being sold.

New post for Harris

DETROIT.—Emmit W. Harris Jr., has been appointed manager of the General Motors Acceptance Corp. branch in Richardson, Tex. He formerly was manager of the Houston/South branch.



factories list auction dates

American Motors

Sept. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Sept. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Used Car Sales
Auction Averages

September to date	$5,196
Month ago	$5,164
Year ago	$4,848

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 20—Southern Auto Auction, E. Windsor, Conn.

Sept. 21—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Clanton's Auto Auction, Darlington, S. C.

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$ 9,886	$10,166	$11,178
1982	7,627	7,702	7,622
1981	6,205	6,158	6,164
1980	5,338	5,129	5,281
1979	4,631	4,577	4,529
1978	3,340	3,579	3,353
1977	2,699	2,781	2,645
1976	1,763	1,926	2,113
Overall Average	$ 5,196	$ 5,159	$ 5,172

used-car auction directory

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Imports virtually gone with 25-day stock

U.S. inventory is 55 days, spotty

Continued from Page 1

August 1, unchanged from a month earlier, despite some 8,000 Encores in the inventory which had not yet gone on sale.

VWoA was the only corporate maker to reduce its supply during August and had a 55-day supply of Rabbits Sept. 1, down from 67 days a month earlier.

By size class, the Sept. 1 domestic inventory was divided this way: Subcompact, 17.15 percent; compact, 22.35 percent; intermediate, 40.13 percent; standard, 9.68 percent, and luxury, 10.69 percent.

A month earlier, the domestic inventory was divided as follows: Subcompact, 14.91 percent; compact, 22.33 percent; intermediate, 38.97 percent; standard, 15.91 percent, and luxury, 7.88 percent.

Sept. 1 days-supply figures by size class were:

Subcompact — Alliance, 45½; Horizon, 50; Turismo, 50; Rabbit, 55; EXP, 55½, Omni, 57; Charger, 58; Chevette, 70; Pontiac 1000, 72; Lynx, 77, and LN7, 117.

Compact — Skyhawk, 38; Cavalier, 44; Dodge 400, 44; 2000 Sunbird, 45; Reliant, 46½; Tempo, 48; Topaz, 52; LeBaron, 55; Camaro, 57; Firenza, 62; Aries, 66; Firebird, 67; Eagle, 83; Mustang, 85; Cimarron, 86, and Capri, 130.

Intermediate — Malibu, 28½; Cutlass Supreme, 46; Celebrity, 49; Ciera, 52½; Century, 53; Omega, 57; Regal, 61; Cougar XR7, 61; Monte Carlo, 61½; Grand Prix, 62; Skylark, 64; Bonneville, 67; Mirada, 70; LTD, 74; New Yorker E, 74; Marquis, 75; Chrysler E Class, 78½; Thunderbird, 80; Dodge 600, 99; Citation, 109; Pontiac 6000, 120½, and Phoenix, 126.

Standard — Olds 88, 27; Cordoba, 37; LeSabre, 39; Gran Fury, 39; Crown Victoria, 41; Grand Marquis, 41½; Diplomat, 45; Chevrolet, 52, and Parisienne, 71.

Luxury — Corvette, 23; Cadillac, 34½; Fifth Avenue, 35; Olds 98, 38; Imperial, 42; Eldorado, 54; Mark VI, 54; Seville, 58; Electra, 65; Lincoln, 68; Riviera, 72, and Toronado, 72.

On the import side, Japanese nameplates were in 22-day supply, which meant there were virtually none to be had. That compared with 23 days a month earlier.

Japanese nameplates and their days-supply figures were: Toyota, 15; Nissan, 18; Honda, 29; Mazda, 29; Subaru, 33; Isuzu, 46, and Mitsubishi, 60. In addition, Chrysler Corp. had a 54½-day supply of Mitsubishi-built Colts, Sapporos, Challengers, Conquests and Vistas.

West German nameplates were in 36-day supply. German marques and their Sept. 1 days-supply figures were: Porsche, 13; Audi, 25; Mercedes, 26; Volkswagen, 40, and BMW, 57.

Other import nameplates and their Sept. 1 days-supply figures included: Saab, 16; Jaguar, 18; Volvo, 22; Peugeot, 28; Alfa Romeo, 94, and Renault, 108.

Imported pickup trucks and their Sept. 1 days-supply figures were: Toyota, 16½; Mazda, 23; Nissan, 35; Isuzu, 70; Chrysler Corp./Mitsubishi, 72, and Mitsubishi, 105.

NEW-CAR STOCKS

	Sept. 1, 1983	Aug. 1, 1983	Sept. 1, 1982
Alliance	45½	49	....
Eagle	83	75	105
AMERICAN MOTORS	52	52	106
Horizon	50	41	84
Turismo	50	35	68
Reliant	46½	40	82
Gran Fury	39	34	44
Plymouth	48	35	61
LeBaron	55	51	92
Cordoba	37	50½	87
E Class	78½	80	....
New Yorker E	74	74	....
Fifth Avenue	35	56	68
Chrysler	56	61	87
Omni	57	46	82
Charger	58	49	77
Aries	66	34½	84
Dodge 400	44	57	134
Dodge 600	99	98	....
Diplomat	45	41½	77
Dodge	64½	48	92
CHRYSLER CORP.	57	48	85
Escort	65	29	111
EXP	55½	35	200
Mustang	85	56	120
Tempo	48	45	....
LTD	74	56	....
Thunderbird	80	83	93
Crown Victoria	41	41	76
Ford	63	48	95
Lynx	77	43	58
LN7	117	71	217
Capri	130	81	141
Topaz	52	46	....
Marquis	75	46	....
Cougar XR-7	61	63	90
Grand Marquis	41½	32	50
Mercury	63	48	70
Lincoln	68	62	66
Continental	79	82	127
Mark VI	54	61	100
Lincoln	65	64	86
FORD MOTOR CO.	63	49	88
Skyhawk	38	38	118
Skylark	64	38	81
Century	53	69	133
Regal	61	46	90
LeSabre	39	39	58
Electra	65	58	114
Riviera	72	66	98
Buick	54	49	94
Cimarron	86	68	78
Seville	58	55	75
Cadillac	34½	41½	50
Eldorado	54	56	62
Cadillac	45	48	56
Chevette	70	61	71
Cavalier	44	36	107
Citation	109	78	109
Camaro	57	52	58
Celebrity	49	71	140
Monte Carlo	61½	51	83
Chevrolet	52	49	87
Corvette	23	22	132
Chevrolet	54	51	86
Firenza	62	42½	136
Omega	57	34	92
Ciera	52½	50	129
Cutlass	46	30	60
Olds 88	27	23	44
Olds 98	38	37½	95
Toronado	72	62½	74
Oldsmobile	44	35½	75
1000	72	68	135
2000 Sunbird	45	30	138
Phoenix	126	66½	154
Firebird	67	54	82
Bonneville	67	59	70
6000	120½	58½	178
Grand Prix	62	63	61
Parisienne	71	70½	....
Pontiac	63	55½	107
GENERAL MOTORS	52	47	86
Volkswagen	55	67	85
TOTAL	55	48	88

At least, not while Reagan is in office

Air bag requirement called unlikely

Continued from Page 3

meant needless deaths and injuries.

Responding to Danforth's criticism of the "ornamental" bumper, Steed noted that the government, like the Center for Auto Safety and others, is filing briefs on the effects of the Supreme Court air-bag decision on the bumper case. Meanwhile, said Steed, NHTSA is spending $1 million on a full-scale evaluation of the standard.

• But, Steed added, NHTSA would object to the "rigidity" of setting a bumper standard in the Danforth bill even if the agency agreed with the speed because such a legislated speed would "severely curtail the agency's ability to adjust the standard to meet the best current data and could stifle innovation in the automobile industry."

Steed also opposed the Danforth bill's section on side impact protection. She explained NHTSA is in the middle of a series of 30 side impact tests and NHTSA expects preliminary results by next March. A new standard must await the conclusion of research and that could not be before the time set in the Danforth bill.

(Steed did not mention that cooperative work NHTSA initiated with the auto makers has been suspended awaiting the outcome of a suit which says the studies are illegal. That suit was filed by Joan Claybrook, former NHTSA chief and now head of Public Citizen, a consumer activist group.)

Steed also reported that NHTSA plans a "major push" on truck crashworthiness but also noted that Congress had reduced its funds by 75 percent for fiscal 1983 and will stay at that level for fiscal 1984.

NHTSA is also considering improvements in steering wheel design and the strength of cab structure and therefore supports that section of the Danforth omnibus bill.

NHTSA is opposing the bill's requirement for '85 models to use the Securiflex windshields made by St.-Gobain Vitrage, a French company, because NHTSA is considering a rule that will allow a variety of materials as a bond to the inside of the windshield.

Steed also testified that while NHTSA continues its high-speed crash testing, there is still "widespread concern" about the repeatability of the test data and NHTSA has called for a public meeting in October. NHTSA will make a report to Congress next January.

Steed said NHTSA is drafting a booklet to be called AUTO-WISE, that will not give ratings but will have lots of safety data; it will also be updatable by supplements

Steed concluded by saying that although NHTSA has submitted a final rule on high-mounted stoplights for Office of Management and Budget clearance, NHTSA cannot support the bill's effective date of '85 models.

Bob Kelly, senior vice president of the Insurance Institute for Highway Safety (IIHS), said that delay of passive restraints means deaths and suggested NHTSA and the Department of Transportation (DOT), move the reconsideration as quickly as possible. IIHS endorses the timetable suggested by State Farm, one of the successful litigants in the passive-restraint case.

State Farm, in a letter to Transportation Secretary Elizabeth H. Dole, suggested concluding rulemaking by Dec. 15, 1983. This envisages a 15-day comment period and a 15-day reply comment period after the start of rulemaking on or before Oct. 15.

If DOT has all comments and replies in hand by Nov. 15, then 30 days can elapse before a final decision by Dec. 15. Taking prompt action would put the auto industry on immediate notice that it should start planning passive restraints for the following model year.

As for General Motors' arguments for further study of costs and benefits, State Farm said this could mean years of delay.

Claybrook wholeheartedly supported the Danforth bill and agreed that the Administration was determined to kill the passive-restraint rule.

Somewhat different testimony in favor of mandatory air bags was heard last week from James P. Corcoran, New York superintendent of insurance, speaking on behalf of the National Assn. of Insurance Commissioners. Corcoran said that a majority of insurers has already filed with the New York State Insurance Department for premium discounts of up to 30 percent on both no-fault and medical payment insurance for cars with passive restraints.

Corcoran plans to recommend that the National Assn. of Insurance Commissioners adopt model legislation to require all auto insurers to provide appropriate premium discounts for no-fault, medical payment and bodily injury liability coverages on insured vehicles with passive restraints.

The National Assn. of Independent Insurers — which testified in favor of the Danforth bill — endorsed Corcoran's recommendation.

New labor pact OK'd by workers at Chrysler

DETROIT. — The new 25-month contract between the UAW and Chrysler Corp. has been approved by a 7 to 3 margin by the UAW members.

Of the 32,263 workers voting, 22,427 voted yes and 9,836 voted no. There are about 56,000 Chrysler workers.

The new contract, negotiated earlier this month, gives U. S. Chrysler workers a $1 an hour cost-of-living increase retroactive to Aug. 15, 1983, and an additional $1.42 an hour increase during the agreement.

Those raises will give the Chrysler workers current parity with their counterparts at General Motors and Ford. They were lagging behind by about $2 an hour. That would have increased to $2.42 next June when COLA payments, deferred at the Big Two under their current contracts, are restored.

The contract will cost Chrysler about $1 billion. It expires Oct. 15, 1985.

Chrysler workers agreed to more than $1 billion in concessions when the company faced bankruptcy.

GM chairman sees 13.5 million sales for 1984

Continued from Page 1

million cars and 2.9 million trucks are expected to be sold, representing a 15 percent climb over 1982.

Smith made it clear that he feels the potential exists to top his current outlook.

"Sales could easly surpass this ('84) total," he said. "When you look at the strong financial position of consumers and the great need to replace many of the aging vehicles on the roads, it's clear we could exceed our 13.5-million forecast."

Hedging his bet, however, the GM chairman noted there's also some potential for slipping below his estimate. "The principle risks here rest with the financial markets and with concerns over the federal deficit," he said.

Smith supported his upbeat forecast, however, by saying the Gross National Product should continue to rise at a 3 to 4 percent rate through 1984.

"Strong gains in industrial production and employment show the economy is still expanding rapidly," he said. "And extremely low inventory levels indicate we should have further gains in both output and employment."

He noted that GM already has recalled some 65,000 laid-off workers during 1983.

Taking a longer-range view, Smith predicted that "sometime in the mid-'90s" North American new car and truck sales will reach the 20-million mark for the first time, and worldwide car and truck sales will reach 60 million.

By contrast, the best year of record to date is 1978 when free-world car and truck sales totaled more than 38 million units.

Porsche moves to take over U.S. distribution

Continued from Page 1

inal Porsche-Audi agreement is considered a success, there is no doubt the relationship between Porsche and the parent VW group has changed since the Wolfsburg company stopped buying most of its R & D from Porsche.

"It needs a delicate touch when two manufacturers are sitting on top of one another," said former Porsche sales director Lars Roger Schmidt.

Schmidt, a long-term Porsche man who quit unexpectedly in April of this year, is expected to be replaced by the end of this year.

Meanwhile, the center of attention of the Porsche stand at the Frankfurt Auto Show was a new four-wheel-drive 400-HP model based on the 911 and carrying the name Group B.

But far from simply being an homologation special — 200 must be built in a year to qualify for acceptance in a certain auto racing category — the sleek, curvy Group B will form the basis for a street-legal car for the U. S.

Helmutt Bott, director of Porsche R&D, suggested that it could be a replacement for the 930 Turbo.

Rejecting doubts that getting the car through America's complex exhaust, safety and bumper standards will prove difficult, Bott quipped, "We like a challenge."

He added that the program will take "at least three years."

Total is highest since late June

Auto production jumps to 150,427

By Mary Beth Mayer
Staff Writer

Last week saw the highest domestic auto production in 12 weeks.

The makers scheduled 150,427 units last week — the highest total since 152,810 cars were completed the week ending June 25.

The total was 28.61 percent over 116,970 units built during the prior four-day week, and 48.05 percent above 101,611 units finished in the year-ago period.

So far this year, there have been 4,600,747 cars assembled, up 23.52 percent from 3,724,820 units assembled in the same period last year.

Breakdown for the week by companies was: General Motors, 55.87 percent; Ford Motor Co., 25.08 percent; Chrysler Corp., 13.76 percent; American Motors, 3.00 percent; Volkswagen of America, 1.56 percent, and Honda, 0.73 percent.

Honda's production was low last week due to model changeover.

Two GM plants — Norwood and Van Nuys — were down last week, because of a shortage of automatic transmissions for Camaros and Firebirds.

GM had its Detroit, Flint and Lansing plants working Saturday (Sept. 17).

Three Chrysler plants logged daily overtime last week. Belvidere and Newark worked two daily 9-hour shifts and Jefferson worked two daily 8½-hour shifts.

Four Ford facilities worked daily and Saturday overtime last week. Working extra hours were: Kansas City, Loraine, St. Louis and Wayne. Ford's Chicago point also logged extra daily hours.

Ford's Atlanta point added production of '84 LTD and Mercury Marquis models to its T underbird output last week. The facility will drop Thunderbird production from 50 per hour to 31 and will build 19 LTD and Marquis models combined per hour.

This week, Ford slated overtime at five factories. Chicago, Kansas City, Lorain, St. Louis and Wayne will work daily overtime and Lorain, St. Louis and Wayne will also work Saturday (Sept. 24).

Demoted exec who sued is fired by Ford directors

DETROIT. — Thomas Feaheny, the Ford Motor Co. executive who filed a $330 million lawsuit against Henry Ford II, Ford Motor Chairman Philip Caldwell and other Ford executives, was fired Sept. 8 by the company's board of directors.

Feaheny had been suspended, with pay, from his post as vice president of vehicle research since he filed the lawsuit July 26 in Wayne County Circuit Court here.

In his lawsuit, Feaheny said Ford executives conspired to sabotage his career and leave him "twisting in the wind," according to Feaheny's attorney, James F. Schouman.

Trial has been set for January, 1984, though Schouman said a judge will rule Sept. 30 on a motion by the defendants to dismiss Feaheny's suit.

Feaheny said Ford executives started to conspire against him after he testified as a witness for Ford Motor Co. during the 1980 trial in Winamac, Ind. Feaheny was vice president of car engineering at the time and testifed the Pinto was a safe car. Ford Motor was acquitted of criminal charges in the death of the Pinto's passengers.

Along with Ford and Caldwell, Feaheny's suit also named Harold A. Poling, executive vice president for North American Automotive Operations; Harold C. MacDonald, a retired vice president; John McDougall, a retired vice president; Louis R. Ross, executive vice president for technical staffs, and Peter J. Sherry, vice president for personnel and organization.

Feaheny said he was the only Ford officer not granted stock options in 1980 through 1982, that his salary of $165,000 per year had been frozen since 1979 and that he was being denied other perks.

A Ford Motor spokesman said: "We regard it as an internal matter and we don't want to discuss the details."

Clark signs for GM lines

HOLTON, Kans. — Homer L. Clark has signed a franchise for Clark Chevrolet - Oldsmobile-Pontiac-Buick, Inc., here.

Truck production of 55,819 is best in 4 years

Domestic truck makers targeted last week's output at 55,819—the most trucks produced in one week since 58,483 were completed in the week ending July 14, 1979.

Last week's total was up 28.79 percent over 43,342 trucks finished during the prior holiday-shortened week and 33.15 percent over the 41,304 built in the year-ago week.

Year-to-date, there have been 1,602,060 trucks assembled, up 11.45 percent from last year's 1,437,480.

Nine factories worked extra hours last week, to boost output to the four-year high.

Ford Motor Co. had six facilities on overtime. Kansas City, Lorain, Louisville, Norfolk, Michigan and Twin Cities worked extra daily hours and Lorain and Louisville were also up Saturday (Sept. 17).

General Motors' Janesville and Pontiac No. 5 plants posted Saturday overtime last week, and Chrysler Corp.'s Warren truck point worked daily overtime.

This week, Ford plans overtime at four facilities. Louisville, Norfolk, Michigan and Twin Cities will work daily overtime, and Louisville will also operate Saturday (Sept. 24).

Ford plant down; Canadian output 14,262 for week

As Ford Motor Co.'s St. Thomas facility went down last week to begin four weeks of tooling changes, the Canadian auto makers scheduled 14,262 units, down from 14,443 units assembled in the previous holiday-shortened week.

Last week's total was down 1.26 percent from the week before, but was 17.95 percent over the 12,092 cars built in the year-ago week.

So far this year, 678,268 units have been assembled, up 6.97 percent from 634,103 completed in the year-ago period.

Canadian truck manufacturers estimated last week's output at 12,480, up 23.15 percent from 10,134 built in the four-day week before and 55.23 percent over 8,040 finished in the year-ago week.

Year-to-date, the makers have completed 367,363 trucks, down slightly from 369,671 finished in the year-ago period.

Ford's St. Thomas car point will be closed until Oct. 10 as it retools to add production of full-size cars to the Escort/Lynx subcompact cars already built there.

Chrysler Corp.'s Windsor car facility is retooling for the T-115 van/wagon, which it will begin to produce in early October.

International Harvester's Chatham plant was down last week.

U. S. CAR PRODUCTION

	Week Ended Sept. 17, 1983	Week Ended Sept. 18, 1982	Week Ended Sept. 10, 1983	Sept. to Date	Jan. 1 to Sept. 18, 1982	Jan. 1 to Sept. 17, 1983
AMERICAN MOTORS	4,500	3,000*	4,290	10,648	54,679*	128,878
AMC Total	.....	1,500*	.....	.....	39,979*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	1,500*	4,290	10,648	14,700*	124,807
Alliance	2,900	1,500*	2,770	6,750	14,700*	111,943
Encore	1,600	.....	1,520	3,898	.....	12,864
CHRYSLER CORP.	20,700	8,250	16,274	44,084	419,610	602,081
Plymouth Total	7,600	3,287	5,806	15,919	169,834	215,950
Horizon	3,500	1,494	2,558	7,288	54,218	86,411
Reliant	4,000	1,697	3,177	8,431	115,004	132,132
Caravelle ('83)	100	96	71	200	612	3,407
Chrysler Total	4,600	1,289	3,769	10,195	82,966	143,614
LeBaron	1,200	797	1,256	3,038	77,486	60,749
Laser	800	.....	684	1,772	.....	4,715
Chrysler E-Class	2,600	510	1,829	5,385	5,480	78,150
Dodge Total	8,500	3,674	6,699	17,970	166,810	242,517
Omni	3,200	1,503	2,919	7,114	51,025	88,948
Aries	3,300	1,250	2,404	6,691	87,409	98,655
Daytona	600	.....	418	1,293	.....	3,105
Dodge 400	.....	229	.....	.....	23,934	18,478
Dodge 600	1,400	692	958	2,872	4,442	33,331
FORD MOTOR	37,726	17,402	23,948	74,069	790,123	1,045,817
Ford Division	24,407	10,913	17,373	49,595	498,370	667,367
Escort	7,794	5,745	4,697	14,152	204,859	187,022
Fairmont	.....	.....	.....	.....	88,429	23,728
Mustang	2,774	3,673	412	4,335	94,098	78,351
LTD/Granada	3,736	1,495	3,054	8,082	76,331	119,383
Thunderbird	4,029	.....	3,332	8,898	29,326	134,986
Crown Victoria/Ford..	2,351	.....	1,618	4,733	.....	65,536
EXP	.....	.....	.....	.....	5,327	1,184
Tempo	3,723	.....	4,260	9,395	.....	57,077
L-M Division	13,319	6,489	6,575	24,474	291,753	378,450
Mercury Total	10,957	4,400	6,575	21,054	223,933	299,497
Lynx	1,982	1,761	1,159	3,581	64,502	53,370
Capri	967	836	139	1,467	26,317	16,343
Zephyr	.....	.....	.....	.....	28,988	8,601
Marquis/Cougar	1,430	328	954	2,943	36,527	51,166
Cougar/XR7	3,368	.....	2,290	6,718	10,580	86,359
Gr. Marquis/Marquis	1,849	1,475	1,316	3,864	55,657	66,886
LN7	.....	.....	.....	.....	1,362	290
Topaz	1,361	.....	717	2,480	.....	16,482
Lincoln Total	2,362	2,089	.....	3,420	67,820	78,953
Continental ('82)	.....	418	.....	.....	14,091	8,793
Lincoln	2,362	1,086	.....	3,420	31,021	49,969
Mark VI	.....	585	.....	.....	22,708	20,191
GENERAL MOTORS	84,041	72,959	69,946	188,273	2,398,124	2,727,834
Buick Division	20,198	15,489	15,326	42,816	557,759	620,114
Skylark	3,729	4,208	2,800	7,778	108,385	73,002
Skyhawk J	1,245	1,519	966	2,712	51,369	50[illegible]
Century	4,365	402	3,319	9,299	90,343	113,[illegible]
Regal	4,860	4,058	3,647	10,126	151,654	174,802
Buick	4,778	3,896	3,605	10,220	128,786	172,928
Riviera	1,230	1,405	989	2,681	27,222	34,884
Cadillac Division	6,981	6,000	5,613	15,026	165,032	213,418
Cimarron	385	497	346	901	5,056	14,112
Seville	756	656	605	1,655	15,151	24,433
Eldorado	1,423	1,314	1,118	3,113	40,089	53,078
Cadillac	4,417	3,533	3,544	9,357	104,706	121,795
Chevrolet Division	24,186	23,111	22,238	57,551	774,698	889,861
Chevette	4,430	4,880	3,528	9,748	161,533	133,989
Cavalier	6,269	3,210	4,381	13,031	65,427	209,325
Celebrity	3,125	2,533	2,646	7,072	49,197	94,120
Camaro	.....	4,811	3,946	5,684	172,614	134,055
Citation	1,950	1,411	1,191	3,866	129,969	71,257
Malibu/El Camino	677	2,543	657	1,599	89,037	100,367
Monte Carlo	3,168	1,727	2,317	6,616	54,057	72,539
Chevrolet	3,942	1,389	3,080	8,418	32,179	56,263
Corvette	625	807	492	1,367	20,685	17,946
Oldsmobile Division	24,796	19,578	19,336	52,600	555,517	721,853
Omega	1,340	1,224	1,302	3,346	62,740	41,690
Firenza	925	567	780	2,070	35,373	33,430
Cutlass	7,911	5,738	5,225	15,824	144,505	212,387
Cutlass/Ciera	5,710	4,415	4,191	11,981	91,884	147,788
Oldsmobile	8,005	6,909	7,115	17,398	200,056	257,265
Toronado	905	727	723	1,981	22,959	29,293
Pontiac Division	7,880	8,781	7,433	20,430	343,118	282,588
Acadian†	.....	305	35	118	8,489	15,584
2000	3,502	1,003	2,304	7,151	31,536	73,928
1000	1,265	694	930	2,428	28,468	32,403
Firebird	.....	3,615	1,617	2,648	102,568	65,455
Phoenix	490	470	319	1,037	37,916	19,219
G. Prix/B'ville ('83)	1,888	1,552	1,538	4,158	105,587	71,869
Parisienne	735	.....	690	1,889	.....	4,130
6000	.....	1,142	.....	.....	28,554	.....
HONDA	1,110	.....	920	4,611	.....	31,697
VOLKSWAGEN	2,250	.....	1,592	4,884	60,121	64,440
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U. S.	150,427	101,611	116,970	326,569	3,724,820	4,600,747

CANADIAN CAR PRODUCTION

	Week Ended Sept. 17, 1983	Week Ended Sept. 18, 1982	Week Ended Sept. 10, 1983	Sept. to Date	Jan. 1 to Sept. 18, 1982	Jan. 1 to Sept. 17, 1983
AMERICAN MOTORS	600	.....	478	1,444	23,177	20,057
CHRYSLER CORP.	.....	3,274	.....	.....	119,482	103,857
FORD MOTOR	5,925	234	8,501	17,897	220,862	182,301
GENERAL MOTORS	7,512	8,203	5,336	15,588	263,486	365,043
VOLVO	225	381	128	443	7,096	7,010
Total Cars, Canada	14,262	12,092	14,443	35,372	634,103	678,268
N. American Cars	164,689	113,703	131,413	361,941	4,358,923	5,279,015
N. American Trucks	68,299	49,344	53,476	144,941	1,807,151	1,969,423
North American Cars and Trucks	232,988	163,047	184,889	506,882	6,166,074	7,248,438

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 17, 1983	Week Ended Sept. 18, 1982	Week Ended Sept. 10, 1983	Sept. to Date	Jan. 1 to Sept. 18, 1982	Jan. 1 to Sept. 17, 1983
CHEVROLET	19,014	13,732	13,560	38,134	496,177	559,146
DODGE	3,100	2,082	2,264	6,468	95,012	97,257
FORD	22,469	17,994	18,064	48,745	520,776	627,721
GMC	6,198	4,517	5,019	12,932	176,911	180,142
INTERNATIONAL	1,088	.....	861	2,383	34,790	35,559
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,500	1,929*	2,342	5,838	62,981	59,993
NISSAN	400	.....	372	933	.....	2,993
AM GENERAL	50*	50*	40*	110*	1,730	1,770*
MISCELLANEOUS	1,000*	1,000*	800*	2,200*	41,000	35,400*
Total Trucks, U. S.	55,819	41,304	43,342	117,743	1,437,480	1,602,060

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 17, 1983	Week Ended Sept. 18, 1982	Week Ended Sept. 10, 1983	Sept. to Date	Jan. 1 to Sept. 18, 1982	Jan. 1 to Sept. 17, 1983
CHRYSLER CORP.	2,652	2,621	2,281	5,921	74,430	89,097
FORD MOTOR	2,580	153	2,680	7,565	103,473	95,526
GENERAL MOTORS	6,248	5,268	5,090	13,609	183,602	178,861
INTERNATIONAL	.....	.....	103	153	8,166	3,879
Total Trucks, Canada	12,480	8,040	10,134	27,248	369,671	367,363
N. American Trucks	68,299	49,344	53,476	144,941	1,807,151	1,969,423

†—Non includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Automotive News

September 26, 1983

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Bill would put tough restrictions on major Japanese import lines

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A draft bill to restrict Japanese imports very severely—except for small manufacturers and for domestic companies bringing in their captive imports—is being circulated among the domestic auto companies and the UAW.

Written as an emergency and temporary measure by Michigan Rep. John Dingell, it would consider suggestions, then be polished and introduced as the quota bill promised when mention was first made of the possibility the Japanese might not accept a fourth year of "voluntary" restraints on auto exports to the U. S.

The Dingell draft gives authority to the Secretary of Commerce (thus keeping jurisdiction within the House Energy and Commerce Committee, which Dingell chairs) to keep tabs on production and sales so that a 15-percent share can be figured for importers bringing in more than 100,000 units (vehicles weighing up to 10,000 pounds) in the second model year preceding the publication.

If, for example, such a bill were in effect now, the only import companies affected would be Japanese: Nissan, Honda, Mazda, Subaru, and Toyota, based on 1982 sales. Fifteen percent of the 1982 total U. S. sales of 5,461,074 would be 819,161. This is, of course, far below the 1.68 million allowed for Japanese imports under the "voluntary" agreement.

Certainly it would be far below what General Motors might want since it desires to bring in 100,000 cars from Suzuki and 200,000 from Isuzu. Although these "captives" would be exempt from the proposal as drafted by Dingell, there is also language exempting captives only if consistent with the purposes of the bill.

• The "emergency" bill—drafted to avoid violating treaties on the General Agreement on Tariffs and Trade—is also tempo-

Continued on Page 45, Col. 1

Committee wants them as options by 1986

Air bags gain in Senate

WASHINGTON. — A voice vote of the Senate Commerce Committee indicates that the group wants air bags offered as an option on auto makers' most popular models, beginning in 1986.

Several budget waivers may be needed before this bill, which involves air bags, bumpers, side-impact protection, heavy - truck safety, drunk-driving and crash-worthiness rating, comes to the Senate floor.

The fate of the measure, sponsored chiefly by Senator John C. Danforth, Missouri Republican, and, as amended, by Senator Wendell Ford, Kentucky Democrat, is indeed cloudy. It had the strong support of Committee Chairman Bob Packwood, Oregon Republican.

There is so far no companion House bill in sight and there is not likely to be time this session or even in the short election-year session next year to see thorough treatment. Moreover, the bill—if it survives so long—is likely to be vetoed by President Reagan.

Yet the bill's continued life even this far is startling in light of the Republican - controlled Senate and the deregulatory fever of the last two years in Washington.

• At least, it must be viewed as sending a signal to NHTSA as it starts reconsideration of the passive - restraint standard Oct. 15. Above all, it shows impatience with the two-year tenure of former Administrator Raymond A. Peck.

The Danforth bill would have required air bags in all cars made on or after Sept. 1, 1985, and the Transportation Secretary would have had to disseminate information about this safety device.

Danforth would not allow the standard to be met by passive belts which he described as "cumbersome" and as inviting rejection and disconnection compared with the air bag's "unobtrusiveness."

Senator Ford, in his substitute, suggested an amendment that would require a large auto company to offer as an option air bags on "at least" its best-selling model at a "reasonable price" and to advertise availability for '86 models.

The makers affected are those which manufacture a "combined total of more than 1.2 million passenger cars in the U. S. and any foreign nation and which sell a total of more than 200,000 passenger cars in the U. S." This means General Motors, Ford Motor Co., Nissan, Toyota and Volkswagen of America.

It is possible that by 1986 models, Honda, Chrysler Corp. and Renault would also be covered, especially if the Alliance and Encore continue their excellent sales record.

• The last time a similar amendment was proposed (by Virginia Senator John Warner in 1979), it specified passive restraints, not air bags. VWoA was also covered by that definition, but felt the burden to be less since it had then—and still has—a passive belt already offered as an option on Rabbits.

Another possible compromise —also not acceptable to Danforth—was to include Honda and Chrysler and require driver-only air bags by '86 models and then two years later require full front seat air bag protection.

Danforth indicated he might accept full front seat protection but only by including Chrysler and Honda. Senator Ford balked and insisted on his original idea —full front seat air bag protection for one line of car for '86 models but excluding Chrysler and Honda and Danforth was voted down.

Later, in talking to reporters, Danforth admitted he was "disappointed" in "half a loaf or less" on the air-bag provision.

• Senator Ford started to propose amendments and then decided to offer them when the Danforth bill comes to the floor.

Continued on Page 45, Col. 4

GM's C-cars to roll Dec. 1

By Marjorie Sorge

DETROIT. — General Motors will begin building its new front-wheel-drive C-cars at the Orion Township (Mich.) and Wentzville (Mo.) assembly plants on Dec. 1, according to F. James McDonald, GM president.

Those cars could go on sale by March, depending on how the startup goes, he said.

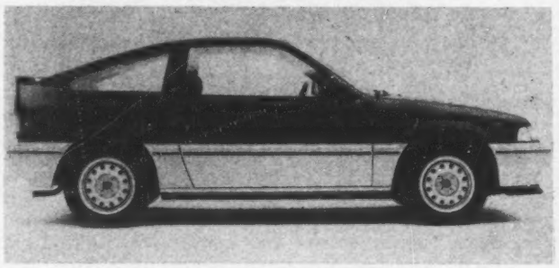
Orion will build the Oldsmobile 98 and the Cadillac DeVille, while Wentzville will produce the Olds 98 and the Buick Electra.

Each plant will build 75 cars an hour. However, the effective speed will be 67.8 because GM will use mass relief for the two daily 23-minute breaks, shutting down the line.

The startup of the C-bodies has been delayed twice to fine-tune and double-check the drivetrain and other components. It has been reported there were problems with the

Continued on Page 45, Col. 1

New Civics for '84



The mileage champ—Civic CRX

Tops in city mileage on the 1984 EPA list is the Honda Civic CRX, which at 51 MPG has the highest mileage ever for a gasoline engine. The CRX with its 1.3-liter engine is rated at 67 MPG highway. A 1.5-liter engine is also available. Story on Page 3.

Honda's innovative Civic Wagon

One of the biggest surprises and a big crowd-puller at the recent Frankfurt Auto Show was this Civic Wagon (called the Shuttle at the show), which joins Honda's U. S. offerings for '84. The Wagon has reclining seats front and rear and folding rear seats for flexibility in carrying passengers or cargo.

The Civic S Hatchback

This sporty Civic S Hatchback features special suspension, Michelin steel-belted radial tires and five-speed transmission as standard. Split rear seats adjust forward and back, also recline or fold up.

breaking news

Chevy's Suzuki is named Sprint

DETROIT.—Chevrolet will call its Suzuki-built minicar the Sprint when it bows next year as a 1985 model. The Sprint rides on an 88-inch wheelbase and will have a curb weight under 1,500 pounds. It is powered by a 1-liter, three-cylinder engine, expected to yield highway fuel economy figures near 70 MPG. Price is expected to be under $5,000.

Buick to offer sporty luxury cars

FLINT.—Buick will offer sporty T-type versions of its new front-wheel-drive C-body full-size cars, the Electra and

See BREAKING NEW, Page 8, Col. 1

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GM-Toyota and UAW reach accord

Laid-off workers get first shot at Fremont

By Marjorie Sorge
and Helen Kahn

UAW-represented workers laid off from the General Motors Fremont (Calif.) plant will have first crack at the 2,500 hourly jobs available if the plant reopens under the GM-Toyota joint venture, according to company and union officials.

A letter of intent signed between the UAW and the joint venture last week also recognizes the UAW as the bargaining agent at the plant.

The joint venture, a 12-year agreement to build small cars at the now-idle Fremont plant, is still subject to the approval of the FTC. If approved, the two companies would begin building the new front-wheel-drive small cars during 1985.

Both UAW President Owen Bieber and W. J. Usery Jr., advisor to management on the labor relations involved in the venture, said the agreement was not made to spur action from the FTC. Bieber said he believes the commission will approve the venture.

According to Bieber, a majority of the workers hired at the new joint venture facility will be former GM-Fremont workers. Under labor law, the UAW could not be recognized immediately as the bargaining agent for the new company unless a majority of workers hired are UAW members.

There are about 4,200 former Fremont workers presumed available for the 2,500 jobs, according to GM. When the facility closed last year, about 5,200 were laid off. About 1,000 of those workers have been absorbed in GM plants at Wentzville, Mo.; Oklahoma City, and Leeds, Mo. Fremont has been closed since March, 1982.

According to the UAW, workers from those facilities could apply for the Fremont jobs since they are still considered part of that plant's workforce. However, a UAW spokesman said, the union does not expect many to make those applications.

Under the letter of intent, former Fremont workers are eligible for any job at the joint-venture plant if they have the qualifications. According to a UAW spokesman, the union expects the former workforce to fill 90 to 95 percent of the available 2,500 hourly jobs.

Usery said the new company will consider seniority and experience in hiring but will not abide by the rules of a defunct UAW unit.

The charter of UAW Local 1364, which had represented Fremont, was revoked in July because it was representing a defunct plant.

The letter also provides for an interim agreement until a formal contract is negotiated. Bargaining is scheduled to begin in April, 1985, concluding by June, 1985.

Wages at the new plant will be comparable to those in the rest of the industry. GM assemblers currently make $11.85 an hour, plus benefits.

Soviet methane car returned in protest

VICTORIA, B. C. — British Columbia Sciences Minister Pat McGeer has returned a Russian-made Lada car to protest the shooting down by the Soviets of a South Korean airliner carrying 269 passengers.

McGeer was given the car by the manufacturer. It was a special car designed to run on methane gas.

GM-Toyota venture called free enterprise

WASHINGTON. — The proposed GM-Toyota joint venture represents free enterprise — not monopoly, according to the Heritage Foundation's Asian Studies Center.

As viewed by the conservative think tank, the proposed 12-year alliance between the giant auto makers would allow U. S. companies a chance to learn management techniques, could pave the way for increased cooperation between the U. S. and Japan and would help keep auto jobs in the U. S.

The FTC Bureau of International Competition is currently considering whether such a joint venture will lessen or tend to lessen competition and thus breach the antitrust laws. Part of the consideration turns on definition of market: Is it national, international, across all types of models, or limited to cars of a certain size?

The commissioners are not expected to consider the bureau's recommendations until October. This will be after the departure of Commissioner David Clanton, a Republican who was once an aide to Michigan Republican Senator Bob Griffin.

Last week, President Reagan, as expected, sent to the Senate his FTC nominee—Terry Calvani, a Vanderbilt University law professor who is reportedly a conservative Republican. Insiders indicate there is no reason to believe that Calvani will be more or less sympathetic to the GM-Toyota arrangement than Clanton would have been.

• Meanwhile, Ford Motor Co. and Chrysler Corp. are vigorously opposing the GM-Toyota alliance.

Dr. John Copper, director of

Continued on Page 46, Col. 3

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59th year — No. 4988

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Methanol-powered Fords for California

A fleet of methanol-powered vehicles was presented by Ford Motor Co. President Donald E. Petersen, right, to California Gov. George Deukmejian. The 506-car fleet of 1983 Ford Escorts will be operated statewide by 15 city and county governments, six state agencies and two private companies.

Including fuel-champ Civic CRX

New Honda models bow in October

By Matt DeLorenzo
Los Angeles Reporter

LAS VEGAS. — Honda has introduced its new Civic line, including the two-seat CRX coupe, which recently took the EPA's top fuel economy rating.

The new Hondas are expected to go on sale in early October.

Base price for the CRX is $6,149 when equipped with a 1.3-liter, 12-valve, four-cylinder engine. That engine enabled the car to get a 51 MPG city and 67 MPG highway rating from the EPA. When equipped with a larger 1.5-liter engine, the CRX costs $6,599. The CRX features plastic front fenders and nose.

The standard Civic series has also been overhauled with styling incorporating what the company terms "the long-roof concept."

These vehicles will be available in three-door hatchback, four-door wagon and four-door sedan models. Base price for the standard Civic begins at $5,249 and goes to $6,299 for DLX models, $6,849 for the Civic S, $6,999 for the wagon and $7,099 for the sedan.

Wheelbases vary by model, with the CRX having the shortest at 86.6 inches and an overall length of 144.6 inches.

Civic hatchback models ride on a 93.7-inch wheelbase, while sedan and wagon models share a 96.5-inch wheelbase. The previous model had a 91.3-inch wheelbase.

• The CRX uses fenders made of plastic blends, including what is called Honda polymer-alloy, a variation of polypropylene developed by Honda. The CRX is available in only three colors, white, red or blue over silver.

Pictures on Page One.

A number of features incorporated in the home market models, such as fuel injection, a sunroof and pop-up ventilation scoop will not be offered on U. S. versions.

The Civic models in general offer independent front suspension with torsion-bar struts and trailing links with a beam-type axle in the rear. Steering is rack-and-pinion and the brakes are ventilated disks in front and drums in the rear.

Four- and five-speed manual gearboxes along with a three-speed automatic unit are available on Civic. The 1.3-liter engine develops 60 horsepower at 5,500 RPM and 73 pounds/feet of torque at 3,500 RPM. The larger engine develops 76 HP at 6,000 RPM and 83.9 pounds/feet of torque at 3,500 RPM.

According to Tom Elliott, vice president-national sales operations manager for American Honda, the company expects to sell 40,000 to 45,000 CRX coupes in 1984, or about 25 to 30 percent of total Civic sales. Thirty-five percent of the 140,000 to 150,000 Civics to be sold will be hatchbacks. Elliott sees two-thirds of the models being equipped with the larger 1.5-liter powerplant.

With the addition of CRX as Honda's fuel economy leader, the Civic 1300 FE has been dropped for '84. The new model also means Honda will not be bringing in the City minicar in the near future, according to Elliott.

Honda estimates it will sell 480,000 cars during the '84 model year, including U. S.-built Accords.

A cool Chevette

A great attraction at the Lujack Schierbrock (Chevrolet) Summer Melt Down Sale in Davenport, Ia., was this Chevrolet Chevette sculpted out of ice. Visitors to the dealership registered their guesses on how long it would take the ice Chevette to melt in the 96-degree heat.

Bricklin import firm drops its ad agency

MONTVALE, N. J. — International Automobile Importers, Inc. (IAI), dropped its advertising agency last week and brought all advertising efforts inside the corporation.

The decision to stop using Berenter, Greenhouse & Elgort, a New York agency, for the estimated $7 million to $10 million account was made because there wasn't "a need for a full service agency," according to John Slaven, senior vice president for marketing.

Slaven also confirmed that IAI, Malcolm Bricklin's company which imports Pininfarina and Bertone cars, will be dropping model designations as a running change in production.

The two cars will be known as the Pininfarina and the Bertone, and not Spider and X1/9.

The move is designed to promote the names of the two manufacturers rather than models since there is only one model from each manufacturer.

Both cars received the names under the old Fiat organization and were used initially by IAI.

As for advertising coming from IAI, Slaven said work was being done but he could not project when advertising would appear.

He added that the decision to drop the ad agency "was not a matter of dissatisfaction with the agency" and IAI is not looking for another agency.

Berenter, Greenhouse & Elgort was appointed in early May and Slaven said the impact of the agency on IAI was "minimal."

Ford offering 3 new models, HO V-8 for '84

Ford's light-truck lineup for the 1984 model year features a new heavy-duty Ranger chassis/cab, an F-Series SuperCab pickup, a modified 5.8-liter, four-barrel, high-output V-8 and the Eddie Bauer Bronco II.

The Ranger chassis/cab, powered by a 2.8-liter V-6 gasoline engine, is designed primarily for commercial users and has a 2,200-pound payload option.

The F-250 heavy-duty, 4x4 styleside SuperCab has an 8,600-pound GVW rating and 3,870-pound payload and provides 37.4 cubic inches of cargo space behind the front seat.

Standard powertrain in the SuperCab is a 5.8-liter, two-barrel V-8 with a four-speed manual transmission. Also available in the SuperCab, as well as other conventional pickups with GVWs of 8,500 pounds or more, are a 7.5-liter V-8 and 6.9-liter, in-line six diesel.

The 5.8-liter, high-output V-8 is a modified version of Ford's 5.8-liter Windsor V-8 and will be available after Nov. 1. It is rated at 210 HP and 304 foot pounds of torque at 2,800 RPM.

• Power-boosting modifications, in addition to the four-barrel carburetor, include a new camshaft, larger air cleaner and lower-back-pressure exhaust system with a heat-crossover valve. It comes with a 63-amp battery and stainless-steel exhaust pipes.

Standard transmission with the HO V-8 is Ford's three-speed SelectShift automatic. Also available on 1984 conventional light trucks and sports/utility vehicles is an improved manual four-speed overdrive transmission teamed with the 2.8-liter V-6 and 5-liter, two-barrel V-8.

The Eddie Bauer Bronco II is Ford's first application of the "designer vehicle" concept to its compact-truck line. It was developed in conjunction with Eddie Bauer, Inc., manufacturer of outdoor equipment and clothing.

"This vehicle is designed with outdoor enthusiasts in mind, but should appeal to anyone who wants an eye-catching, compact utility vehicle," said Edsel B.

Continued on Page 16, Col. 3

Signature tells the story

Edsel B. Ford II, Ford Division marketing product plans manager, points to the Eddie Bauer signature next to the Bronco II nameplate, marking the first time Ford has introduced a "designer" truck.

Winnebago founder joins Hall of Fame

John K. Hanson, right, founder and chairman of Winnebago Industries, Inc., was inducted recently into the Recreational Vehicle/Mobile Home Hall of Fame. Presenting the plaque to Hanson is Paul Stiner, director of the Hall of Fame Foundation.

July registrations rise 32 pct. to 258,967 units

July registrations of new trucks of all types in the U.S. were dramatically higher than the same month a year ago, with big increases in two of the three market segments and a strong recovery in the third.

During the month, according to R. L. Polk & Co. statistics, there were 258,967 new-truck registrations, an increase of 31.8 percent over last year's 196,531 and the second-highest monthly total in 1983. The June count was 274,989.

The seven-month total was up 15.9 percent to 1,624,008 units, compared with 1,401,069 in the like period a year ago. Again, registrations were up in two of the three market segments.

Light-truck tallies in July totaled 243,983 units, an increase of 33.8 percent over the year-earlier 182,326. There were gains in all three weight groups in this market segment.

The medium-truck count during the month was 26.3 percent higher than a year ago, 4,468 versus 3,537, and again, the total was up over 1983 in all three weight classifications.

Heavies were off 1.4 percent in July, 10,516 tallies versus 10,688, but the Group 8 count was higher than a year ago. The total of 6,275 units was up 2.3 percent from last year's 6,133.

For the month, Group 7 registrations were off 6.5 percent, from 4,535 in 1982 to 4,241. The only other weight class to lose ground in July was Group 5, where the count dropped from 178 units a year ago to 43.

Light-truck registrations

Continued on Page 17, Col. 1

July registrations of heavy trucks second-best of '83

July registrations of new heavy trucks in the U.S. were down only slightly from a year ago, and were the highest since April, the top month for Groups 7 and 8 tallies this year.

During the month, according to R. L. Polk & Co. statistics, there were 10,516 registrations, a decline of 1.4 percent from last year's 10,668 units. In April, there were 10,816 Groups 7 and 8 tallies.

The seven-month total was down 12 percent to 68,615 tallies, compared with 77,982 units at the same time a year ago.

Through July, Group 8 registrations totaled 41,225, a decline of 4.7 percent from last year's 43,261 units. The Group 7 count of 27,390 tallies this year was off 21.1 percent from the year-ago 34,721 units.

During the month, Group 8 registrations hit 6,275 units, an increase of 2.3 percent over the year-ago 6,133. But the Group 7 count in July was off 6.5 percent from last year, 4,241 versus 4,535.

No. 1 International increased its lead over Ford by more than 250 units during the month.

International added 2,622 units in July to bring its seven-month total to 16,825, which accounted for 24.52 percent of the industry total. At the same time a year ago, International was No. 2 with 17,061 tallies good for 21.88 percent of the total.

In July, Ford had 2,356 Groups 7 and 8 registrations, boosting its January-July total to 14,803. Its market share was 21.57 percent. A year ago, Ford led with 18,158 tallies accounting for 23.28 percent of the total.

recreation on wheels

7-month total up in all market segments

July RV shipments are highest since 1978

Manufacturers of recreation vehicles shipped approximately 28,800 units to retail outlets during July, an increase of 26.3 percent over the year-earlier 22,800 and the biggest total for the month since 1978.

The Recreational Vehicle Industry Assn. said July also marked the 10th consecutive month in which shipments from its manufacturer/members to their dealers exceeded year-earlier totals.

Deliveries in the first seven months of 1983 were up 37.8 percent to approximately 218,500 vehicles, compared with 158,600 units in the like period a year ago.

Through July, shipments were higher than a year ago in all market segments, but they were down during the month in two of the seven categories—folding camping trailers and Type B van campers.

The RVIA noted that continued widespread consumer optimism about the economy helped push the Index of Consumer Sentiment to near record levels in July.

"Although tempered by concerns over increases in interest rates, the index reached a level of 93.9 points in July, up slightly over a year ago," an RVIA spokesman said.

• "The July survey showed that consumers appear to be more willing now to use accumulated savings or to incur new debt to make major purchases than at any time in the last three years," he added.

Shipments of motor homes of all types in the first seven months increased 55.5 percent to approximately 39,800 units, compared with 25,600 at the same time in 1982.

Conventional (Type A) motor homes were up 63.2 percent through July, from 11,400 ve-

Continued on Page 16, Col. 1

Record profits, sales reported by Fleetwood

RIVERSIDE, Calif. — Fleetwood Enterprises, Inc., reported that sales and earnings for the quarter ended July 31 were the best for any quarter in the company's history.

Net income more than tripled to approximately $19.1 million from the $5.9 million reported for last year's first quarter. Sales increased to $363.8 million, an 36 percent gain over the $195,404,000 recorded in last year's initial quarter.

In announcing the quarterly performance, Fleetwood President Glenn Kummer said:

"Last year, the company achieved the highest sales and earnings figures in its history. We are especially gratified that the company is continuing to register record-breaking results. This is indicative of widespread and increasing consumer demand for high-value Fleetwood

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U. S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1983 vs. 1982★

	7 mos., 1983	Percent Share of '83 market	7 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	518,521	31.93	425,003	30.34	+ 1.59
Chevrolet	497,094	30.61	448,620	32.02	— 1.41
Dodge	144,585	8.90	131,009	9.35	— 0.45
GMC	139,752	8.60	125,387	8.95	— 0.35
Jeep	38,438	2.37	34,379	2.45	— 0.08
International	26,314	1.62	25,368	1.81	— 0.19
Mack	8,382	0.52	9,352	0.67	— 0.15
Freightliner	5,864	0.36	4,107	0.29	+ 0.07
Plymouth*	5,530	0.34	6,458	0.46	— 0.12
Peterbilt	3,723	0.23	3,377	0.24	— 0.01
Kenworth	3,662	0.23	4,340	0.31	— 0.08
Marcedes-Benz	1,515	0.09	1,776	0.13	— 0.04
White	1,234	0.08	1,178	0.08	.....
Volvo	825	0.05	334	0.02	+ 0.03
Autocar	516	0.03	349	0.03	.....
Western Star	170	0.01	408	0.03	— 0.02
Miscellaneous**	227,883	14.03	179,624	12.82	+ 1.21
TOTALS	1,624,008	100.00	1,401,069	100.00	.....

★—No registrations by Oklahoma, 1983 and 1982.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

SEVEN MONTHS, 1983 vs. 1982★

	7 mos., 1983	Percent Share of '83 market	7 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	16,825	24.52	17,061	21.88	+ 2.64
Ford	14,803	21.57	18,158	23.28	— 1.71
GMC	8,625	12.57	14,274	18.30	— 5.73
Mack	7,210	10.51	8,088	10.37	+ 0.14
Freightliner	5,864	8.55	4,107	5.27	+ 3.28
Chevrolet	3,999	5.83	4,778	6.13	— 0.30
Peterbilt	3,723	5.43	3,377	4.33	+ 1.10
Kenworth	3,662	5.34	4,340	5.57	— 0.23
White	1,234	1.80	1,178	1.51	+ 0.29
Volvo	825	1.20	334	0.43	+ 0.77
Marcedes-Benz	517	0.75	553	0.71	+ 0.04
Autocar	516	0.75	349	0.45	+ 0.30
Western Star	170	0.25	408	0.52	— 0.27
Miscellaneous*	642	0.93	977	1.25	— 0.32
TOTALS	68,615	100.00	77,982	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982.

Continental and Town Car return for '84

Mark VII is the newest Lincoln

There's a "hot-rod Lincoln" for 1984 — the Continental Mark VII.

The all-new Mark VII, especially the LSC version, is Lincoln's move into the sporty-car market. The standard powertrain on the Mark VII is the 5.0-liter V-8 with electronic fuel injection, controlled by a fourth generation electronic engine control system (EEC-IV), matched to a four-speed automatic overdrive transmission.

Also available is an entirely new engine — a 2.4-liter I-6 turbocharged diesel, manufactured for Ford in Europe, teamed with a ZF four-speed automatic transmission.

The LSC version has an air-spring suspension system calibrated to be 40 percent stiffer than that of the standard Mark VII.

Along with the standard and LSC models, the car is also available in two all-new Designer Series: The Bill Blass edition and the Gianni Versace edition. All versions are two-door, five-passenger coupes. Pictures and additional details of the Mark VII appeared in the July 11 issue of AUTOMOTIVE NEWS.

The Continental four-door sedan for 1984 features a new suspension system with air-springs developed specifically for Lincoln-Mercury. That system is also available on the Mark VII.

The powertrain is a 5.0-liter V-8 with four-speed automatic overdrive as standard. A 2.4-liter I-6 turbocharged diesel is optional.

Other features include a new electronic temperature control system with rear compartment heat duct, power mini-vent windows, an automatic radio antenna, digital fuel gauge and electronic odometer with multi-color graphics.

Besides the basic model, the Continental is available in two Designer Series — the Givenchy and the Valentino. All are four-door sedans.

The '84 Lincoln Town Car has gas-pressurized shock absorbers on all four wheels to increase riding smoothness. A standard automatic climate control system features a new automatic blower control that decreases blower speed when a preset temperature is reached.

The Town Car is powered by a 5.0-liter V-8 engine with a four-speed automatic overdrive transmission.

New options include a power decklid pulldown that automatically latches the decklid.

The Town Car is available in the standard and the Signature Series and the Cartier Designer Series. All are four-door sedans.

High-tech Continental

The 1984 Continental features a new suspension system with electronic air-springs developed specifically for Lincoln-Mercury. A new option is a 2.4-liter I-6 turbocharged diesel engine.

Kegley appointed

MANSFIELD, O. — Donald R. Kegley has been named president of National Seating Co., maker of truck and bus seats. He succeeds George G. Kastran, who retired. National Seating is a subsidiary of Chromalloy Corp., St. Louis.

Registrations up 32 pct. in July to 258,967 units

Continued from Page 14

were 17.8 percent higher than a year ago in the January-July period. The total was 1,531,850, compared with 1,300,285 in 1982. Registrations were up this year in two of the three light-truck groups.

In Group 1, the seven-month total was 853,958 units, a gain of 18.7 percent over the year-ago 719,249. Group 2 was up 17.6 percent, 669,432 versus 569,032. Group 3 was down 29.5 percent to 8,460 units, compared with 12,004 last year.

Seven-month medium-truck tallies were up 3.2 percent, from 22,802 units in 1982 to 23,543. There were advances in two of this market segment's three weight classifications.

Group 4 registrations through July totaled 181 units, compared with only five last year. Group 6 was up 5.4 percent to 23,049 units, versus 21,864 a year ago. Group 5 was off 66.5 percent, from 933 units in 1982 to 313.

• Heavy-truck registrations for the seven months were down 12 percent to 68,615 units, compared with 77,982 at the same time last year.

Group 8 registrations through July totaled 41,225, a decline of 4.7 percent from the year-earlier 43,261 units. There were 27,390 Group 7 tallies this year, down 21.1 percent from last year's 34,721 units.

Registrations of imported trucks through July were up 27.2 percent to 227,382 vehicles, compared with 178,729 a year ago.

Ford increased its lead over Chevrolet in July by about 5,000 units, and for the seven-month period, its margin advanced to 21,427 units. Ford's share of the industry total was almost 32 percent, a gain of 1.50 percentage points over last year, when it was No. 2 in registrations.

Chevrolet's seven-month share was 30.61 percent, a decline of 1.41 points from a year ago.

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DeLorean
The Vanishing Breed

Automotive News EXTRA
SEPTEMBER 26, 1983

MARKETING '84

Photo by Jim Pleque. Cover design by Ian Stewart.

Advertising by domestic auto makers tops $1 billion mark

By Joseph Bohn
Marketing Editor

When the auto industry talks about $1 billion investments, it's usually referring to plants, tooling and equipment.

Now, however, advertising by domestic auto makers is a $1 billion-plus yearly outlay that continues to escalate in good times or bad.

In 1982 six domestic car producers (General Motors, Ford Motor Co., Chrysler Corp., Volkswagen of America, American Motors and American Honda) spent $1.2 billion, or 16.9 percent more than the previous year, to launch products, polish images and urge buyers to consider their cars and trucks.

The only company to cut back was Chrysler, according to Advertising Age estimates. Chrysler expenditures dropped about $20 million to $173.9 million in 1982.

General Motors spending was up a hefty 36.9 percent to $549.0 million, partly because of interest subvention and other special promotions. Essentially, these doubled the "nonmeasured" media category in Ad Age's estimates which went to $154.6 million from $65.0 million the previous year.

Newspaper spending at GM also jumped to $82.0 million from $65.5 million. Spot TV almost doubled to $27.2 million from $13.9 million. Magazines climbed to $86.1 million from $65.4 million.

Industry observers view N. W. Ayer, one of GM's corporate ad agencies, as a real comer after it snatched a new $15 million "We're the best GM ever" campaign.

Chevrolet ad spending increased to an estimated $142.9 million from $127.5 million. Network TV jumped to $75.4 million from $59.2 million. Total TV outlay increased to $80.3 million from $62.5 million. Magazine outlay increased to $26.4 million from $19.6 million. Newspaper increased to $31.9 million from $25.5 million.

A special section on what automotive marketing and advertising strategists are planning for 1984.

Buick ad costs rose to $43.7 million from $36.6 million. TV was down a bit at $16.3 million from $16.9 million in 1981. Newspaper rose about $4 million at Buick to $16.2 million. Magazine expenditure climbed to $7.9 million from $5.9 million.

Oldsmobile upped ad spending to $44.8 million from $39.0 million. TV jumped to $17.6 million from $14.8 million; magazines to $10.0 million from $7.7 million, and newspaper to $15.8 million from $12.7 million.

Pontiac advertising rose a bit to $47.4 million from $45.0 million. Magazines reached $10 million from $4.7 million the previous year. Newspaper outlays jumped to $12.8 million from $9.8 million. TV remained the same at $29.0 million compared to $29.4 million the previous year.

Cadillac ad outlays jumped to $21.2 million from $19.6 million. TV totaled about $9.5 million from $7.5 million the previous year. Newspaper climbed to $5.9 million from $4.7 million. Magazines were up to $5.1 million from $4.7 million the previous year.

Ford Motor Co. ad outlays of $313.4 million were up about 9.4

Continued on Page E-4

Women could spark domestic-car market

Study shows they're pro-Detroit in buying attitudes

By John A. Russell
New York Staff Writer

NEW YORK.—Forty-five percent of women who recently purchased a new automobile will buy a domestic make the next time around, according to a study released by Conde Nast Publications.

Women are firmly behind U. S. auto makers and hope domestic manufacturers make strong inroads against imports, but still are dissatisfied with the approaches domestic auto makers use toward the women's market.

The Conde Nast study is the second part of a research effort started in 1981. Surveyed were 2,000 women who purchased cars between Oct. 1, 1981 and Sept. 30, 1982. The latest study, a more finely honed analysis of the marketplace, for the first time measures buyer attitudes as well as makes and models bought within each market segment.

Major points developed in this study were:

- 72 percent of those surveyed purchased domestic automobiles.
- Women place high importance on car dependability.
- Women place as much importance on functional aspects of the car as they do on the aesthetics.
- While pro-Detroit in buying attitudes, the women also believe Detroit brought on its own problems.
- The majority of women are the primary decision makers in the purchase of a new car with only 30 percent reporting the decision is shared equally with someone else.

The study, made available exclusively to Automotive News, also reported that of those surveyed, 23 percent purchased Japanese cars and five percent purchased European models.

In its first study in 1981, Conde Nast concentrated on differences in perception between men and women about automobiles. It also went on to segment the women's market into identifiable groups.

The second study does not concentrate on the differences, but on attitudes of women within various market segments as well as the makes and models they purchased during the survey period.

• According to John McClure, Detroit manager for Conde Nast, the second study identifies the segments as well as the interests of the women in the segments. "We can look at the reasons for buying and look at the cars they own," he said, noting the segments can be defined by car ownership.

While the first study concentrated heavily on differences in perception between men and women regarding the automobile, it split the women's market into six specific segments:

1. The budget minded consumer whose primary concern was dependability and economic related issues. Conde Nast found these women regard their automobile as primarily transportation and do not find cars to be a source of personal pride.
2. The personal performance-car seekers who are conscious of their cars, prefer sporty models and are unconcerned with economic issues.
3. Traditional luxury seekers who also have a sense of pride in their cars, want fully equipped cars and are unconcerned with economics.
4. Family-car buyers who are cost conscious, want to extend the life of their cars and do not consider cars fun.
5. Efficiency seekers want fuel efficiency and front-wheel-drive cars.
6. The uninvolved.

Following this same pattern, Conde Nast again broke the market into segments for its second study. These were the Domestic Budget Minded: Nononsense Value Seekers; Traditional Luxury Seekers; Personal-Performance group, and Family Car group. There also was a sixth segment of women very impressed with front-wheel-drive cars, but they were statistically insignificant.

What emerged were both demographic and attitudinal aspects of each group, and types of cars they purchased during the survey data.

Women place as much importance on vehicle function as they do on aesthetics.

Certain other conclusions could be drawn from the research, according to Eckart L. Guthe, corporate marketing director for Conde Nast, who said the market is entering the era of the personal car, with the family-car concept weakening. Also, the general market profile of women is changing in the U. S. with three out of four of the women surveyed employed either full or part time.

In addition, 41 percent of women surveyed graduated from college, while the household-income median was $33,850. More significantly, 85 percent of the women surveyed were the head of household.

As a total, women contributed 38.3 percent of household income. While 64 percent were married, 20 percent were single and 16 percent were widowed/divorced or separated.

Guthe noted that while each segment of the market had different demographic profiles, and there were differences between domestic-car, Japanese car and European-car buyers, what is emerging is a dual-family unit requiring two separate sales pitches while remembering that women in a family unit have enormous veto power, if not majority decision-making power.

Domestic-car buyers had a higher median age than the

Continued on Page E-6

Nissan overtakes Toyota in ad spending

Quotas on Japanese imports haven't dampened advertising enthusiasm for foreign-made vehicles. Ad spending for imports soared 28 percent in 1982.

Among the highlights were a 34 percent increase in Nissan Motor Corp. U.S.A. ad spending and 73.5 percent increase by Mazda Motors of America (Central and East).

Expenditures were also buoyed by new marketers Mitsubishi Motor Sales of America and American Isuzu Motors, which were still gearing up.

Generally speaking, although the Japanese operate under voluntary export restraints, they've been spending huge amounts to push truck sales in the U. S., where they still have an open market and competition from domestics has stiffened appreciably.

In the spending derby, Nissan overtook Toyota Motor Sales U.S.A. for the first time as the biggest import spender, according to Advertising Age.

European importers, in contrast, continued to up spending at a more controlled, moderate rate.

Overall, tabulations show the list of Japanese and Europeans (Volkswagen of America and American Honda are listed among domestics because of their U. S. car-building) spending $376,098,300, compared to $293,719,200 in 1981.

Spending leader Nissan accounted for $117,566,700 of the industry total, compared to $87,884,100 in 1981.

It was followed closely by Toyota, with $111,343,200 in outlays, compared to $106,186,700 the previous year.

Mazda spent $70,531,400 compared to $40,648,400 in 1981.

Subaru of America spent an estimated $25,375,400 compared to $22,000,000 the previous year, according to Leading National Advertiser reports and Automotive News estimates. (Figures for BMW, Volvo, Isuzu and Mitsubishi are similarly derived.)

BMW of North America spent $19,480,300 compared to $19,000,000 in 1981; Volvo of America, $14,265,300 compared to $12,000,000; Isuzu, $9,600,000 compared to $6,000,000 and Mitsubishi, $7,936,000 with no comparable estimate for 1981.

$1 billion

Continued from Page E-1

percent from 1981's $286.6 million.

Ford's measured ad spending increased to $288.3 million from $264.2 million. Broadcast TV was $151.1 million, up from the previous year's $113.9 million.

Spending at Chrysler Corp. dropped to $173.0 million, a decline of 10.4 percent from the previous year. Spot radio suffered the biggest fall to $12 million — a 76 percent decline from 1981, while most other expenditures were about the same. Network TV jumped to $68.2 million, a 24.5 percent increase.

Volkswagen of America advertising jumped 20.9 percent to $98 million in 1982.

According to Leading National Advertisers, VW spent just under $20 million to advertise the Rabbit line in 1982. LNA says totals for other models were: Audi, $11.4 million; Jetta, $4.5 million; Scirocco, $4.2 million; Porsche, $8 million; Vanagon, $2.7 million.

VW also spent $9.3 million to introduce the Quantum.

American Motors Corp. increased its ad budget by 2.9 percent in 1982 to $72 million. Alliance was introduced with a $20 million campaign in the fall 1982. Expenditures for other lines were trimmed. The biggest media increase was in network TV, which climbed to $26.0 million from $10 million the previous year. Spot TV dropped some $4 million, while print was up slightly.

American Honda, traditionally a more modest spender than Detroit companies, reported only modest outlays of $27.2 million in 1982, up from $23.7 million the previous year.

Honda officials said they are spending $8.9 million for network TV in 1983, plus another $5.0 million for NFL Football TV and $2.5 million in spot TV.

Honda also is spending $9 million in what it calls "national print" (magazines), $1 million for "broadcast sports" (radio), $500,000 in "sports print" and $1.1 million in network radio.

Honda also is spending about $5 million in such things as auto shows, which includes extra newspaper; the youth market, which includes "wallpaper journal" type posters in college stores, and outdoor. Its total 1983 spending is $33 million.

American Honda last year began producing cars in Marysville, O.

1982 FACTORY ADVERTISING EXPENDITURES FOR CARS AND TRUCKS IN U. S.

(In Thousands of Dollars)

	Newspapers	Magazines	Farm pub.	Network TV	Spot TV	Network radio	Spot radio	Outdoor	Unmeasured	1982 Total	1981 Total
General Motors	82,000.0	86,079.7	1,596.4	164,261.5	27,244.2	7,883.1	20,339.2	5,009.0	154,586.8	548,999.9	401,000.0
Ford Motor Co.	45,582.0	58,735.2	3,390.1	128,885.4	22,256.6	6,462.4	21,808.5	1,185.7	25,154.7	313,460.6	286,686.6
Chrysler Corp.	29,600.0	25,582.2	733.5	68,219.5	23,533.9	2,919.3	11,997.2	874.7	10,435.8	173,896.1	193,000.0
VW of America	16,025.3	28,599.5	.....	23,028.2	17,156.5	.....	2,104.4	53.2	11,032.9	98,000.0	86,000.0
American Motors	6,058.8	15,667.2	.....	26,024.3	15,414.0	.....	147.3	146.6	8,541.8	72,000.0	70,000.0
American Honda	365.0	7,500.0	.....	11,500.0	2,500.0	1,000.0	800.0	500.0	3,000.0	27,165.0	23,737.2
INDUSTRY TOTAL	179,631.1	222,163.8	5,720.0	421,918.9	108,105.2	18,264.8	57.196.6	7,769.2	212,752.0	1,233,521.6	1,055,423.8

Expenditures for General Motors, Ford Motor Co., Chrysler Corp., Volkswagen and American Motors based on Advertising Age estimates. American Honda expenditures reported directly by the manufacturer.

1982 DIRECT MEDIA ADVERTISING EXPENDITURES BY MAJOR IMPORTERS

(In Thousands of Dollars)

	Magazine	Network TV	Spot TV	Newspaper	Spot radio	Network radio	Outdoor	Unmeasured	Total 1982	Total 1981
Toyota	10,890.8	21,244.0	44,792.1	15,611.1	3,633.9	249.6	2,111.8	12,809.9	111,343.2	106,186.7
Nissan	12,750.6	23,548.1	32,671.1	9,742.8	11,382.6	.....	971.5	26,500.0	117,566.7	87,884.1
Mazda	12,360.7	26,709.7	16,737.5	1,991.4	45.7	.....	86.4	12,600.0	70,531.4	40,648.4
Subaru	2,828.9	8,568.9	3,973.2	.....	.....	.....	4.4	10,000.0	25,375.4	22,000.0
BMW	5,775.3	1,838.2	5,865.6	.....	.....	.....	1.2	6,000.0	19,480.3	19,000.0
Volvo	5,886.5	344.7	2,911.7	122.4	.....	.....	.....	5,000.0	14,265.3	12,000.0
Isuzu	3,000.0	.....	4,000.0	300.0	300.0	.....	.....	2,000.0	9,600.0	6,000.0
Mitsubishi	2,243.1	.....	3,692.9	.....	.....	.....	.....	2,000.0	7,936.0	.....
TOTAL	55,735.9	82,253.6	114,644.1	27,767.7	15,362.2	249.6	3,175.3	76,909.9	376,098.3	293,719.2

Toyota, Nissan, Mazda expenditures supplied by Advertising Age. Subaru, BMW, Volvo, Mitsubishi numbers based on Leading National Advertising reports and Automotive News estimates. Isuzu based on company report and Automotive News estimates.

U. S. AUTO MARKET OUTLOOK: A COMPOSITE OF CALENDAR YEAR SALES FORECASTS

(IN MILLIONS)

	1983			1984			1985			1986		
	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total	Car	Truck	Total
Davis	9.1	3.1	12.2	10.0	3.4	13.4	10.5	3.5	13.5	10.5	3.5	14.0
Hammond	9.3	3.1	12.4	10.5	3.7	14.2	11.0	3.8	14.8	11.2	3.9	15.1
Healy	9.2	3.1	12.3	10.7	3.6	14.3	11.9	3.9	15.8	11.3	3.7	15.0
Heinbach	9.1	3.0	12.1	10.3	3.4	13.7	11.0	3.6	14.6	....	....	....
Jouppi	9.2	2.9	12.1	10.3	3.1	13.4	11.0	3.2	14.2	....	....	....
Knight	9.3	2.8	12.1	10.5	....	....	....	....	....	....	....	....
Stuchlak*	9.2	2.8	11.0	10.3	3.2	13.5	10.7	3.4	14.1	11.2	3.6	14.8
Zaglio	9.1	3.1	12.2	10.0	3.6	13.6	10.9	3.9	14.8	10.2	3.9	14.1
COMPOSITE	**9.2**	**3.0**	**12.2**	**10.3**	**3.5**	**13.8**	**11.0**	**3.7**	**14.6**	**10.9**	**3.8**	**14.5**

*Light trucks only; not included in composite.

Legend: Davis: Arthur G. Davis, Prescott, Ball & Turben; Hammond: John Hammond, Data Resources Inc.; Healy: David Healy, Drexell Burnham Lambert; Heinbach: Merrill Lynch Pierce Fenner & Smith; Jouppi: Arvid Jouppi Associates; Knight: Paine Webber Mitchell Hutchins; Stuchlak: Chase Econometrics; Zaglio: Lehman Brothers Kuhn Loeb.

Analysts look for big sales leap in 1984

Automotive News *panel predicts 10.3 million cars, 3.5 million trucks*

By Kathleen Hamilton
Financial Editor

New-car sales will go up by a giant leap in 1984, according to market analysts who called the shot pretty accurately a year ago.

Last year at this time, eight top auto-industry independent analysts and economists forecasted 1983 with slightly more optimism than the year proved to warrant. Nevertheless, their composite prediction wasn't off much.

It was 9.5 million car sales for 1983 calendar year, which now is expected to be in the 9.1 to 9.3 million range.

Three of last year's forecasters accurately predicted the 1983 total: John Hammond, economist and director of automotive market consulting at Data Resources Inc., 9.3 million; Arvid Jouppi, independent analyst based in the suburb of Grosse Pointe, Mich., 9.1 million; and Maryann Keller, 9.3 million. Those three, plus Harvey E. Heinbach, of Merrill Lynch, called 1982 car sales on the nose last year.

Keller last year was auto analyst for Paine Webber Mitchell Hutchins Inc. This year she is on the other side of the counter, buying stocks as a money manager for Vilas-Fischer Assoc. Her successor at Paine Webber, Ann Knight, is taking her place this year in the annual survey conducted by AUTOMOTIVE NEWS.

Two others joining the panel this year are Peter D. Zaglio, auto analyst and first vice president of Lehman Brothers Kuhn Loeb Inc., and Wesley Stuchlak, who replaces William R. Pochiluk as economist representing Chase Econometrics. Stuchlak is Chase manager of North American automotive anaylsis.

This year's panel forecast for 1984 ranges from 10.0 million car sales by Zaglio and Arthur D. Davis, analyst for Prescott, Ball and Turben, to 10.7 million by analyst David Healy of Drexel Burnham Lambert. The average is 10.3 million, downgraded from the last survey.

All agree 1984 will be far better than 1983 and 1985 will be even better. Disagreement arises over whether 1985 or 1986 will be a cyclical peak. In Stuchlak's analysis, sales will continue to creep up even after that.

Even though the analysts polled a year ago were close in their forecast of the truck market — a 2.9 million composite versus what's shaping up as a 3.0 million 1983 total — they apparently hadn't counted on light trucks taking as many sales away from autos as they did.

Lower fuel prices and new compact pickups will continue to produce growth in the light-truck sector at least into 1985, most forecasters believe, and they expect the upturn to continue into 1986. Stuchlak and DRI's Hammond said gasoline prices will decrease until 1985, when they will increase in real terms.

The last time gasoline prices rose was 1982. Barring an unexpected development, the analysts said fuel-price increases over the medium term are likely to be 1 to 3 percent a year, according to Hammond.

Such a fuel scenario would benefit truck sales. But the analysts also see a nationwide economic recovery raising medium- and heavy-truck sales, probably beginning in 1984, according to Hammond and Merill Lynch's Heinbach.

Paine Webber's Knight discounted the effect of fuel prices on auto sales, saying the impact will come in the type of cars sold rather than volume. She based her upbeat forecast for 1984 (10.5 million cars) and 1986 (10.8 million) on expectation of increased disposable household income and GNP growth rates of 4.2 percent in 1984 and 4.5 percent in 1985. But demographics don't support a return to sales levels of the late 1970s, Knight said.

Unemployment rates, falling to 8.2 percent in 1985, should also fuel an auto sales rebound, said Drexell Burnham & Lambert's Healy.

Low inflation rates (4.5 percent next year and 4.6 percent in 1985) and stable car-loan interest rates also will contribute, Healy said. His outlook for the next three years is the highest of any forecaster.

Healy, Heinbach and Jouppi, along with David Eisenberg, auto analyst for Sanford C. Bernstein & Co., who is not on this year's panel, were closest in calling '83 truck sales last year.

Healy, Heinbach, Knight, Jouppi and Zaglio predicted 1985 will be the sales peak in the current cycle.

Davis has doubts. "Chances are the upset year could be 1985," said the Prescott, Ball and Turben analyst. If General Motors or Ford Motor Co. is faced with a long strike in 1984, sales could be pushed into 1985, he said.

On the other hand, if export restraints don't end or are lifted, there could be a shortage of small cars that would chop into 1985 sales figures, he said.

If the 1984 boom is so great as to collide with the budget deficit to produce big interest-rate increases, 1986 might be a better car-sales year than '85, Davis said.

The current high level of competition for small-car sales could draw blue-collar workers back into the new-car market in late 1984, Davis said. Nevertheless, his forecast for the next three years is the most pessimistic of the panel members.

DRI's Hammond sees a sales surge in 1985 to 1987 in which "consuming household units" will increase, as both the number of adult drivers and new households increase. Along with this, Hammond sees a higher rate of car ownership ahead; these won't be first-time car buyers, but people looking to trade up from lower-priced new cars or used cars they now own, he said.

Dividing the forecast into calendar years poses some distortion. A quarter-by-quarter analysis by Hammond calls for the auto sales rate to be relatively stable from the end of 1984 through 1986. The market traditionally plateaus for such a period, then abruptly plummets, Hammond said.

Stuchlak's forecast doesn't factor in a recession. But an interest-rate rebound in 1985 could reduce car sales in 1985 and 1986, he said.

Jouppi, the forecaster with the clearest crystal ball last year, predicts interest rates in 1984 and 1985 "will go back to their old-fashioned level of real growth plus three or four percent in real money."

Jouppi's prediction of 10.3 million car sales in 1984 and 11.0 million in 1985 is based on several factors, the biggest of which he terms "market pull"—auto makers expanding capacity in the proper segments to meet demand generated by demographics and employment gains.

The most startling of Jouppi's forecasts is that 1984 will see shortages in heavy trucks — Class 8 vehicles especially, but in Class 7, too.

"Too many heavy trucks have been parked in lots during the recession, and they have been cannibalized" for parts, Jouppi said.

Quotas alter sales plans

Japanese 'Big Two' explain strategies

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Quotas on Japanese cars sent to the U. S. have been in effect nearly three years. Although not popular with the U. S. distributors of these cars and trucks, market plannnig adjustments have been made, according to officials of Toyota Motor Sales U.S.A. and Nissan Motor Corp. in U.S.A., the two largest importers.

Norman Lean, Toyota senior vice president and chief operating officer, and Chuck King, senior vice president sales for Nissan, agree that the biggest change in their strategies has been an increased push on trucks.

"I think there is only one significant difference, and that's the additional emphasis on trucks," Lean said of his company's marketing plans in light of quotas.

Increased attention on trucks has shown just what the company can do with these vehicles. Despite a 25 percent tariff, Lean said that during August, aided by a heavy TV ad blitz, Toyota dealers sold a record 26,000 pickups. The previous monthly mark was 17,000, and the company had set a goal of 20,000 sales to clear out stocks of existing trucks in anticipation of the new '84 model.

King said that during the first year of the import restraints, Nissan pulled out all stops to diminish stocks of 210s, 310s and 510s. "During the second year of restraints, we focused on pickup trucks," he said. That focus continues today. "On advertising, 22 percent used to be solely for trucks; they now account for 40 percent. Ninety percent on our incentives are truck-oriented," King said.

While Toyota has a new truck this fall, Nissan has a new source for its truck (redesigned midway through '83)—the new Smyrna, Tenn., assembly plant.

"We're not making any distinction between the U. S. and Japanese truck," King said. Eight of the company's 12 regions will receive trucks from Smyrna, while the four Western regions, including California (which represents 25 percent of the Nissan's truck sales), will get trucks from Japan.

Car strategies remain virtually unchanged by Toyota and Nissan, although they have taken different approaches to the number of models in their lines.

"As far as cars are concerned, it's business as usual," Lean said. "We're going to bring in new products we've had under development." The new vehicles, however, will cannibalize some other models, which will have reduced volumes. Lean said the company must take a long-range view of the market and at least establish a foothold in emerging niches such as minivans.

"With cars, you have to maintain a presence," Lean explained. "We want to be in a position to maintain the level of buyer intention on Toyota products."

Lean said Toyota is maintaining a high level of exposure on cars even though their number is restricted. Usually Toyota will not target a product for TV exposure unless its sales rate is at least 10,000 a month. However, with import restrictions in place, Toyota has used television for its Camry (5,000 a month) and is contemplating TV for the new Van Wagon (3,000 a month).

"We wouldn't normally use TV," Lean said of the Camry campaign, "but we did want to let people know that Toyota has a new midsize entry." Lean said the same is true for the Van Wagon: "It will generate interest in the company because the product is so unique."

At Nissan the situation is somewhat reversed. The company has used import restrictions to weed out slow moving lines and consolidate product offerings in other series. Two innovative products, the Ambivan (a minivan) and the March (a minicar), which were planned for this market, are on hold because of the restraints.

"We've been able to reduce the product line," King said of the number of models offered under restrictions. Among those to go are Pulsar two- and four-door hatchbacks and Stanza Deluxe models. Much of Nissan's car marketing effort has been concentrated on three product lines, according to King: Sentra, Stanza and 280ZX.

"We have to maintain a presence in the marketplace," King said of his car program. Although most emphasis is on three lines, Nissan will continue to sell six product lines and "remind people that we are a full-line maker. We want to be a factor in every segment," he said, "but we have to pick our spots. We have to go where the volume is and have consumer appeal."

With a new Z car coming on stream, King said considerable ad dollars will go into its launch.

Lean and King concur that the quota situation has enabled both companies to fine tune their distribution systems, resulting in more efficient operations.

"As the dealer sells cars, we track the cars and equipment to determine which particular model moves faster," Lean said. "We adjust our production, increasing those cars and reducing production of cars that don't move as fast."

"Our car inventory has declined by 64,000 versus what it was a year ago," King said of Nissan. "We've developed a system to expedite vehicles. We're able to allocate cars while they're in ships on the water."

King said each vehicle is identified by dealers while it's still at sea and consequently, there is no holding of cars at the port. "They (the dealers) know what they're going to get. Distribution efficiency is vital," King said, adding that under quotas, "you can't manufacture vehicles out of a distribution system."

There are frustrations for any marketing company that has its product supply restricted, King said. "We have a limited ability to merchandise product. However, it has, in a sense, forced us to be more creative and efficient in the number of products we order and where we ship them."

factories list auction dates

American Motors

Sept. 27—D-A Auto Auction, New Stanton, Pa., and Aptco Auto Auction, Taylor, Mich.

Sept. 28—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Kansas City Auto Auction, Kansas City, Mo.

Sept. 29—Todd Auto Auction, Telford, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Sept. 27—Aptco Auto Auction, Taylor, Mich.

Sept. 28—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 29—Skyline Auto Exchange, Fairfield, N. J.

Sept. 30—Denver Auto Auction, Englewood, Colo.

General Motors

Sept. 28—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 29—Butler Auto Auction, Gibsonia, Pa., and Indianapolis Auto Auction, Indianapolis, Ind.

Used Car Sales
Auction Averages

September to date	$5,197
Month ago	$5,159
Year ago	$4,851

Model breakdown
Auction Averages

	SEPTEMBER TO DATE	AUGUST	JULY
1983	$ 9,978	$10,166	$11,178
1982	7,702	7,702	7,622
1981	6,193	6,158	6,164
1980	5,243	5,129	5,281
1979	4,603	4,577	4,529
1978	3,356	3,579	3,353
1977	2,611	2,781	2,645
1976	1,748	1,926	2,113
Overall Average	$ 5,197	$ 5,159	$ 5,172

Auction directory

CALIFORNIA

FORREST FAULKNOR & SONS AUTO AUCTION
Sale Every Friday
Specializing in out of state, repos, fleet and lease cars. 5 minutes from San Francisco airport. Call us—We Can Do It All.
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S. San Francisco, California 94080
415-872-3242

FLORIDA

Gulf Coast Auto Auction, 1319 61st Ave. E., Bradenton, Fla. 34203. 813-756-8478. Complete service fleet & lease accounts. Contact: J. Omar Landis, Henrietta Letty.

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Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-597-3600.

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11 A.M. sharp
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1-317-298-9700

INDIANA

Evansville Auto Auction & Recon Center—Fleet & Lease car specialist—Nationwide pickup. 812-425-4576. P.O. Box 2409, Evansville, Indiana 47714.

INDIANA

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LOUISIANA

Bob French's Shreveport Auto Auction. Since 1953. We cater to lease & Fleet accounts. Thurs. 7 P.M. 814 Grimmet Drive, Shreveport, La. 318-222-5784.

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NEW MEXICO

GREATER ALBUQUERQUE AUTO AUCTION. New Mexico's only dealer auction. Sale every Tues. 11 A.M. Member NAAA & WAAA. 2019 Menaul NE, 505-883-7772.

NEW YORK

Buffalo Thruway Auto Auction, 2727 Broadway, Buffalo, N.Y. Sale every Tuesday at 12:30. 716-892-2111.

NEW YORK

Northway Exchange, Inc., Rte. 146, Clifton Park, N.Y. Auction, 518-371-7500; Recon 371-7800. Northeast's Finest — Every Thursday 11:30 A.M. sharp.

OHIO

Ohio Auto Auction. The Tuesday sale. 3905 Jackson Pike, Columbus, Ohio. 614-871-2771.

OHIO

Wednesday Auto Auction. Exit 49 on I-270 Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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TEXAS

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25-year dealer

Gordon E. Robberson, right, Robberson Ford Sales, Inc., Bend, Ore., received a 25-year plaque from Lee Anderson, Ford Seattle district manager.

European sales of Ford cars in August set record

DEARBORN. — Sales of new Ford cars in Europe during August are estimated to have captured 18.3 percent of the market, an alltime record share, according to Ford Motor Co.

Ford said it sold a record 157,000 new cars in Western Europe last month, while total European Ford car sales in the first eight months of the year totaled a record 950,000 units, for an estimated 13.1 percent share of the European market.

In Britain during August, Ford said it had a 30.92-percent share of the market, while in Germany, Ford had its best August volume and share—16,500 units, 12.2-percent share — since 1978.

Ford said latest statistics show that it has three cars in the European top 10, with Escort as Europe's overall best-seller followed by Sierra in fourth place and Fiesta in eighth.

Sundeman heads Saab's U.S. bus operations

ORANGE, Conn. — Rolf Sundeman has been placed in charge of the Scania Bus Division of Saab-Scania of America. He formerly was managing director of Scania-Bussar AB, of Sweden.

Other senior staff members, all from Scania-Bussar, are: Josef Schrotti, technical director for engineering and production; Olof Nilsson, technical manager; Per Olof Rudbeck, design manager for the bus body; Arne Oberg, production supervisor, and Arne Wettler, purchasing manager.

A marketing manager will be recruited locally, according to Robert J. Sinclair, Saab-Scania of America president.

The Scania Bus Division will begin equipping its plant here this fall, and is scheduled to begin deliveries to customers in the second half of 1984.

Initial capacity will be 250 Scania transit buses a year with a work force of 250 persons.

Volvo names Combee to planning post

ROCKLEIGH, N. J. — Volvo has named Donald L. Combee planning and administration manager and a member of the North American Car Operations management group.

Combee formerly was assistant controller of Volvo of America Corp. He joined the company in 1970.

IMPORT SALES BY MODEL:
JULY '83 VS. JULY '82

	July, 1983	July, 1982	7 Mos., 1983	7 Mos., 1982
Alfa Romeo	223	199	2,007	1,139
Audi	4,532	3,388	26,923	26,140
4000	986	1,047	6,846	7,530
4000d	46	192	834	1,776
5000	524	1,172	6,185	9,483
5000d/TD	680	360	4,737	1,246
5000 Turbo	172	234	1,514	2,595
5000 Successor	1,785	.....	4,450	.....
Coupe	329	301	2,037	2,230
Quattro	10	19	226	103
Tourist	.....	.....	.....	.....
BMW	5,102	4,608	31,782	29,168
320	3,010	3,273	17,991	19,926
528	1,470	911	9,150	6,157
633	221	87	455	962
733	401	337	3,168	2,123
Chrysler/Mitsubishi	10,416	10,308	58,641	57,925
Colt	7,325	7,729	40,239	42,036
Sapporo	1,446	1,187	8,174	6,979
Challenger	1,645	1,392	10,229	2,910
DeLorean	20†	361	355†	1,910
Fiat	386	1,562	4,489	11,095
Strada	.....	359	.....	3,851
Brava	.....	319	.....	2,154
X-1/9	.....	399	.....	1,895
Spider	.....	485	.....	3,195
Ferrari	.....	82	.....	423
Honda	30,526	30,471	212,489	220,091
Civic	12,856	11,552	84,416	78,313
Accord	12,725	15,714	110,409	118,242
Prelude	4,945	3,205	17,664	23,536
Isuzu	2,542	1,259	11,879	7,781
Jaguar	1,057	758	8,790	5,231
Lancia	46	89	513	540
Mazda	14,353	15,136	103,454	92,018
GLC	4,964	4,542	31,718	30,623
626	5,264	5,903	39,997	32,068
RX-7	4,125	4,691	31,739	29,327
Mercedes-Benz	6,060	5,390	41,840	37,359
240D	1,040	1,180	8,039	8,827
300D	1,646	1,384	10,917	8,324
300CD	195	153	1,119	1,046
300TD	238	259	1,601	1,787
300SD	1,654	1,331	10,668	9,461
280E	.....	1	.....	25
280CE	.....	1	.....	1
380SEL	387	296	2,968	2,027
380SL/SLC	738	651	5,457	4,771
380SEC	161	129	1,069	1,069
Miscellaneous	1	5	2	21
Mitsubishi	3,043	.....	17,034	.....
Starion	556	.....	3,463	.....
Cordia	1,120	.....	6,550	.....
Tredia	1,367	.....	7,021	.....
Nissan	47,946	43,857	323,800	274,978
210	.....	1,421	361	59,233
Sentra	19,332	18,317	130,101	53,713
310	.....	4,371	1,900	29,574
Pulsar	6,289	.....	37,242	.....
Stanza	6,552	5,489	39,981	33,403
Maxima	6,836	5,038	43,426	28,626
200SX	2,212	4,071	22,669	31,189
280ZX	6,294	4,797	44,920	35,856
Hawaii	431	351	3,200	2,991
Other	.....	2	.....	393
Peugeot	1,399	1,257	8,721	8,106
Porsche	2,073	909	13,241	7,880
924	.....	44	.....	1,626
924 Turbo	.....	20	.....	598
944	1,481	401	7,878	1,677
911SC	427	311	3,540	2,672
928	165	133	1,622	1,307
Tourist	.....	.....	201	.....
Renault	4,103	3,804	20,151	23,941
Le Car	1,697	2,007	9,849	11,318
18i	877	668	2,585	6,719
Fuego	1,529	1,129	7,717	5,904
Saab	2,188	1,710	16,114	10,555
900	688	397	4,382	2,606
900S	493	450	4,163	2,325
Turbo	975	823	7,317	5,452
Tourist	32	40	232	172
Subaru	13,457	12,634	92,776	85,082
Toyota	50,191	48,215	332,308	312,450
Starlet	365	1,550	5,189	11,325
Corolla	13,363	16,609	86,324	105,363
Tercel	13,191	21,159	94,520	76,684
Celica	12,250	10,519	72,936	71,705
Supra	1,716	2,976	17,304	19,266
Camry	5,074	.....	26,454	.....
Corona	.....	23	12	3,061
Cressida	3,505	3,738	23,523	20,259
Land Cruiser	332	245	2,842	1,816
Hawaii	395	396	3,204	2,971
Volkswagen	6,734	5,664	44,312	37,899
Rabbit Convertible	932	769	6,206	5,246
Jetta	1,742	1,668	11,864	11,670
Vanagon	1,579	1,230	8,722	7,579
Quantum	1,350	1,130	9,572	5,784
Dasher	.....	35	.....	566
Scirocco	1,131	832	7,848	7,054
Volvo	8,549	7,716	56,569	49,504
DL	4,397	4,405	28,333	27,985
GL	1,294	1,290	10,097	7,331
GTL	1,389	2	8,174	196
GLT Turbo	.....	955	.....	6,621
GLE/264	10	266	204	1,659
DL Diesel	27	44	33	410
GL Diesel	393	730	3,185	4,615
Coupe	3	4	6	71
760 (gas)	846	.....	4,249	.....
760 TurboDiesel	190	.....	1,324	.....
Tourist	.....	20	958	616
TOTAL IMPORTS	214,446	199,295	1,428,180	1,300,795

Makers build 155,891 for week

Car output highest in 28 months

By Mary Beth Mayer
Staff Writer

With production of the 1984 models fully underway, domestic auto output reached its highest point in more than two years last week.

Overtime at 11 assembly points helped boost production last week to an estimated 155,891 units, up 4.14 percent from the previous week's 149,699, and up a considerable 50.42 percent over last year's 103,638 units.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: General Motors, 57.76 percent; Ford Motor Co., 25.00 percent; Chrysler Corp., 12.12 percent; American Motors, 2.89 percent; Volkswagen of America, 1.51 percent, and Honda, 0.72 percent.

So far this year, there have been 4,759,830 cars assembled, a 24.33 percent gain from 3,828,620 built in the same period last year.

Operations resumed last week at GM's Norwood (O.) and Van Nuys (Calif.) Camaro/Firebird plants after being down because of a transmission shortage.

GM had its Fairfax (Kans.) and Flint facilities working two shifts Saturday (Sept. 24).

Five Ford plants worked daily overtime last week. Working extra hours were: Chicago, Kansas City, Lorain (O.), St. Louis and Wayne (Mich.). Lorain, St. Louis and Wayne also operated Saturday.

Chrysler slated daily overtime at four plants — Belvidere (Ill.), Detroit Jefferson, Newark (Del.) and St. Louis No. 1.

Chrysler's St. Louis No. 2 plant has begun to produce the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury, which were previously produced at the company's Windsor (Ont.) plant.

Fate of AMC Canada plant tied to current labor talks

By Marjorie Sorge
Labor Editor

The current contract between the UAW and American Motors in Canada will expire at noon tomorrow (Sept. 27).

The contract covers the 950 UAW-represented hourly workers at AMC's Brampton plant in Ontario. That facility builds Eagles at a rate of 120 a day.

Workers have approved a strike mandate by 97 percent.

The outcome of the current negotiations could decide the fate of the Brampton plant. AMC President Jose J. Dedeurwaerder has said the future of that plant lies in the attitude of the workers. Last January he said, "We don't want to leave Canada, but we need a cooperative attitude on the part of the union."

In 1982, the Brampton local refused to consider a new AMC-UAW contract which involved an employe investment plan. That plan was negotiated in the U. S. Hourly workers invested between $110 million and $115 million, earmarked for AMC's $1 billion new-product program.

That same year, Dedeurwaerder said the Canadian segment of the UAW took a destructive stance when it refused to negotiate an employe investment plan.

Negotiations between the two sides began Aug. 4. The current contract was due to expire at midnight on Sept. 16, but the UAW elected to extend the agreement until Sept. 27.

The company has asked for the elimination of the Sept., 1983, cost-of-living-adjustment payment due in December and the deferral of six quarters of COLA for 18 months. It also wants to abolish the eight paid absence allowance days and wants no wage increase during the proposed four-year pact. AMC also wants to reduce new-hire wages and benefits.

According to the UAW, these concessions have been tabled.

The union is seeking the Canadian pattern won at General Motors and Ford which includes annual 3-percent increases and a Canadian COLA.

Under the current formula COLA is figured on one cent raise for every 0.26 percent rise in the combined Canadian-U. S. Consumer Price Index. In the Ford and GM contracts, COLA will be figured on a Canadian index beginning in March, 1984. The UAW has said the Canadians were suffering under the old formula because Canadian inflation is so much higher.

GM gets better ratings on $22 billion of debt

NEW YORK. — Moody's Investors Service raised ratings on $22 billion worth of General Motors and GMAC notes, debentures and bonds.

Moody's said the action reflected improvements in GM profits and business position. The move will reduce interest rates paid by GM, but GM declined to estimate its savings.

Auto production in Canada jumps to 13-week high

With General Motors back on a full production schedule after holidays and slowdowns during model changeover, Canadian auto production last week was the highest it has been in 13 weeks.

Last week's estimated output was 17,942, up 22.06 percent over 13,985 assembled the previous week and 31.69 percent over 13,625 built in the year-ago week.

During the week ended June 25, Canadian auto makers completed 22,048 units.

So far this year, 695,933 units have been assembled, up 6.34 percent from 654,454 completed in the year-ago period.

Canadian truck manufacturers targeted last week's output at 12,187, 2.55 percent below the 12,505 built the week before, but 46.06 percent over the 6,574 finished in the year-ago week.

Year-to-date, the makers have completed 379,575 trucks, up slightly from 377,699 finished in the year-ago period.

Chrysler Corp.'s Windsor car facility is retooling for its minivan, which it will begin to produce in early October.

Truck production of 55,523 slated, tops since July

Overtime schedules at eight assembly points upped last week's estimated domestic truck production to 55,523 units, the most for any week since 55,819 trucks were completed in the period ended July 14, 1979.

Last week's total rose 4.96 percent from the previous week's 52,902, and was up a whopping 95 percent from 28,474 units built in the comparable period last year.

Year-to-date, the makers have assembled 1,654,666 units, a 12.56 percent gain from 1,470,109 built at this time last year.

Saturday (Sept. 24) overtime was scheduled at General Motors' Moraine (O.), Pontiac and St. Louis points. Moraine worked one extra shift and Pontiac and St. Louis operated two extra shifts.

Ford Motor Co.'s Louisville, Norfolk, Michigan and Twin Cities facilities worked daily overtime last week. Louisville also was up on Saturday.

Chrysler Corp.'s Warren (Mich.) plant also worked extra hours last week.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
CHEVROLET	19,683	9,933	17,080	55,883	511,528	576,815
DODGE	2,600	2,898	3,236	9,204	97,094	99,993
FORD	21,901	8,654	21,988	70,165	529,425	649,141
GMC	6,088	3,132	5,584	18,406	180,479	185,616
INTERNATIONAL	1,176	878	663	3,134	34,790	36,310
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,625	1,929*	2,720	8,683	64,910*	62,838
NISSAN	400	.....	581	1,514	.....	3,574
AM GENERAL	50*	50*	50*	160*	1,780*	1,820*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,300*	42,000*	36,400*
Total Trucks, U. S.	55,523	28,474	52,902	169,449	1,470,109	1,654,666

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
CHRYSLER CORP	2,652	2,645	2,704	8,625	77,051	91,801
FORD MOTOR	3,517	241	3,432	10,934	103,614	98,895
GENERAL MOTORS	5,868	3,688	6,369	19,618	188,868	184,870
INTERNATIONAL	130	.....	.....	283	8,166	4,009
Total Trucks, Canada	12,187	6,574	12,505	39,460	377,699	379,575
N. American Trucks	67,710	35,048	65,407	208,909	1,847,808	2,034,241

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
AMERICAN MOTORS	4,500	4,400*	4,735	15,383	59,279*	133,613
AMC Total	.....	1,500*	.....	.....	41,479	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	2,900*	4,735	15,383	17,800*	129,542
Alliance	2,900	2,900*	3,148	9,898	17,800*	115,091
Encore	1,600	.....	1,587	5,485	.....	14,451
CHRYSLER CORP.	18,900	17,022	21,293	63,577	427,960	621,574
Plymouth Total	6,750	6,385	7,562	22,631	172,921	222,662
Horizon	2,900	2,713	3,428	17,404	56,012	83,239
Reliant	3,700	3,553	3,956	12,087	116,201	135,788
Caravelle ('83)	100	119	171	371	708	3,578
Gran Fury	50	.....	7	57	.....	57
Chrysler Total	5,000	3,855	5,137	15,732	85,755	149,151
LeBaron	1,700	2,067	1,589	5,127	78,865	62,838
Laser	600	.....	786	2,358	.....	5,301
Chrysler	2,300	1,788	2,682	7,767	6,890	80,532
Fifth Avenue	400	.....	80	480	.....	480
Dodge Total	7,150	6,782	8,594	25,214	169,284	249,761
Omni	2,700	2,267	3,208	9,822	52,428	91,656
Aries	2,500	2,851	3,372	9,263	87,859	101,227
Daytona	800	.....	629	2,122	.....	3,934
Dodge 400	.....	787	.....	.....	24,363	18,478
Dodge 600	1,100	877	1,372	3,944	4,634	34,403
Diplomat	50	.....	13	63	.....	63
FORD MOTOR	38,972	15,773	37,902	113,217	805,693	1,084,965
Ford Division	25,527	9,014	25,175	75,890	507,724	693,662
Escort	8,177	.....	7,001	21,536	204,895	194,406
Fairmont	.....	3,142	.....	.....	91,696	23,728
Mustang	2,985	3,466	2,710	7,256	97,738	81,272
LTD/Granada	4,050	2,406	3,806	12,202	78,742	123,503
Thunderbird	3,956	.....	4,228	13,053	29,326	139,141
Crown Victoria/Ford	2,351	.....	2,339	7,072	.....	67,975
EXP	.....	.....	.....	.....	5,327	1,184
Tempo	4,008	.....	5,091	14,771	.....	62,453
L-M Division	13,445	6,759	12,727	37,327	297,969	391,303
Mercury Total	10,794	4,670	10,376	31,267	228,056	309,710
Lynx	2,134	.....	1,776	5,509	64,514	55,298
Capri	1,015	1,119	929	2,444	27,237	17,320
Zephyr	.....	738	.....	.....	29,577	8,601
Marquis/Cougar	1,456	974	1,505	4,474	37,292	52,697
Cougar/XR7	3,284	.....	3,395	10,029	10,580	89,610
Gr. Marquis/Marquis	1,851	1,839	1,841	5,707	57,494	68,729
LN7	.....	.....	.....	.....	1,362	290
Topaz	1,054	.....	930	3,103	.....	17,105
Lincoln Total	2,651	2,089	2,351	6,060	69,913	81,593
Continental ('82)	.....	418	.....	.....	14,509	8,793
Lincoln	2,651	1,091	2,351	6,060	32,112	52,609
Mark VI	.....	580	.....	.....	23,292	20,191
GENERAL MOTORS	90,049	66,443	82,408	277,689	2,473,404	2,820,170
Buick Division	20,392	15,181	19,764	62,774	574,139	640,072
Skylark	3,720	4,097	3,739	11,517	112,641	76,741
Skyhawk J	1,245	931	1,240	3,952	52,888	52,174
Century	4,343	1,001	4,227	13,504	91,477	117,769
Regal	4,860	3,926	4,946	15,072	155,752	179,748
Buick	5,049	3,776	4,375	14,866	132,679	177,574
Riviera	1,175	1,450	1,237	3,863	28,702	36,066
Cadillac Division	6,639	5,935	6,788	21,472	171,137	219,864
Cimarron	550	262	368	1,434	5,553	14,645
Seville	721	678	764	2,384	15,872	25,162
Eldorado	1,362	1,358	1,444	4,496	41,473	54,461
Cadillac	4,006	3,637	4,212	13,158	108,239	125,596
Chevrolet Division	29,361	20,927	23,602	86,178	798,265	918,638
Chevette	4,430	4,176	4,223	13,911	166,176	138,212
Cavalier	6,450	1,814	6,035	19,247	68,636	215,541
Celebrity	3,125	2,640	3,027	10,099	51,936	97,147
Camaro	4,620	3,240	.....	10,304	176,237	138,675
Citation	1,949	2,733	1,951	5,816	132,690	73,207
Malibu/El Camino	592	2,477	603	2,117	91,747	100,885
Monte Carlo	3,253	1,846	3,145	9,846	55,981	75,769
Chevrolet	4,282	1,393	4,005	12,763	33,571	60,608
Corvette	660	608	613	2,015	21,291	18,594
Oldsmobile Division	22,918	18,555	24,518	75,240	577,140	744,493
Omega	1,340	1,478	1,358	4,704	63,964	43,048
Firenza	925	358	969	3,039	35,940	34,399
Cutlass	6,951	5,739	8,002	22,866	150,241	219,429
Cutlass/Ciera	5,612	4,169	5,363	17,246	96,299	153,053
Oldsmobile	7,224	5,830	7,912	24,529	206,965	264,396
Toronado	866	981	914	2,856	23,731	30,168
Pontiac Division	10,739	5,845	7,736	32,025	352,723	297,103
Acadian†	.....	210	178	296	9,031	15,762
2000	3,150	379	2,904	9,703	32,540	76,480
1000	1,265	425	1,185	3,615	29,162	33,588
Firebird	3,080	2,313	.....	5,728	104,773	68,535
Phoenix	491	229	391	1,429	38,423	19,611
G. Prix/B'ville ('83)	1,888	1,495	1,501	5,659	108,565	73,370
Parisienne	865	.....	718	2,737	.....	4,978
Fiero	.....	.....	859	2,660	.....	4,779
6000	.....	794	.....	.....	30,229	.....
HONDA	1,120	.....	1,000	5,621	.....	32,707
VOLKSWAGEN	2,350	.....	2,361	7,245	60,121	66,801
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U. S.	155,891	103,638	149,699	482,732	3,826,620	4,759,830

CANADIAN CAR PRODUCTION

	Week Ended Sept. 24, 1983	Week Ended Sept. 25, 1982	Week Ended Sept. 17, 1983	Sept. to Date	Jan. 1 to Sept. 25, 1982	Jan. 1 to Sept. 24, 1983
AMERICAN MOTORS	600	.....	609	2,053	23,177	20,666
CHRYSLER CORP	.....	3,522	.....	.....	122,756	103,857
FORD MOTOR	5,770	3,594	5,883	23,625	229,154	188,029
GENERAL MOTORS	11,347	6,284	7,268	26,691	271,689	376,146
VOLVO	225	225	225	668	7,678	7,235
Total Cars, Canada	17,942	13,625	13,985	53,037	654,454	695,933
N. American Cars	173,833	117,263	163,684	535,769	4,483,074	5,455,763
N. American Trucks	67,710	35,048	65,407	208,909	1,847,808	2,034,241
North American Cars and Trucks	241,543	152,311	229,091	744,678	6,330,882	7,490,004

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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'84s sizzle in showroom; dealers' optimism soars

By Jim Plegue
Staff Writer

Something special is happening. Consumers are buying cars. Salesmen are enthusiastic. Dealers have few complaints. Some are even saying nice things about the factory.

After three years of terrible sales, dealers are viewing the '84 model year with a genuine upbeat attitude. Not that dealers didn't remain optimistic throughout the slump, but such optimism was always qualified with "next-year" statements.

Well, that "next year" may have finally arrived — at least in the opinion of many dealers surveyed last week by AUTOMOTIVE NEWS. Dealers aren't talking '79-level sales just yet, but they're thinking about it.

"Buyer attitudes are great," said a sales manager for a large Chevolet dealer. "Consumer interest in automobiles is better than last year. It hasn't come back yet to the attitude of '78 and '79, but it's much better than it's been the last couple of years."

Ford Motor Co., General Motors and American Motors/Renault/Jeep dealers officially unveiled their 1984 models on Sept. 22. Chrysler Corp. dealers inaugurated the new year last Thursday.

"Everything sells well — from the Turismo right on up to the New Yorker Fifth Avenue," said Jeff Palmer, general manager for Golden Chrysler-Plymouth in Philadelphia. "I'm hoping this will be one of the best years we've ever seen."

Palmer said Golden retailed 375 new Chrysler-Plymouth models last year. He expects to top 600 sales during 1984.

• "I would say that we're probably sitting on the best car lineup that I could envision," Palmer said. "I wouldn't want to be anyplace else right now but with Chrysler."

A few years back, that comment would have been a rare one, indeed, for a Chrysler dealer. And Palmer's not the only dealer who is proud of his products.

"I don't think Ford has to apologize for anything that it's come out with in the last couple of years," said Mark Maddock, sales manager of Downtown Ford Sales, a large Sacramento dealer. "I think Ford has products that are equal to or better than anything that's imported."

Maddock said Downtown Ford normally sells about 2,400 new cars and trucks per year. His sales are running 38 percent above last year. Hot models in Sacramento are Tempo, Thunderbird, Ranger, Bronco II and the full-size Crown Victoria — "but you can't get them."

All Ford and Lincoln-Mercury dealers complained of shortages of the full-size cars.

In fact, inventories — or rather lack of them — were the most common complaint of dealers.

Dick Sassi, general manager of Lynch Buick Co., Chicago, needs Regals. Normally, he said, the dealership enters the new model year with about 100 Regals (both carryover and new) to sell. Regal sales account for 40 percent of his business. But Sassi said he only has about 35 Regals in stock, 28 of which are demo models.

Though Regal is the volume car, Sassi said big-car sales are booming — up 140 percent last month over previous months — and that the front-drive Century, a slow starter, "has just taken off in the last three to four months."

• "I could sell anything if I had the cars," said Leonard Lucas, general manager of Keystone Chevrolet Co., also of Chicago. "They're coming in and asking for everything."

Cavalier is Keystone's volume

Continued on Page 57, Col. 3

Escort ragtop

For Ford by Karmann

Ford of Europe's convertible version of the Escort is at last going into production. It will be made—at a rate of up to 10,000 a year — by Karmann, of West Germany, which used to make the cabriolet versions of the Volkswagen Golf (Rabbit). There will be Escort 1.3 and 1.6-liter GL versions as well as a sporty XR3i derivative.

Chrysler discounts up; '84 prices hiked $191

By John K. Teahen Jr.
Managing Editor

Chrysler Corp. has sweetened the dealer discounts on some of its cars and has posted a price increase averaging $191, or 1.9 percent, on its full range of '84 autos.

Chrysler also placed stickers of $8,308 on its new Dodge Daytona sport coupe and $8,648 on the new Chrysler Laser sport coupe.

The discount changes improve the dealers' profit potential on various models in some of the corporation's better-selling lines.

From the customer's standpoint, the discount revisions mitigate some of the '84 price hike because dealers will be able to slice a few extra dollars off the sticker in writing the deal.

Discounts were increased on models in six car lines. They were reduced on two other models.

AUTOMOTIVE NEWS sources last week supplied the following figures on Chrysler's discount revisions:

1. On the base two-door and four-door sedans in the Plymouth Reliant and Dodge Aries lines, the dealer discount now is 13 percent, up from 12 percent for '83.

2. All Chrysler LeBaron models have a dealer discount of

Continued on Page 62, Col. 4

breaking news

Japan eyes higher quota for U. S.

WASHINGTON.—The Japanese Government is willing to impose a fourth year of restraints on auto exports to the U. S. but wants to raise the annual quota from the current 1.68 million, possibly to 2 million, according to a source traveling here with Sosuke Uno, head of Japan's Ministry of International Trade and Industry. Japan wants the issue settled before President Reagan's trip to Japan in November.

Ford, U. S. disagree on price of air-bagged cars

WASHINGTON.—Ford Motor Co. and the General Services Administration are at an impasse over the prices Ford wants for a fleet of 1985 four-cylinder cars equipped with driver-side air bags. Ford wants much more than the government is paying Chrysler for 1984 four-cylinder K-cars. Vehicle prices—not prices for air bags, antilacerative windshields or high-mounted taillights on these cars—are the stumbling block.

Chrysler likes EPI, will boost application

DETROIT. — Chrysler Corp. is stepping up its use of single-point, or throttle-body electronic fuel injection dramatically. Introduced in a few E-body cars in the '83 model

See BREAKING NEWS, Page 8, Col. 1

Sales are strong; problems appear solved; Cavalier eyes top spot in industry

It's turnaround time for much-maligned GM J-cars

By Kathleen Hamilton
Financial Editor

Can this be possible? Can Chevrolet indeed sell 360,000 Cavaliers this model year?

Can a General Motors J-car—not so very long ago cited as evidence that Detroit could not compete with Japan on small cars—become the nation's best-selling nameplate, wrestling the title from Cutlass and thwarting Ford's designs for Tempo?

Can all this happen in what promises to be another Year of the Big Car?

Yes, yes, yes and yes, says Chevy.

Indeed, the fortunes of all the J-cars have turned in recent months, pushing 1983 model year sales for the five J-cars 71 percent above 1982.

Although Pontiac isn't making any forecasts for the '84 model year, predictions from the other GM divisions indicate J-car sales should rise another 70 percent this year.

The reasons for the turnaround are many.

Among the most obvious were the powertrain improvements in 1982 and 1983 that voided the most common driver complaint in the early models: Sluggish performance.

Now equipped with fuel-injected 1.8-liter and 2.0-liter engines, the cars are both fuel-efficient and acceptable performers.

Pontiac, Buick and Chevrolet are going for even more power this year. Pontiac will be the first division to offer turbocharging in its J-car, once called the J-2000, then simply 2000 and now 2000 Sunbird. Buick also will be offering the optional Pontiac turbocharged engine, and Chevy is planning to put a new V-6 engine in the Cavalier.

• The J-cars also have clearly benefitted from quotas on Japanese cars. Introduced in May, 1981 — less than two months after the first quotas were announced — the J-cars were sized closer to what the Japanese offered than to any domestic competitor, equipped as heavily as any import and positioned squarely against the foreigners.

The positioning didn't work at all. Domestic-car shoppers were appalled by the prices, which were nearer to the bigger X-cars than to any other subcompacts. Import-car shoppers were equally appalled by the prices, which were far above comparably equipped Japanese cars.

The division back-pedaled quickly. Two of the three divisions that introduced J-cars in May, 1981, had by January, 1982, lowered their standard equipment level and slashed their base prices. Chevy's new low-

Continued on Page 58, Col. 1

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Total is 789,016; domestics up 32 pct.

Registrations for July second best of 1983

By Jenny L. King
Staff Writer

July new-car registrations in the U.S. reached their second-best total so far this calendar year and were up 25.98 percent over July, 1982.

According to figures compiled by R. L. Polk & Co., total new-car registrations climbed to 789,016 this July compared with 626,321 for the same month a year earlier. June, 1983, registrations totaled 868,738, best for the calendar year to date. July's number was 9.18 percent behind June's.

Registrations of domestic cars were up 32.64 percent July to July, bulging to 561,481 from 423,319 last year. This July was down 10.17 percent from 625,077 the preceding month.

Import registrations numbered 227,535 in July, up 12.09 percent from 203,002 in July, 1982.

Year-to-date registrations of 5,047,873 were up 14.61 percent above the 1982 sum of 4,404,430, but they were off 0.65 percent from the 5,080,733 recorded in 1981. Domestic year-to-date registrations totaled 3,562,127, up 14.12 percent from 3,121,398 in 1982, and off 1.05 percent from 3,599,909 two years ago.

Import registrations for the first seven months of 1983 reached 1,485,746, up 15.80 percent from 1,283,032 in 1982.

• In July, General Motors improved its share of the total market by an impressive four percentage points, climbing to 44.41 percent from 40.41 percent last year. Chrysler Corp. was up 0.16 percentage points, to 8.93 percent from 8.77 percent.

Ford Motor Co. dipped 0.08 percentage points, to 17.39 percent from 17.47 percent. American Motors, whose strong-selling Alliance is counted among import registrations, dropped to 0.42 percent of the total market from 0.91 percent in July, 1982. Miscellaneous domestics, formerly upheld by Checker passenger cars, dropped to 50 units from 202 units for 0.01 percent of the market compared with 0.03 percent.

Imports provided GM with most of its gain in share of the market. Imports dropped 3.57 percentage points, to 28.84 percent from 32.41 percent in 1982.

In the domestics-only market, GM climbed to 62.41 percent in July from 59.78 percent a year ago. Ford slipped to 24.44 percent from 25.85 percent. Chrysler had 12.55 percent compared with 12.97 percent a year earlier. AMC dropped to 0.59 percent from 1.35 percent, and miscellaneous domestics had 0.01 percent compared with 0.05 percent in July of 1982.

In July, imports captured 28.84 percent of the market, followed by U.S. intermediates with 26.36 percent. Imports numbered 227,535 and intermediates 208,013. Compacts (134,747) accounted for 17.08 percent; standards (103,466) had 13.11 percent; subcompacts (76,160) had 9.65 percent, and luxury models (39,095) had 4.96 percent.

A year earlier, imports had 32.41 percent of the total, intermediates had 21.40 percent, compacts had 16.13 percent, standards had 11.02 percent, subcompacts had 14.26 percent and luxury models picked up 4.78 percent.

The July, 1983, domestics-only market-class breakdown featured intermediates with 37.05 percent, compacts with 24.00 percent, standards with 18.43 percent, subcompacts with 13.56 percent and luxury models at 6.96 percent.

For the seven months, Chrysler Corp. and the combined imports were the only ones to improve their shares of the total market.

NEW-CAR MARKET SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1983	Percent Share of Market	Regis., 7 mos., 1983	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., July, 1982	Percent Share of Market	Regis., 7 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	120,127	15.23	89,118	14.23	+ 1.00	741,897	14.70	707,150	16.06	− 1.36
Ford	93,756	11.88	77,355	12.35	− 0.47	576,394	11.42	520,441	11.82	− 0.40
Oldsmobile	85,946	10.89	59,646	9.52	+ 1.37	546,349	10.82	437,914	9.94	+ 0.88
Buick	73,311	9.29	53,966	8.62	+ 0.67	461,888	9.15	395,178	8.97	+ 0.18
Pontiac	47,273	5.99	33,448	5.34	+ 0.65	283,845	5.62	265,541	6.03	− 0.41
Mercury	35,923	4.55	26,426	4.22	+ 0.33	216,948	4.30	184,599	4.19	+ 0.11
Dodge	26,807	3.40	19,633	3.14	+ 0.26	181,024	3.59	143,201	3.25	+ 0.34
Cadillac	23,780	3.01	16,921	2.70	+ 0.31	160,991	3.19	130,136	2.95	+ 0.24
Plymouth	22,897	2.90	20,730	3.31	− 0.41	161,806	3.21	146,993	3.34	− 0.13
Chrysler	20,765	2.63	14,542	2.32	+ 0.31	143,446	2.84	91,681	2.08	+ 0.76
Lincoln	7,520	0.96	5,634	0.90	+ 0.06	53,056	1.05	45,183	1.02	+ 0.03
AMC	3,326	0.42	5,698	0.91	− 0.49	34,040	0.67	51,774	1.18	− 0.51
GENERAL MOTORS	350,437	44.41	253,099	40.41	+ 4.00	2,194,970	43.48	1,935,919	43.95	− 0.47
FORD MOTOR CO.	137,199	17.39	109,415	17.47	− 0.08	846,398	16.77	750,223	17.03	− 0.26
CHRYSLER CORP.	70,469	8.93	54,905	8.77	+ 0.16	486,276	9.64	381,875	8.67	+ 0.97
AMC	3,326	0.42	5,698	0.91	− 0.49	34,040	0.67	51,774	1.18	− 0.51
IMPORTS	227,535	28.84	203,002	32.41	− 3.57	1,485,746	29.43	1,283,032	29.13	+ 0.30
MISCELLANEOUS	50	0.01	202	0.03	− 0.02	443	0.01	1,607	0.04	− 0.03
TOTAL	789,016		626,321			5,047,873		4,404,430		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JULY '83 VS. JULY '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	300	4,168	1,222	12,049
Concord	866	8,441	1,482	13,058
Concord SW	241	3,740	579	5,342
Eagle 4WD	241	2,164	436	3,706
Eagle 4WD SW	1,235	11,514	1,331	10,506
Eagle SX4 4WD	443	4,013	648	7,113
TOTAL AMC	3,326	34,040	5,698	51,774
Chrysler LeBaron FWD	5,820	41,274	6,716	46,300
LeBaron SW FWD	934	6,063	1,001	3,765
E Class/NY FWD	6,510	39,399		
Cordoba	874	8,572	1,170	8,472
NY Fifth Ave.	6,546	47,030	5,510	31,400
Imperial	81	1,108	145	1,744
Total	20,765	143,446	14,542	91,681
Plymouth Horizon FWD	5,462	30,103	5,887	46,031
Turismo FWD	3,259	20,554	645	3,241
Reliant FWD	9,659	72,985	9,100	62,087
Reliant SW FWD	3,698	28,010	3,290	24,897
Gran Fury	819	10,154	1,808	10,737
Total	22,897	161,806	20,730	146,993
Dodge Omni FWD	4,781	27,013	4,855	38,904
Charger FWD	4,527	24,845	926	6,511
Aries FWD	7,243	52,122	5,730	44,326
Aries SW FWD	2,719	22,298	2,718	20,046
Dodge 400 FWD	2,622	19,725	2,407	14,488
Diplomat	2,190	15,321	2,419	14,618
Diplomat SW			4	62
Mirada	404	3,251	574	4,246
Dodge 600 FWD	2,321	16,449		
Total	26,807	181,024	19,633	143,201
TOTAL CHRYSLER CORP.	70,469	486,276	54,905	381,875
Ford Escort FWD	22,113	151,954	24,896	150,455
Escort SW FWD	7,396	52,489	7,350	47,905
EXP FWD	2,250	14,569	2,873	24,427
Fairmont	2,045	43,131	9,124	72,469
Fairmont SW			39	1,965
Tempo FWD	12,906	22,426		
Granada			5,766	43,416
Granada SW			3,956	23,125
LTD	9,568	66,664		
LTD SW	4,085	26,920		
LTD '82			4,194	28,213
LTD Crn. Victoria	9,244	60,787	4,100	24,745
LTD Crn. Victoria SW	1,480	13,104	2,084	12,253
Mustang	10,170	68,917	9,415	66,656
Thunderbird	12,499	55,433	3,558	24,812
Total	93,756	576,394	77,355	520,441
Lincoln Town Car	3,989	27,916	2,656	18,657
Mark VI	2,627	16,310	1,891	13,957
Continental	904	8,830	1,087	12,569
Total	7,520	53,056	5,634	45,183
Mercury Lynx FWD	6,197	37,529	6,809	44,340
Lynx SW FWD	1,586	10,857	1,669	12,034
LN7 FWD	451	4,052	842	8,642
Capri	1,896	13,644	2,200	16,821
Zephyr	420	12,621	3,314	23,638
Zephyr SW			12	774
Topaz FWD	4,232	6,820		
Marquis '82			2,861	19,823
Cougar '82			1,503	9,759
Cougar '82 SW	4,337	28,136		
Marquis '83 SW	1,409	9,310		
Marquis '83			782	5,061
Marquis Brougham '82			1,519	10,236
Grand Marquis	6,290	51 328	2,879	18,960
Marquis '82 SW/G Marquis SW	1,077	7 858	856	5,540
XR7	8,028	34 193	1,180	8,971
Total	35,923	216 948	26,426	184,599
Lincoln Mercury Div. Total	43,443	270,004	32,060	229,782
TOTAL FORD MOTOR CO.	137,199	846,398	109,415	750,223
Buick Skylark FWD	10,383	63,103	9,183	87,603
Skyhawk FWD	5,596	37,546	3,550	19,309
Skyhawk SW FWD	905	6,533		
Century FWD	12,464	72,037	6,811	46,201
Regal	17,828	122,977	16,476	119,940
Regal SW	1,403	8,995	1,350	8,526
LeSabre	3,505	22,592	2,581	16,461
LeSabre Limited	8,157	48,575	5,166	33,060
Electra	7,203	42,425	4,359	31,198
Buick SW	1,997	11,265	1,344	8,510
Riviera FWD	3,870	25,840	3,146	24,370
Total	73,311	461,888	53,966	395,178
Cadillac deVille	11,117	75,582	8,936	58,727
Cimarron FWD	1,669	11,704	603	7,247
Fleetwood & Chas.	3,133	24,063	2,332	21,198
Eldorado FWD	5,412	36,202	3,967	30,797
Seville FWD	2,449	16,440	1,083	12,167
Total	23,780	160,991	16,921	130,136
Chevrolet Chevette	14,583	104,346	13,919	131,520
Camaro	16,493	100,258	15,995	99,710
Cavalier FWD	17,491	95,865	4,618	51,024
Cavalier SW FWD	7,550	36,060	1,549	14,777
Citation FWD	7,648	62,909	10,825	114,777
Malibu	4,732	31,115	5,205	42,180
Malibu SW	5,144	31,477	3,911	23,960
Celebrity FWD	14,535	82,304	6,571	45,393
Monte Carlo	8,081	53,960	7,408	57,799
Impala	4,900	27,190	5,388	32,168
Caprice	10,889	69,503	7,836	55,494
Chevrolet SW	5,630	33,052	4,125	25,271
Corvette	2,451	13,858	1,768	13,077
Total	120,127	741,897	89,118	707,150
Oldsmobile Omega FWD	5,395	33,089	4,361	43,421
Firenza FWD	3,019	19,128	1,826	11,898
Firenza SW FWD	1,431	7,663		
Cutlass Ciera FWD	16,187	91,140	7,074	54,332
Cutlass Sup/Calais	25,450	168,317	20,818	152,209
Cutlass SW	2,079	13,202	1,760	12,475
Delta 88	773	5,290	700	5,508
Delta Royale	16,940	111,377	13,381	81,966
98	9,309	61,469	5,716	46,173
Oldsmobile SW	2,306	15,106	1,716	11,530
Toronado FWD	3,057	20,568	2,294	18,402
Total	85,946	546,349	59,646	437,914
Pontiac 1000	2,812	20,033	2,515	29,224
Firebird	7,748	52,222	8,586	55,486
2000 FWD	7,279	43,237	2,851	25,816
2000 SW FWD	1,202	6,939	504	4,334
Phoenix FWD	2,097	16,818	2,660	30,219
Bonneville	5,907	35,884	4,993	34,695
Bonneville SW	1,587	8,713	1,289	8,584
6000 FWD	7,760	44,533	3,427	23,391
Grand Prix	7,998	48,892	6,531	49,940
Catalina			9	427
Bonneville '81	736	1,205	33	1,606
Bonneville Brougham '81	1,371	3,814	43	1,372
Pontiac SW	776	1,555	7	447
Total	47,273	283,845	33,448	265,541
TOTAL GM CORP.	350,437	2,194,970	253,099	1,935,919
(Checker)	6	239	158	1,410
Miscellaneous Domestic	50	443	202	1,607
Domestic Station Wagon Total	57,870	372,723	43,947	296,387
Domestic Grand Total	561,481	3,562,127	423,319	3,121,398
Import Total	227,535	1,485,746	203,002	1,283,032
Grand Total All Registrations	789,016	5,047,873	626,321	4,404,430

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Getting it straight

Time Magazine Quality Dealer (1983) John H. Londoff, right, explains the intricacies of the Kansas Jack Lazer Beam Aligner and Magna Rack recently installed at his St. Louis-area dealership to St. Louis Cardinals shortstop Ozzie Smith, advertising spokesman for Johnny Londoff Chevrolet. Londoff hosted an open house for more than 200 local insurance adjusters and collision repair specialists. His is the first dealership in the area to use the sophisticated alignment equipment.

VW reduces diesel prices on Rabbit and Jetta models

TROY, Mich. — In an effort to improve the sales of its slow-selling diesels, Volkswagen of America has made that engine standard equipment on base '84 VW Rabbit and Jetta models and has cut prices of those cars.

The Rabbit L two-door diesel has a sticker of $6,390, down $650 from last year's $7,040 tag. The four-door diesel is $6,600, also down $650.

A gasoline engine also is available on the Rabbit L, but the two-door price of $6,530 is $240 more than last year's $6,-290.

An engine-transmission change on the Rabbit GL four-door sedan cut the price to $7,-130, down $570 from $7,700. The '84 has a carbureted gas engine with four-speed gearbox. The '83 had fuel injection (gas) and five-speed. An '84 Rabbit GL with FI and five-speed is $7,-465.

The Rabbit GTI two-door rose $360 to $8,350.

The Jetta diesel two-door sedan for '84 is $7,390, down $600 from the price of the '83 with gasoline engine. VWoA said the price is down $1,200 when the engine change and other equipment adjustments are considered.

The VW Scirocco coupe is $10,870, up $720 from the '83 price. The Rabbit convertible, at $10,980, has risen $385.

In the top-line Quantum series, the base models and the GL coupe have been dropped, leaving only the GL four-door sedan and GL wagon.

The GL sedan is $12,980, up $820, and the wagon is $13,780, up $890. Quantum standard equipment includes air conditioning and a five-cylinder engine/five-speed transmission powertrain team that is new for '84.

The Vanagon L seven-seat van is $11,675, an increase of $475.

Rabbit two-door and four-door hatchback models are built in the U. S. The Rabbit convertible and Jetta, Scirocco, Quantum and Vanagon models are imported from Germany.

$7,000 raised for cancer victim by auto people

LANCASTER, Pa. — Lancaster County auto dealers and auctioneers have helped raise more than $7,000 to assist cancer-sticken auctioneer John E. Martin.

Martin has been fighting cancer for about three months, said his employer, J. Omar Landis, owner of Garden Spot Auto Auction, Ephrata, Pa., where Martin has worked 16 years. Martin also operates his own auction, John & Paul Martin Auctioneers, of Ephrata.

The fund raising began when John Stitts, owner of Stitts 66 Auto Sales in Ford City, Pa., donated a 1975 Buick Skylark to Garden Spot. Stitts said the car could be sold and the proceeds donated to Martin.

Garden Spot raffled off the car and raised some $5,000. The winner of the car opted to take $500 and return the car to Garden Spot for sale again. Next, a group of Pennsylvania auctioneers paid $1,000 for the car and returned it to Garden Spot.

It finally was purchased for $975 by Holsinger Used Cars, Mifflintown, Pa., which promised to sell the car at retail and donate any profit to Martin.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

SEVEN MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	July, '83	.....	.....	.....	.....	.....	.....	.....	**54**	**54**
	July, '82	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**516**	**516**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	349	349
CHEVROLET	**July, '83**	**42,756**	**32,994**	**2,527**	.....	**20**	**505**	**671**	**42**	**79,515**
	July, '82	29,688	25,023	2,217	.....	27	447	721	52	58,175
	Year to Date '83	**269,589**	**212,424**	**8,232**	.....	**149**	**2,701**	**3,725**	**274**	**497,094**
	Year to Date '82	241,167	188,523	11,272	.....	242	2,638	4,374	404	448,620
(Memo Units) #	**July, '83**	**28,431**	**14,377**	.....	.....	.....	.....	.....	.....	**42,808**
	July, '82	17,456	9,615	.....	.....	.....	.....	.....	.....	27,071
	Year to Date '83	**183,480**	**88,245**	.....	.....	.....	.....	.....	.....	**271,725**
	Year to Date '82	145,121	63,737	.....	.....	.....	.....	.....	.....	208,858
DODGE	**July, '83**	**11,690**	**9,130**	.....	.....	.....	.....	.....	.....	**20,820**
	July, '82	12,910	7,239	.....	.....	.....	.....	.....	.....	20,149
	Year to Date '83	**85,997**	**58,588**	.....	.....	.....	.....	.....	.....	**144,585**
	Year to Date '82	85,704	45,287	18	.....	.....	.....	.....	.....	131,009
(Memo Units) #	**July, '83**	**8,150**	**7,110**	.....	.....	.....	.....	.....	.....	**15,260**
	July, '82	7,619	5,399	.....	.....	.....	.....	.....	.....	13,018
	Year to Date '83	**53,749**	**42,172**	.....	.....	.....	.....	.....	.....	**95,921**
	Year to Date '82	54,025	31,265	.....	.....	.....	.....	.....	.....	85,290
FORD	**July, '83**	**32,481**	**48,505**	.....	.....	.....	**1,316**	**1,653**	**703**	**84,658**
	July, '82	22,313	35,575	.....	.....	.....	947	1,805	852	61,492
	Year to Date '83	**188,865**	**309,180**	.....	.....	.....	**5,673**	**10,507**	**4,296**	**518,521**
	Year to Date '82	142,714	257,865	.....	.....	.....	6,266	12,958	5,200	425,003
(Memo Units) #	**July, '83**	**25,781**	**18,421**	.....	.....	.....	.....	.....	.....	**44,202**
	July, '82	14,680	15,433	.....	.....	.....	.....	.....	.....	30,113
	Year to Date '83	**144,833**	**119,755**	.....	.....	.....	.....	.....	.....	**264,588**
	Year to Date '82	78,031	96,264	.....	.....	.....	.....	.....	.....	174,295
FREIGHTLINER	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**908**	**908**
	July, '82	.....	.....	.....	.....	.....	.....	.....	494	494
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**5,864**	**5,864**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,107	4,107
GMC	**July, '83**	**9,962**	**10,179**	**98**	.....	**23**	**447**	**633**	**528**	**21,870**
	July, '82	6,584	8,147	83	.....	149	366	820	737	16,936
	Year to Date '83	**60,884**	**66,840**	**228**	.....	**159**	**3,018**	**5,114**	**3,511**	**139,752**
	Year to Date '82	50,535	57,014	714	.....	684	2,166	9,165	5,109	125,387
(Memo Units) #	**July, '83**	**6,231**	**4,657**	.....	.....	.....	.....	.....	.....	**10,888**
	July, '82	3,185	2,582	.....	.....	.....	.....	.....	.....	5,767
	Year to Date '83	**37,327**	**27,580**	.....	.....	.....	.....	.....	.....	**64,907**
	Year to Date '82	25,147	16,793	.....	.....	.....	.....	.....	.....	41,940
INTERNATIONAL	**July, '83**	.....	.....	.....	.....	.....	**1,800**	**1,024**	**1,598**	**4,422**
	July, '82	.....	.....	.....	.....	.....	1,292	969	1,503	3,764
	Year to Date '83	.....	.....	.....	.....	.....	**9,489**	**6,332**	**10,493**	**26,314**
	Year to Date '82	.....	.....	.....	.....	.....	8,307	7,007	10,054	25,368
JEEP	**July, '83**	**3,172**	**2,036**	.....	.....	.....	.....	.....	.....	**5,208**
	July, '82	3,529	1,618	.....	.....	.....	.....	.....	.....	5,147
	Year to Date '83	**23,014**	**15,424**	.....	.....	.....	.....	.....	.....	**38,438**
	Year to Date '82	20,246	14,133	.....	.....	.....	.....	.....	.....	34,379
(Memo Units) #	**July, '83**	**3,172**	**1,778**	.....	.....	.....	.....	.....	.....	**4,950**
	July, '82	3,529	1,259	.....	.....	.....	.....	.....	.....	4,788
	Year to Date '83	**23,014**	**12,910**	.....	.....	.....	.....	.....	.....	**35,924**
	Year to Date '82	20,246	10,582	.....	.....	.....	.....	.....	.....	30,828
KENWORTH	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**592**	**592**
	July, '82	.....	.....	.....	.....	.....	.....	.....	578	578
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,662**	**3,662**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,340	4,340
MACK	**July, '83**	.....	.....	.....	.....	.....	**188**	**75**	**990**	**1,245**
	July, '82	.....	.....	.....	.....	.....	162	52	1,091	1,305
	Year to Date '83	.....	.....	.....	.....	.....	**1,172**	**572**	**6,638**	**8,382**
	Year to Date '82	.....	.....	.....	.....	.....	1,264	346	7,742	9,352
MERCEDES-BENZ	**July, '83**	.....	.....	.....	.....	.....	**145**	**92**	.....	**237**
	July, '82	.....	.....	.....	.....	.....	145	94	.....	239
	Year to Date '83	.....	.....	.....	.....	.....	**998**	**517**	.....	**1,515**
	Year to Date '82	.....	.....	.....	.....	.....	1,223	553	.....	1,776
PETERBILT	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**528**	**528**
	July, '82	.....	.....	.....	.....	.....	.....	.....	435	435
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**3,723**	**3,723**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,377	3,377
PLYMOUTH	**July, '83**	**361**	**401**	.....	.....	.....	.....	.....	.....	**762**
	July, '82	543	332	.....	.....	.....	.....	.....	.....	875
	Year to Date '83	**2,956**	**2,574**	.....	.....	.....	.....	.....	.....	**5,530**
	Year to Date '82	3,998	2,460	.....	.....	.....	.....	.....	.....	6,458
VOLVO	**July, '83**	.....	.....	.....	.....	.....	.....	**78**	**38**	**116**
	July, '82	.....	.....	.....	.....	.....	.....	49	37	86
	Year to Date '83	.....	.....	.....	.....	.....	.....	**481**	**344**	**825**
	Year to Date '82	.....	.....	.....	.....	.....	.....	224	110	334
WESTERN STAR	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**25**	**25**
	July, '82	.....	.....	.....	.....	.....	.....	.....	34	34
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**170**	**170**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	408	408
WHITE	**July, '83**	.....	.....	.....	.....	.....	.....	.....	**170**	**170**
	July, '82	.....	.....	.....	.....	.....	.....	.....	182	182
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,234**	**1,234**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,178	1,178
MISCELLANEOUS*	**July, '83**	**36,921**	**770**	.....	**32**	.....	.....	**15**	**99**	**37,837**
	July, '82	25,894	581	.....	.....	**2**	.....	25	101	26,603
	Year to Date '83	**222,653**	**4,402**	.....	**181**	**5**	.....	**142**	**500**	**227,883**
	Year to Date '82	174,885	3,750	.....	5	7	.....	94	883	179,624
TOTALS	**July, '83**	**137,343**	**104,015**	**2,625**	**32**	**43**	**4,393**	**4,241**	**6,275**	**258,967**
	July, '82	101,461	785,65	2,300	.....	178	3,359	4,535	6,133	196,531
	Year to Date '83	**853,958**	**669,432**	**8,460**	**181**	**313**	**23,049**	**27,390**	**41,225**	**164,008**
	Year to Date '82	719,249	569,032	12,004	5	933	21,864	34,721	43,261	1,401,069

★—No registrations for Oklahoma, 1983 and 1982.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

Year-to-date sales top 1982 by 71 pct.

It's turnaround time for GM J-car

Continued from Page 1

priced model was the Cavalier Cadet, Pontiac's the J-2000 S, and each was several hundred dollars cheaper than the first J-cars available.

Cadillac went another route, trimming prices only a little but adding more standard equipment.

Today, the least-expensive Cavalier, 2000 Sunbird, Buick Skyhawk and Oldsmobile Firenza can be had for less than the lowest introductory prices offered in 1981 and 1982.

• Perhaps not surprisingly, the price of the average Cavalier isn't actually much different from its first introductory price. Jack A. Madejchick, Chevrolet director of marketing information and systems, said Cavalier buyers have been ordering their cars with lots of options.

But the return to the traditional domestic-car pricing strategy has worked well for the four divisions. Following a separate path, the Cadillac Cimarron's base price has risen 4 percent since 1981, despite product improvements and upgradings.

Competitors have also helped J-car sales: They have introduced new, higher-priced models that have made the Js look more attractive in price than they did originally.

Consumers have finally accepted not only the necessity for downsizing, but the fact that a new-technology downsized car can cost more than a bigger but older-technology car. This, too has worked in favor of GM's subcompact.

The Japanese, able to sell every car they are allowed to export to the U. S., have raised prices of the J-car-sized models from 8 to 12 percent during the same time the Js have held steady or declined in price.

• Chevy dealers told AUTOMOTIVE NEWS they are now selling the Cavalier against the smaller but similarly priced Ford Escort and Plymouth Horizon. Others note the J-car has taken a chunk of the X-car market from buyers wary of recalls.

But the J-cars are no longer priced like the X-cars. The J-cars are now closer to Mustang, Aries/Reliant and Volkswagen in price.

And they attract buyers as diversified as their competition. Chevrolet is finding the Cavalier attracting mostly those who bought small subcompacts before and who are ready to upgrade to a roomier, more highly equipped four-passenger car, Madejchick said.

Those buyers are frequently trading foreign subcompacts. Cavalier's buyer demographics reflect that: 55 percent white collar, 43 percent college graduates, 32 to 38 years median age.

The other divisions also term the J-car an import conquestor But for them, it provides an entry-level car for first-time buyers of their lines. Performance and sporty appearance packages are appealing to young, single affluents. Professional women provide a big chunk of the J-car markets at Pontiac, Olds, Buick and Cadillac.

In an unscientific telephone poll, dealers for those four divisions rated their J-cars lower than the divisional spokesmen did on their roles as import conquest cars. Their shoppers have been looking for a domestic car, and the toughest competition is often the other GM dealer down the street, dealers said. Nevertheless, Cadillac figures 80 percent of Cimarron's sales are conquests.

It projects the base market for Cimarron will continue to grow as the baby boomers age and move into the "near-luxury" segment.

The Cimarron, which sold 14,200 units in its first full model year, is expected to sell 23,000 in 1984 and 50,000 by the mid to late 1980s, according to Gordon Horsburgh, Cadillac director of marketing.

Although the median age of a Cimarron buyer, at 48, is a good 10 years above the median age of the Chevy Cavalier buyer, that is still young by Cadillac standards: The median age of all Cadillac buyers is 57.

Horsburgh talked about the gradual educational process that is going on at Cadillac dealerships across the nation, as the sales staffs are taught to treat 30-year-olds with beards as serious prospects.

And that brings up another factor in the J-car turnaround story: Dealer acceptance of the product. It is being viewed as an easy car to sell because it is roomier than other subcompacts and priced within reach of most new-car families.

Brand-new cars usually take two to three years to reach their sales peak, explained John R. Dabels, Buick general director-marketing and sales planning.

Buick has stressed the need to take the Skyhawk for a test drive, reasoning that 80 percent of Skyhawk buyers have never bought a Buick and so have no brand loyalty. Younger buyers are less brand-loyal anyway and will shop five or six stores before deciding on a Skyhawk, Dabels said.

• Almost to a person, dealers told AUTOMOTIVE NEWS their supplies of J-cars (and virtually everything else) are low and that they would take all they can get.

That brings out another part of the J-car's equation for success this year and last: Availability. Two of the three GMAD plants producing the cars are already on overtime on two shifts. The third plant, in Kansas City, is not running overtime because it is preparing to add a second shift Oct. 27. It will take a few months until overtime can be started at that plant, a GMAD spokesman said.

So there will be more J-cars to sell, probably beginning in November as the pipeline refills after the start of the '84 model run.

And because CAFE rules require GM to offset its increased big-car sales with fuel-efficient units, it is safe to say the optimistic forecasts for J-car sales will be met, even if that requires another round of incentives.

The Js really took off with the last round of interest-rate incentives offered by GM, dealers said. But they also agreed that the cars are now selling just fine without them.

Finally, most of the divisions are spending what they say is a disproportionate share of their advertising dollars on their J-cars, considering their volume. But that is considered necessary to attract first-time buyers. And because Chevrolet expects the Cavalier to be its No. One car this year, its ad spending will reflect that.

J-CAR MODEL-YEAR SALES

	1981*	1982**	1983***	1984****
Chevrolet Cavalier	43,700	121,000	218,000	360,000
Pontiac J2000/ 2000/2000 Sunbird	34,100	59,000	78,000	n/a
Buick Skyhawk	0	33,000	72,000	130,000
Oldsmobile Firenza	0	19,600	34,000	70,000
Cadillac Cimarron	8,800	14,200	20,000	23,000
TOTAL	86,600	246,800	422,000	n/a

*—Cavalier, Sunbird and Cimarron introduced in May as 1982 models; totals are for model year ending October, 1981.
**—Skyhawk and Firenza introduced in March.
***—Estimated.
****—Forecasts by divisions.

Rouge Steel jobs saved as workers OK pay cut

By Marjorie Sorge
Labor Editor

DETROIT.—Workers at Ford Motor Co.'s Rouge Steel operation have approved a new concessions contract which will cut their wages by about $4.13 an hour.

The new agreement means the workers will keep their jobs. Ford had said if concessions were not made the operation would close. Workers at the plant were making about $28 an hour in wages and benefits.

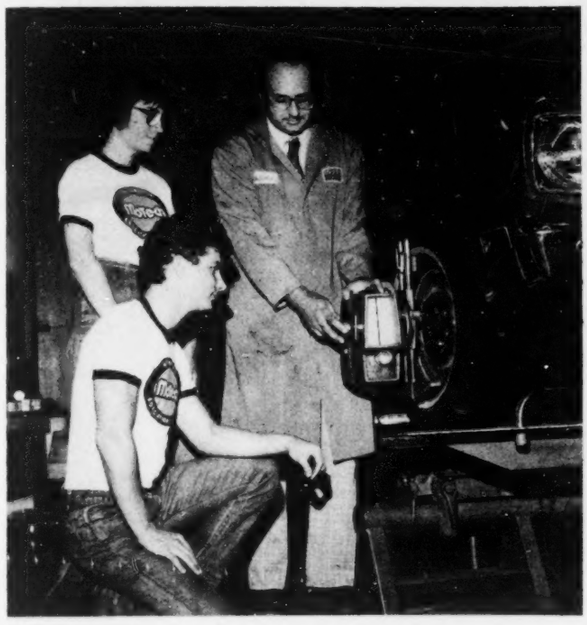
There are 3,400 active workers at the plant. Between 650 and 750 workers currently on layoff are being called back beginning today (Oct. 3), leaving about 300 off the job.

The new agreement, which expires July 31, 1986, "trades money benefits for the opportunity to retain the jobs of thousands of workers in the Rouge plants," according to a special edition of Ford Facts published by Local 600, which represents those workers.

Under the plan, the existing incentive rate is reduced by 99 cents and incentive plan earnings are reduced by 20 percent.

In addition the cos -of-living-adjustments (COLA) formula will be revised from one cent for every 0.26 percent change in the Consumer Price Index to one cent for every 0.30 percent change effective Sept. 1, 1984.

The contract also eliminates the payment of deferred COLA from March, June and September, 1982; cuts holiday and vacation pay and overtime premiums, and reduces the number of holidays and the amount of vacation allotted.



Institute of Engineering renaissance

Michelle Murawa, left, and Frank Fodale, center, learn about wheel alignment from MoTech chassis instructor Geoff Blain at Chrysler Corp.'s MoTech Automotive Education Center, Livonia, Mich. Murawa and Fodale are among 10 new engineers who recently entered the reactivated Chrysler Institute of Engineering program. This fall, they began their work-study program leading to a master of science degree. The Institute of Engineering was temporarily suspended in 1980 while the corporation struggled to regain its financial balance.

factories list auction dates

Continued from Page 49

tion, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 4—Baltimore Washington Auto Exchange, Baltimore, Md.

Oct. 5—Southern Auto Auction, Warehouse Point, Conn.

Oct. 6—Clanton's Auto Auction, Darlington, S. C.; Indianapolis Auto Auction, Inc., Indianapolis.

Oct. 11 Aptco Auto Auction, Taylor, Mich.

Oct. 12—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Oct. 5—Columbus Fair Auto Auction, Obetz, O.

Oct. 12—Clanton's Auto Auction, Darlington, S. C.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 5—Hatfield Auto Auction, Hatfield, Pa.

Oct. 6—Aptco Auto Auction, Taylor, Mich.

Oct. 10—Arena Auto Auction, Chicago, Ill.

Oct. 11—Dallas Auto Auction, Dallas, Tex.

Oct. 12—Atlanta Auto Auction, Red Oak, Ga.

Oct. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 18—Southern Auto Auction, E. Windsor, Conn., and Ohio Auto Auction, Columbus, O.

Oct. 19 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 20—Nashville Auto Auction, Nashville, Tenn.

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

September	$5,190
Month ago	$5,272
Year ago	$4,807

Model breakdown
Auction Averages

	SEPTEMBER	AUGUST	JULY
1983	$ 9,960	$10,166	$11,178
1982	7,629	7,702	7,622
1981	6,179	6,158	6,164
1980	5,193	5,129	5,281
1979	4,613	4,577	4,529
1978	3,405	3,579	3,353
1977	2,523	2,781	2,645
1976	1,811	1,926	2,113
Overall Average	$ 5,190	$ 5,159	$ 5,172

Domestic total up 6 pct. in mid-September

Chrysler, Ford pace sales gain

Led by strong showings from Chrysler Corp. and Ford Motor Co., domestic new-car sales during the second 10-day period of September increased 6.57 percent from the equivalent 1982 period.

Dealers reported 164,776 sales for Sept. 11-20, up from the 154,617 sold during the comparable 1982 period and the highest tally for mid-September since 1979 sales of 228,100 cars.

Year-to-date, the domestic makers through Sept. 20 sold 4,739,887 cars, up 17.43 percent from the 4,036,183 delivered during Jan. 1-Sept. 20, 1982.

There were eight selling days during both the 1983 and 1982 periods. Dealers sold 20,597 cars per day from Sept. 11-20, 1983, compared with 19,327 during mid-September, 1982.

All auto makers except General Motors posted gains during mid-September. Chrysler sales of 21,431 cars represented a 35.55-percent boost from the 15,810 sold during the year-ago period. Ford sold 41,920, up 27.49-percent from 32,881 in 1982.

The Ford and Chrysler gains came at GM's expense. GM sales of 92,639 were down 8.81 percent from the 101,593 deliveries of the equivalent 1982 period. Likewise, GM's market share plunged — down 9.49 percentage points — from 65.71 percent in '82 to 56.22 percent in '83.

GM blamed the losses on current low inventories and strong pre-introduction sales during mid-September, 1982, when inventories were still high and dealer incentives were in place.

Ford grabbed a 25.44-percent share of the mid-September market, a 4.17-percent boost from the 21.27-percent it held during mid-September, 1982. Chrysler penetration topped 13 percent, up 2.79 points from 10.22 percent last year.

Estimated sales of American Motors products increased 100 percent during the period. Volkswagen of America sold 2,312 domestic models, up 13.72 percent from the 2,033 sold last year. Both AMC and VW posted penetration gains.

At Chrysler, the Chryler line posted the largest sales increase. Sales of 7,341 vehicles represented a 50.15-percent increase over the 4,889 of 1982. Dodge was a close second, recording a 48.96-percent hike on sales of 8,126 cars.

Mercury showed the biggest percentage gain at Ford. Its 11,675 deliveries for Sept. 11-20 netted a 47.46-percent increase over 7,917 sales during 1982. Ford and Lincoln posted 22.28-percent and 12.69-percent sales gains, respectively.

Buick, Chevrolet and Pontiac reported losses during the period, while Oldsmobile and Pontiac posted gains. On a percentage basis, the biggest loser was Buick: 18,885 sales, down 20.40 percent from 23,725 during 1982. Cadillac recorded the largest percentage gain: 7,874 sales, up 26.75 percent from 6,212.

DOMESTIC SALES

	Sept. 11-20, 1983	Sept. 11-20, 1982
Renault	3,680	.....
AMC	920	2,300
AMERICAN MOTORS	4,600	2,300
Chrysler	7,341	4,889
Imperial	10	40
Plymouth	5,954	5,426
Dodge	8,126	5,455
CHRYSLER CORP.	21,431	15,810
Ford	26,916	22,010
Mercury	11,675	7,917
Lincoln	3,329	2,954
FORD MOTOR	41,920	32,881
Buick	18,885	23,725
Cadillac	7,874	6,212
Chevrolet	31,080	36,463
Oldsmobile	22,121	22,005
Pontiac	12,679	13,188
GENERAL MOTORS	92,639	101,593
VOLKSWAGEN	2,312	2,033
HONDA	1,874	.....
U. S. INDUSTRY TOTAL	164,776	154,617

† Estimate

Dual 25-year awards for O'Brien

Joseph O'Brien, center, president of J. D. O'Brien Olds-Cadillac, Inc., Streator, Ill., received 25-year awards from Cadillac Chicago zone manager Carver Hendrix, left, and Oldsmobile Chicago zone manager Robert Holzworth.

Chrysler boosts discounts; '84 price hike averages $191

Continued from Page 1

16.5 percent, up from 15 percent for '83.

3. The Dodge 600 two-door sedan and convertible have a discount of 16.5 percent. Those models were in the Dodge 400 line for '83 and had a discount of 15 percent. The Dodge 400 name has been dropped.

4. The Plymouth Gran Fury and Dodge Diplomat four-door sedans have a dealer discount of 15 percent, up from 13 percent for '83.

5. On the Dodge 600 and 600-ES four-door sedans, the discount has been cut to 16.5 percent from 18 percent for '83.

Ford Motor Co. also revised some discounts for '84. The changes, some up and some down, affected Ford Escort, EXP and Mustang and Mercury Lynx and Capri (AUTOMOTIVE NEWS, Sept. 19).

• Chrysler's $191 price hike for '84 consists of $148 on the cars and $43 on optional equipment.

The increase was computed on the "comparably equipped" basis, which is the most advantageous method for the manufacturer. In that exercise, the '83 prices are adjusted for equipment additions or deletions before comparing them with '84 prices. General Motors and Ford Motor Co. used the same system.

Chrysler's $191 boost is lower than GM's $232 and Ford's $254. Chrysler does not have as many big cars in its lineup as do its rivals, and big cars have been given the biggest bumps for '84.

Another factor tempers Chrysler's advantage. Chrysler increased destination charges an average of $28 per car, while GM and Ford made no change in those fees.

Destination charges are not included in the Manufacturer's Suggested Retail Price, but they are an important part of the cost to the dealer and the price to the customer.

Destination charges at Chrysler now range from $308 to $475 on domestic cars.

Chrysler's lowest-priced home-built cars, the base Omni/Horizon four-door hatchbacks, have been reduced for '84 despite the addition of steel-belted radial tires and upgraded cloth/vinyl interior trim. The price is $5,380, down $11 from the unadjusted '83 tag of $5,841.

On the sporty side, Plymouth Turismo 2.2 and Dodge Charger 2.2 are $7,288, a cut of $15.

Chrysler is offering an "Automatic Transmission Package" on all Omni/Horizon models and on the base Turismo and Charger. Automatic transmission is free when the buyer orders the 2.2-liter engine, power steering, electronic stereo radio, console, center armrest, rallye wheels and dual remote-control side mirrors.

Base four-door sedans in the Reliant/Aries lines went up $231 and are now $6,949.

The Dodge 600 convertible received one of the bigger increases in the Chrysler fleet. At $10,595, it's up $600. The ragtop started the '83 model year at $12,500 and was cut to $9,995 last January.

The Dodge 600-ES four-door sedan rose only $63 for '84 and now is $9,535. The Chrysler E Class four-door sedan jumped $124 to $9,565.

Plymouth Gran Fury and Dodge Diplomat four-door sedans were increased $932. The '84 sticker is $9,180.

In the above examples, the increases are based on a straight comparison of '84 and '83 prices without adjusting for equipment changes.

Tighter controls take effect in '85 model year

GM loses California diesel petition

EL MONTE, Calif. — The California Air Resources Board has turned down a petition from General Motors to postpone tighter controls over soot-like particles from diesel passenger cars scheduled to go into effect with the 1985 model year.

However, the board did agree to reconsider at a future hearing whether light trucks with diesel engines will be capable of meeting the standards after the 1985 model year.

The action, taken during a public hearing, was the second time in recent months that the CARB has rebuffed diesel manufacturers' requests for more lenient anti-smog standards.

In its petition, GM claimed it needed more time to develop technology to trap the soot-like particles and, without it, some of its largest passenger cars and light trucks with a 350-CID engine could not meet the 0.4-gram-per-mile standard.

In denying the petition, the CARB noted that at least a dozen diesel powered production cars already are meeting the standard a year ahead of time, including some smaller-engine models produced by GM. They also include passenger cars and light trucks with small engines produced by Isuzu, Toyo Kogyo, Volkswagen and Mitsubishi.

• It also was disclosed during the hearing that Mercedes-Benz, which has a product line similar to GM's with heavy passenger cars with large engines, is experimenting with soot-trapping technology and intends to have it installed on cars in time to meet the stricter standards.

The technology, which may be required on big cars with large engines, traps the soot-like particles before they are emitted from the tailpipe. To prevent clogging, the trap periodically burns off the accumulated particulate.

The CARB adopted emission standard for soot-like particles in 1977 after research showed many of them were potentially cancer causing. They also are the optimum size for scattering light and, therefore, can dramatically cut visability in urban areas of the state.

Most current diesel models emit about 0.6 gram per mile of the soot-like material, about 50 to 100 times greater than similar emissions from gas-powered cars. Standards adopted by the CARB will lower those levels to 0.4 gpm in 1985, 0.2 gpm for 1986 through 1988, and 0.08 gpm for 1989 and later.

When the standards were adopted, diesel sales were predicted to be as high as 25 percent of all new car sales. However, price increases in diesel fuel have cut into sales predictions and only about 60,000 diesel-powered passenger cars are expected to be sold in California during 1984.

Last June, during a public hearing in San Diego, the CARB denied requests of a few diesel makers, including GM, to postpone an emission standard for smog-causing nitrogen oxides.

At the time, the board noted that 18 of 21 diesel models already met the standard and an exception for the few who could not meet it was not justified.

Audis recalled for brake pads

TROY, Mich. — Porsche Audi Division of Volkswagen of America is recalling 1978 through 1983 Audi 5000 vehicles equipped with automatic transmissions for installation of a thicker pedal pad which raises the height of the brake pedal.

The safety recall affects 117,000 vehicles and is in response to reports that drivers inadvertently have stepped on both gas and brake pedals when they intended to operate the brakes.

The company said that some vehicles have brake pedals that are not high enough, and a driver could step on both pedals at once and possibly lose control of the vehicle.

GM-Toyota moving ahead while awaiting FTC approval

By Marjorie Sorge
Labor Editor

General Motors and Toyota Motor Co. are putting the final touches on their joint venture despite the lack of FTC approval.

The companies are moving ahead with the building of a stamping plant next to the idle GM Fremont assembly facility which will build the new front-wheel-drive small car.

GM and Toyota broke ground for the stamping operation on Feb. 17. According to a GM spokesman, the construction of that plant is moving along on schedule and has not been held up to await the FTC's approval of the joint venture.

The spokesman also said the two parties are moving ahead on engineering plans and other specifics of the vehicle. If approved, the joint-venture company will start building the small cars in 1985.

According to some sources, an FTC decision could come in October. Many believe that the recent labor agreement with the UAW has made both Toyota and GM more confident of FTC approval.

The project is a 12-year agreement between the two companies to produce 200,000 subcompact cars annually for Chevrolet. The cost has been set at about $300 million, split equally between the companies.

The letter of intent signed last month by GM-Toyota and the UAW guarantees UAW-represented workers laid off from the Fremont plant a majority of the jobs available when that operation reopens under the joint venture. There are about 4,200 workers presumed available for the 2,500 jobs.

GM names Cockerham to personnel position

DETROIT. — Haven E. Cockerham, 36, has been appointed personnel director for General Motors' Central Office. He has been personnel director of the Fisher Body Division plant in McKeesport, Pa., since 1982 and has been with GM since 1969.

Cockerham succeeds Marvin L. Recht, who was appointed director of personnel and public relations for GM's Allison Gas Turbine Operations in Indianapolis.

Auto production climbs to 160,961

Week's output up 76 pct. over '82

By Mary Beth Mayer
Staff Writer

Overtime at 14 plants pushed production of cars last week to its highest point in more than two years.

The domestic auto makers targeted last week's output at 160,961 units, 5.05 percent above 153,234 cars completed the previous week, and a huge 76.82 percent over 91,036 units finished in the year-ago period.

The week's total was the highest since the 162,485 tallied in the week ended May 23, 1981.

Breakdown for the week by company was: General Motors, 57.85 percent; Ford Motor Co., 23.11 percent; Chrysler Corp., 14.16 percent, American Motors, 2.80 percent; Volkswagen of America, 1.46 percent, and Honda, 0.62 percent.

GM had five factories working two shifts Saturday (Oct. 1). Working extra hours were: Detroit; Janesville (Wis.); Lansing, B, D and G lines; Lordstown (O.), and Oklahoma.

Working daily extra hours for Ford last week were Chicago, Lorain (O.) and St. Louis; putting in both extra daily hours and Saturday overtime were Edison (N. J.), Kansas City and Wayne (Mich.).

Chrysler Belvidere (Ill.) and Newark (N. J.) points operated two daily 9-hour shifts last week and the Jefferson (Detroit) plant put in two daily 8½-hour shifts.

Chrysler has scheduled daily and Saturday overtime this week at its Belvidere, Newark and Jefferson points.

This week, three Ford facilities will be working daily and Saturday overtime and three Ford factories will be working extra daily hours. Scheduled to be up on Saturday, as well as putting in additional weekday hours are: Edison, Kansas City and St. Louis. Slated for extra daily hours are: Chicago, Lorain and Wayne.

Change expected at Lotus; Wickins may head company

Continued from Page 3

tial equity base, possibly for the first time ever."

The Lotus board has been increased from four to six. BCA's Wickins and Kiyoshi Matsumoto, a senior Toyota managing director, have joined Chairman Bushell, Managing Director Mike Kimberley, Alan Curtis and Peter Kirwin-Taylor.

It is believed that the sheer size of BCAs' holding in Lotus will inevitably lead Wickins to replace Bushell as chairman.

Similarly, the combination of Toyota's large shareholding and its established and large distribution network in the U. S. could lead to Toyota's taking control of M-90 sales in that country.

The M-90 will use key Toyota components, including a 16-valve four-cylinder engine and five-speed manual gearbox. It will be a front engine/rear drive car in coupe and drophead body styles.

Lotus talks of building a record 5,000 a year, in addition to its more exotic Esprit and Eclat models. The main market will be the U. S.

Kimberley says talk of the U. S. distribution is premature gossip.

"It's an area that we've not determined," he said. "We're still trying to get M-90 off the deck, and the full board has not yet given its approval for the project. The whole project has to be discussed in detail — not just the marketing.

"Analytical teams from our new BCA and Toyota partners are studying the project," Bushell said.

Assuming the new board gives approval within the next few weeks, it will still be 27 months before the car goes on sale. Thus it seems unlikely the new car will appear before the spring of 1986.

It's 75th Anniversary for Model T Ford

DEARBORN, — The Ford Model T first chugged into history 75 years ago on Oct. 1, 1908.

The first year's production reached 10,660 units, breaking all industry records. Seventy years ago this month (Oct. 7, 1913), Ford Motor Co. began assembling the chassis for the Model T on a moving assembly line. By 1914, completed Model Ts were popping out of the door of Ford's Highland Park (Mich.) plant every 40 seconds. Model T production totaled 15,458,781.

Car output tops 19,000 in Canada; trucks are steady

Canadian auto production last week was the highest it has been in 14 weeks.

Last week's estimated output was 19,019; up 4.80 percent from the 18,149 assembled the previous week and 11.13 percent over the 17,115 built in the year-ago week.

During the week ended June 25, Canadian auto makers completed 22,048 units.

So far this year 715,159 cars have been assembled, up 7.21 percent from 667,106 completed in the year-ago period.

Canadian truck makers targeted last week's output at 12,305, 1.26 percent below the 12,462 built the week before, but 77.95 percent ahead of the 6,915 finished in the year-ago week.

Ford Motor Co.'s St. Thomas (Ont.) facility is scheduled to complete its final four weeks of tooling changes this week and reopen Oct. 10. It will add production of full-size Crown Victoria and Grand Marquis cars to the Escort/Lynx subcompact cars already built there.

Chrysler Corp.'s Windsor (Ont.) car facility has finished retooling for production of the Dodge Caravan, Mini Ram Van and Plymouth Voyager. Output of those new models is slated to begin this week.

Truck production shows gain with 53,446 for week

Overtime schedules at 10 assembly points put last week's estimated truck production at 53,446 units, which was 1.02 percent more than the 52,908 completed the previous week when eight plants worked extra hours.

Last week's total was up 55.54 percent from 34,362 trucks assembled in the year-ago week.

Saturday (Oct. 1) overtime was scheduled at General Motors' Detroit, Flint, Janesville (Wis.) and Lordstown (O.) points. Detroit and Flint worked one extra shift, while Janesville and Lordstown worked two extra shifts.

Ford Motor Co.'s Kansas City, Lorain (O.), Louisville, Norfolk, Wayne (Mich.) and Twin Cities (Minn.) facilities worked daily overtime last week. Lorain also worked Saturday.

This week, Ford plans daily and Saturday overtime at six facilities — Kansas City, Lorain, Louisville, Norfolk, Wayne and Twin Cities.

Chrysler Corp. has scheduled its Warren plant to start a second shift next week, and 1,300 persons will be called back to work.

U. S. CAR PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
AMERICAN MOTORS	4,500	3,760*	5,030	20,413	63,679*	138,643
AMC Total	.....	760*	.....	.....	42,979*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	3,000*	5,030	20,413	20,700*	134,572
Alliance	2,900	3,000*	3,429	13,327	20,700*	118,520
Encore	1,600	.....	1,601	7,086	.....	16,052
CHRYSLER CORP.	22,800	15,008	19,692	87,169	447,032	645,166
Plymouth Total	7,400	5,441	6,701	29,982	180,256	230,013
Horizon	3,400	2,216	2,890	20,794	58,725	86,629
Reliant	3,900	3,169	3,679	15,966	120,754	139,667
Caravelle ('83)	50	56	104	425	777	3,632
Gran Fury	50	.....	28	85	.....	85
Chrysler Total	6,600	2,483	5,360	22,692	88,810	156,111
LeBaron	2,100	1,613	1,758	7,285	80,732	64,996
Laser	900	.....	806	3,464	.....	6,407
Chrysler	3,000	870	2,285	10,752	8,078	83,517
Fifth Avenue	600	.....	511	1,191	.....	1,191
Dodge Total	8,800	7,084	7,631	34,495	177,966	259,042
Omni	3,200	2,105	2,770	13,092	54,995	94,926
Aries	3,300	3,620	2,679	12,742	92,410	104,706
Daytona	800	.....	797	2,919	.....	4,731
Dodge 400	.....	508	.....	.....	25,150	18,478
Dodge 600	1,400	851	1,308	5,552	5,411	36,011
Diplomat	100	.....	77	190	.....	190
FORD MOTOR	37,191	19,949	36,359	147,795	825,597	1,119,543
Ford Division	26,865	13,024	24,098	101,326	520,516	719,098
Escort	8,403	4,431	8,267	30,029	209,388	202,899
Fairmont	.....	3,173	.....	.....	94,810	23,728
Mustang	3,016	1,912	2,119	9,406	99,524	83,422
LTD/Granada	4,110	3,508	4,151	16,413	82,141	127,714
Thunderbird	4,506	.....	3,047	16,650	29,326	142,738
Crown Victoria/Ford	2,027	.....	2,379	9,127	.....	70,030
EXP	.....	.....	.....	.....	5,327	1,184
Tempo	4,803	.....	4,135	19,701	.....	67,383
L-M Division	10,326	6,925	12,261	46,469	305,081	400,445
Mercury Total	10,326	4,860	9,596	40,395	233,083	318,838
Lynx	2,134	849	2,067	7,576	65,301	57,365
Capri	1,046	386	692	3,167	27,773	18,043
Zephyr	.....	707	.....	.....	30,343	8,601
Marquis/Cougar	1,653	1,434	1,503	6,174	38,746	54,397
Cougar/XR7	2,815	.....	2,402	11,962	10,580	91,543
Gr. Marquis/Marquis	1,601	1,484	1,871	7,328	58,978	70,350
LN7	.....	.....	.....	.....	1,362	290
Topaz	1,077	.....	1,061	4,187	.....	18,189
Lincoln Total	.....	2,065	2,665	6,074	71,998	81,607
Continental ('82)	.....	413	.....	.....	14,926	8,793
Lincoln	.....	1,075	2,665	6,074	33,203	52,623
Mark VI	.....	577	.....	.....	23,869	20,191
GENERAL MOTORS	93,120	52,208	88,865	369,625	2,517,631	2,912,106
Buick Division	19,596	11,165	20,242	82,220	584,049	659,518
Skylark	3,720	578	4,044	15,561	112,991	80,785
Skyhawk J	1,245	.....	1,266	5,218	52,259	53,440
Century	5,053	1,140	4,325	18,539	92,582	122,804
Regal	4,086	4,043	4,569	18,867	159,752	183,543
Buick	4,262	4,118	4,872	18,951	136,536	181,659
Riviera	1,230	1,286	1,166	5,084	29,929	37,287
Cadillac Division	7,527	5,418	6,193	28,553	176,698	226,945
Cimarron	626	.....	493	2,003	5,815	15,214
Seville	750	592	724	3,137	16,417	25,915
Eldorado	1,425	1,191	1,359	5,918	42,590	55,883
Cadillac	4,726	3,635	3,617	17,495	111,876	129,933
Chevrolet Division	30,300	19,073	29,397	116,514	815,555	948,974
Chevette	4,125	4,837	4,770	18,376	170,354	142,677
Cavalier	7,878	.....	6,474	27,149	66,925	223,443
Celebrity	3,638	2,574	3,067	13,679	54,857	100,727
Camaro	4,620	2,878	4,519	14,823	178,881	143,194
Citation	1,945	2,533	1,866	7,678	135,394	75,069
Malibu/El Camino	687	2,696	591	2,803	94,554	101,571
Monte Carlo	3,047	1,734	3,299	12,939	57,901	78,862
Chevrolet	3,700	1,213	4,122	16,303	34,789	64,148
Corvette	660	608	689	2,704	21,900	19,233
Oldsmobile Division	24,648	10,008	22,105	99,075	587,755	768,328
Omega	1,340	.....	1,083	5,787	64,047	44,131
Firenza	925	.....	893	3,932	35,688	35,292
Cutlass	7,854	4,564	6,577	30,346	155,260	226,909
Cutlass/Ciera	5,630	.....	5,607	22,871	96,068	158,678
Oldsmobile	7,994	4,667	7,076	32,375	212,103	272,242
Toronado	905	777	869	3,764	24,589	31,076
Pontiac Division	11,049	6,544	10,928	43,263	353,574	308,341
Acadian†	.....	187	39	335	9,146	15,801
2000	3,675	.....	2,980	13,208	31,889	79,985
1000	1,181	854	693	4,222	29,525	34,197
Firebird	3,080	1,906	2,727	8,455	105,186	71,262
Phoenix	495	364	464	1,897	38,709	20,079
G. Prix/B'ville ('83)	1,888	2,400	1,894	7,553	108,831	75,264
Parisienne	730	.....	867	3,469	.....	5,710
Fiero	.....	.....	1,264	4,142	.....	6,043
6000	.....	833	.....	.....	30,288	.....
HONDA	1,000	.....	1,031	6,532	.....	33,618
VOLKSWAGEN	2,350	111	2,257	9,502	60,121	69,058
CHECKER	.....	.....	.....	.....	2,163	.....
Total Cars, U. S.	160,961	91,036	153,234	641,036	3,916,223	4,918,134

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
CHEVROLET	17,325	12,634	16,834	70,359	520,448	591,371
DODGE	2,400	2,602	2,687	11,691	99,592	102,480
FORD	21,824	11,624	21,913	92,001	537,041	670,977
GMC	6,441	3,597	5,915	24,674	183,897	191,884
INTERNATIONAL	1,181	1,105	1,174	4,313	36,698	37,489
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,625	1,750*	2,666	11,349	66,839*	65,504
NISSAN	600	.....	669	2,383	.....	4,443
AM GENERAL	50*	50*	50*	210*	1,830*	1,870*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,300*	43,000*	37,400*
Total Trucks, U. S.	53,446	34,362	52,908	220,280	1,497,448	1,705,497

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
CHRYSLER CORP.	2,652	2,199	2,767	11,392	79,696	94,568
FORD MOTOR	3,275	2,905	3,556	14,248	106,756	102,209
GENERAL MOTORS	6,248	1,811	6,010	25,988	189,156	191,240
INTERNATIONAL	130	.....	129	412	8,166	4,138
Total Trucks, Canada	12,305	6,915	12,462	52,040	383,774	392,155
N. American Trucks	65,751	41,277	65,370	272,320	1,881,222	2,097,652

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 1, 1983	Week Ended Oct. 2, 1982	Week Ended Sept. 24, 1983	Sept. Est.	Jan. 1 to Oct. 2, 1982	Jan. 1 to Oct. 1, 1983
AMERICAN MOTORS	480	871	600	2,533	24,140	21,146
CHRYSLER CORP.	.....	3,512	.....	.....	126,278	103,857
FORD MOTOR	5,738	6,010	6,028	29,621	232,768	194,025
GENERAL MOTORS	12,576	6,497	11,296	39,216	276,173	388,671
VOLVO	225	225	225	893	7,747	7,460
Total Cars, Canada	19,019	17,115	18,149	72,263	667,106	715,159
N. American Cars	179,980	108,151	171,383	713,299	4,583,329	5,633,293
N. American Trucks	65,751	41,277	65,370	272,320	1,881,222	2,097,652
North American Cars and Trucks	245,731	149,428	236,753	985,619	6,464,551	7,730,945

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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59th year—$40 per year, $1.00 per copy

Other makers follow GM with programs to hype sales

By Joseph Bohn
Marketing Editor

Product availability may be tight, sales are up briskly—but Detroit's auto makers aren't taking any chances.

After General Motors launched a 12.9 percent APR finance program, Ford, Chrysler and American Motors jumped in quickly with programs of their own.

Ford and AMC essentially matched GM, but Ford added extra cash incentives for sales managers and salespeople. Chrysler didn't follow GM on APR, but offered truck rebates.

Generally, except for Chrysler's rebates, none of these APR and incentive programs are being publicized. And they're of one-month duration only, underscoring a wait-and-see attitude.

Although product shortages are widespread, Detroit has some very large production increases planned for the fourth quarter. And auto makers want to make sure they don't end up sitting on a lot of inventory.

At any rate, Ford jumped on GM's bandwagon by offering 12.9 financing through Ford Motor Credit on most cars and some trucks for Oct. 1-31.

Its APR program covers new '83/'84 vehicles with the exception of Crown Victoria, Mustang, Grand Marquis, Capri, Continental, Town Car, Mark VI/Mark VII, Club Wagon and vans.

• Contracts run from 12 to 48 months. Dealers are free to use the financing or not. They contribute toward it by earning a lower finance reserve — 0.714 percent on non-recourse contracts and 1.614 percent on repurchase contracts.

Ford Division has a separate dealer cash incentive on '83 Mustangs. Dealers can earn $500 per unit sold on regular models and $700 on convertibles.

In five Western states, they earn an extra $200, i.e., $700 on regular Mustangs and $900 on convertibles.

At Ford Division, there's also a Sept. 30-Oct. 31 salespersons' contest. Salespersons can earn $75 for the sale of each '83 or '84 Escort, Thunderbird or Ranger, '84 Tempo or '83/'84 F-150 2WD/4WD equipped with a manual transmission.

Within the program, sales managers earn $25 extra for each eligible unit the salesperson is paid on. If the dealer-

Continued on Page 69, Col. 3

New FWD Toyota

Corolla for '84

Toyota's '84 Corolla front-wheel-drive four-door sedan rides on a 95.7-inch wheelbase and is powered by a transversely mounted 1.6-liter four-cylinder engine. A hatchback FWD Corolla is also available. Story, other pictures are on Page 8.

Stock of new cars holds at 55 days; unit count rises

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory increased by more than 100,000 units during September, but it continued at a healthy 55-day supply Oct. 1, unchanged from a month earlier.

Production increases during September were matched by higher sales, keeping the supply level constant while the unit count grew to 1,195,755 Oct. 1, compared with 1,090,345 a month earlier.

The industry stockpile was in much healthier condition than it was a year earlier, when there were 1,350,393 new-cars in stock, a 69-day supply.

All the corporate makers increased their new-car stocks during September, with General Motors accounting for the lion's share of the gain, although its days-supply figure jumped only from 52 to 54 days.

GM's inventory was lean in some J-car and standard lines, but was generally in quite good balance.

• Ford Motor Co. opened October with a 58-day supply, down from 63 days a month earlier. Ford was also short of big cars, with Lincoln the leanest in its lineup.

Chrysler Corp. also had a 58-day supply Oct. 1, up slightly from a 57-day stockpile a month earlier. Chrysler followed the pattern of lean big-car stocks, with Fifth Avenue its shortest in supply.

American Motors managed to

Table on Page 6

build its inventory to a 73-day supply Oct. 1. The bulk of its stockpile were Renault models and Spirit and Concord units were just about gone.

Volkswagen of America had an 82-day supply Oct. 1, up from 55 days a month earlier, and Honda had a slim 12-day stock of U. S.-built Accords, down a bit from 13 a month earlier. .

The Oct. 1 domestic new-car inventory was divided this way: GM, 56.31 percent; Ford Motor Co., 26.11 percent; Chrysler Corp., 12.52 percent; AMC, 3.43 percent; VWoA, 1.34 percent, and Honda, 0.29 percent.

A month earlier, the domestic new-car inventory was divided this way: GM, 56.42 percent; Ford Motor Co., 26.11 percent; Chrysler Corp., 12.60 percent; AMC, 3.20 percent; VWoA, 1.42 percent, and Honda, 0.25 percent.

By market segment, the inventory balance was little

Continued on Page 6, Col. 2

His ads now point out 3-pct. holdback

$49-over dealer angers rivals anew

By Richard A. Wright
Assistant Managing Editor

John Peterson Motors, Lake City (Minn.) full-line General Motors dealer whose $59-over-invoice sales system has touched off a wave of controversy felt all the way to Detroit, is adding a few more ripples.

Fellow dealers, irked by his newspaper ads trumpeting new cars for $49 over dealer invoice, complained to the Minnesota attorney general, who agreed the ads were questionable, Peterson said.

Quick to comply with the attorney general's recommendations, Peterson has managed to irritate his colleagues even more.

Peterson said the attorney general's office agreed with complaints of other dealers that the ads were misleading because they gave the impression that all Peterson was making on the cars was $49 profit.

This is not true, because the 3 percent holdback is included in the invoice and is paid to the dealer, giving him additional profit. The attorney general, Peterson said, suggested a line be added in the ads stating that the price includes a 3 percent holdback which is paid by GM to Peterson.

Peterson said he drew up an ad with big block letters which stated that the invoice price included "a 3 percent holdback which is paid by GM to all of its dealers."

• Peterson said that GM dealers in Minneapolis-St. Paul met recently with a GM corporate official to discuss Peterson and his $49-over marketing system.

A source said the GM representative told the dealers that legally there was nothing it could do as long as Peterson broke no laws and did not violate the franchise agreement. The source declined to identify the GM representative.

Peterson's marketing approach

Continued on Page 8, Col. 1

breaking news

BMW picks new chiefs of R&D and sales

MUNICH.—The composition of BMW's board of management for the late '80s has been decided. It includes new directors of research and development and sales. Hans Hagen will take the R&D post from Nov. 1, following the unexpected resignation earlier this year of Karlheinz Radermacher. Eberhard von Koerber will replace Hans-Erdmann Schoenbeck at sales when he retires toward the end of next year. Hagen is director general of MAN, the heavy truck specialists, and von Koerber is managing director of BMW South Africa.

Auto imports top year-ago month

WASHINGTON. — Automobile imports in July rose 4.8 percent above imports in July, 1982, the Commerce Depart-

See BREAKING NEWS, Page 8, Col. 1

Two Miami dealers accused of warranty fraud

Hondas from Guam lead to $60-million lawsuit

By Kathleen Hamilton
Financial Editor

Two big Miami Honda dealerships have been named in a $60 million class-action lawsuit that charges them with warranty fraud for selling Hondas imported from Guam.

By bringing the hot-selling Accords from the U. S. territory, the cars aren't counted under the voluntary auto export quotas set by the Japanese.

The suit charges that about 2,000 Hondas have been imported from Guam by the two dealerships. One of the dealers named in the suit, who agreed to talk to Automotive News, said the number was probably half that. And he defended his actions as both legal and ethical.

These weren't the first Hondas imported in a fashion designed to circumvent the quotas, said Cliff Schmillen, senior vice president of American Honda Motor Co.

American Honda knows of others that have been imported from Europe and the Pacific area, Schmillen said. He said American Honda has no way of knowing how many were brought in. But those may never have reached the public because their importers had to post bonds and make extensive modifications to the cars so they would meet NHTSA and U. S. emissions standards.

Cars from Guam already meet those standards. They are identical to those destined for the U. S. market.

From a consumer's standpoint, the Hondas from Guam have only two problems: Recall notification would not be sent to owners because American Honda has no record of those sales, and there are warranty hassles.

Ron Esserman, dealer at

Continued on Page 8, Col. 1

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Model-year sales up 16.8 pct.; September rise is 7th in row

By Jenny L. King
Staff Writer

Domestic new-car sales were up in September for the seventh consecutive month this calendar year, bringing the 1983 model year to a close with an impressive 16.82-percent sales gain over 1982.

Imports claimed 23.59 percent of September's total market this year, down from 27.21 percent in 1982. Imports also dropped in penetration for the model year, dipping to 26.55 percent from 28.02 percent in the 1982 season.

Sales of domestic cars reached 6,475,150 in the 1983 model year, up 16.82 percent from 5,543,006. Two years ago the total was 6,590,451.

Import sales in the recent model year added to 2,340,878, up 8.48 percent from 2,157,890. Industry total for the model year was up 14.48 percent, to 8,816,028 from 7,700,896.

September domestic sales of 538,307 showed a 10.21-percent improvement over the year-ago 488,452. Imports slipped an even 9.00 percent during the ninth month, dropping to 166,163 from 182,599. Industry sales adjusted themselves by a plus 4.98 percent, to 704,470 from 671,051.

Third-quarter domestic sales improved 23.98 percent, going to 1,646,131 from 1,327,771 in 1982. Imports were more subdued: Their sales were up just 1.45 percent, to 589,722 from 581,304 for the July through September quarter.

• Buick reported a model-year sales record for 1983, breaking its former high set a decade ago. Buick was the only make to lay claim to such a record. Its sales totaled 810,435.

Oldsmobile listed 12 consecutive months of sales gains. Cadillac reported 13 straight months of improved sales and a model-year gain of 22.40 percent.

On the 1983 model year sales chart, only Imperial, AMC and Volkswagen failed to match or surpass 1982 model-year sales. Imperial, now discontinued, was down 38.62 percent, American Motors' domestic AMC products were off 40.88 percent and VW's U. S. Rabbit missed by 22.58 percent.

At Chrysler Corp., Plymouth sales for the model year were up 3.78 percent, Chrysler was up 84.00 percent and Dodge moved up 23.43 percent over its 1982 level.

Ford Division gained 12.16 percent, Mercury was up 18.66 percent and Lincoln moved ahead by 28.99 percent in the 1983 model year.

Buick was up 16.65 percent, Cadillac was up 22.40 percent, Chevrolet was up 5.83 percent, Oldsmobile was up 25.86 percent and Pontiac was up 11.13 percent.

Renault's Alliance, on the market less than one month in the 1982 model year, was up to 128,338 units for 1983 from 6,837 units. Honda, with 32,398 Accords to its 1983 model-year credit, had no year-earlier comparison figures.

In the 1983 model year, General Motors dealers sold 3,876,006 new passenger cars, up 14.42 percent from 3,387,607 a year earlier. Ford Motor Co.

Continued on Page 70, Col. 1

DOMESTIC SALES

	Model Year 1983	Model Year 1982
Renault	128,338	6,837
AMC	54,667	92,463
AMERICAN MOTORS	183,005	99,300
Chrysler	242,366	149,628
Imperial	1,723	2,807
Plymouth	265,564	255,893
Dodge	309,056	250,392
CHRYSLER CORP.	819,209	658,720
Ford	996,694	888,633
Mercury	379,362	319,697
Lincoln	105,326	81,653
FORD MOTOR CO.	1,481,382	1,289,983
Buick	810,435	694,742
Cadillac	290,138	237,032
Chevrolet	1,306,951	1,234,988
Oldsmobile	955,243	759,000
Pontiac	513,239	461,845
GENERAL MOTORS	3,876,006	3,387,607
VOLKSWAGEN	83,150	107,396
HONDA	32,398	
U.S. INDUSTRY TOTAL	6,475,150	5,543,006

Ford, Caldwell at preview

Ford Motor Co. had a preview of the new Continental Mark VII for Washington newspeople. Ford Chairman Philip Caldwell, left, delivered a luncheon speech at the National Press Club. Henry Ford II, chairman of Ford's Finance Committee, joined Caldwell at the preview.

Chevette, 1000 may be slashed for '85; A-body output to rise

GM to reopen Lakewood for T-car

By Marjorie Sorge
Labor Editor

General Motors will make production switches at three of its assembly plants next year.

Last week, GM President F. James McDonald announced that the company will reopen its idle Lakewood (Ga.) assembly plant in early 1984 to build the Chevrolet Chevette and Pontiac 1000, the T-car.

That production will be moved from the Wilmington (Del.) facility. Wilmington will be converted to production of the full-size Chevrolet and Pontiac for the 1985 model year.

That full-size production will be transferred from GM's Oshawa (Ont.) plant which will continue to build the mid-sized A-cars for 1985.

GM said it is making the switch "to increase production of its mid-size cars for the 1985 model year." Those cars enjoyed increased sales in the '83 model year.

The A-cars are also produced at Doraville (Ga.), Framingham (Mass.) and Oklahoma City. The A-cars are Chevrolet Celebrity, Pontiac 6000, Buick Century and Oldsmobile Cutlass Ciera.

Besides increasing production of the A-cars, the switch brings about other questions.

Is GM cutting down production of its smallest cars, the Chevette and 1000, for the 1985 model year? The announcement comes when the company is on the threshold of importing 80,000 to 100,000 small cars from Suzuki for the 1985 model year and is anticipating FTC approval of a joint venture with Toyota to build small cars at its idle Fremont (Calif.) assembly plant.

The GM/Toyota venture calls for the production of 200,000 small cars for the 1986 model year.

GM also has a deal with Isuzu to sell a new subcompact R-car beginning in the fall of 1984. GM expects to sell about 100,000 the first year.

GM will have three shifts building the T-cars until Wilmington goes down for conversion in May.

According to a GM spokesman, another shift could be added at Lakewood in the future depending on market conditions. However, if a second shift is not added, production of the smallest cars would be more than halved for the 1985 model year.

The Lakewood plant is scheduled to begin building 1984 models at a rate of 46 an hour on one shift. Wilmington currently builds 63 an hour on two shifts.

Sales of the Chevette and 1000 have fallen substantially in the last year. For the first nine months of 1983, Pontiac sold 25,682 of the 1000 models, off 32.7 percent from 38,154 in the same 1982 period. Chevette sales for that period dropped 26 percent from 174,708 to 129,350.

Another question: Is GM scrambling to continue to build its rear-wheel-drive big cars which it reportedly had planned to phase out?

Sales of the RWD big cars have improved 31.3 percent for the first nine months of 1983 to 589,613, up from 449,168 for the same period in 1982.

• The production rate at Wilmington for the full-size cars will depend on market conditions, a spokesman said. Those cars are also built at Fairfax, Kans., at a rate of 60 an hour on two shifts.

Oshawa also currently builds the Chevrolet Celebrity and Pontiac 6000 at a rate of 52 an hour on two shifts. In early 1983, it was announced that plant would begin building the Oldsmobile Cutlass Ciera but that was deferred in July because of market demand. Oshawa will continue to build the two A-cars it curently produces and will have either the Oldsmobile Cutlass Ciera or the Buick Century or both added to its lineup for 1985, a GM spokesman said.

Oshawa will go down in late spring for conversion.

The resumption of work at Lakewood, which has been idle since September, 1982, will return 1,650 laid-off workers to the job. GM has also added second shifts to its Leeds (Mo.) and Framingham (Mass.) assembly plants. Leeds builds the Buick Skyhawk and Oldsmobile Firenza. Framingham produces the Celebrity and Cutlass Ciera.

According to GM Chairman Roger B. Smith, those additions, plus Lakewood, will bring back about 24,000 workers. The company has called back about 66,000 workers since Jan. 1.

Merger plan involves NHTSA, truck bureau

WASHINGTON.—A new National Traffic Safety Administration proposed by the Reagan Administration would not be "a mere shuffling of the boxes on some federal organization chart," Transportation Secretary Elizabeth Dole said last week.

Announcing the planned safety agency shakeup to the American Automobile Assn.'s annual meeting here, Dole said the new agency would merge NHTSA with the Bureau of Motor Carrier Safety, as well as certain functions of the Federal Highway Administration.

This combination would "elevate safety to a level consistent with its importance," she said.

The existing NHTSA and the Bureau of Motor Carrier Safety have both encountered a good deal of criticism of late.

NHTSA has been criticized for its handling of the air-bag and bumper standards and its investigations of certain car safety defects. The Bureau of Motor Carrier Safety has been slapped for its handling of truck safety questions involving twin-trailers and expanded body widths.

"The consolidation we are recommending will require legislation, which is being transmitted to the Congress," Dole said.

She also confirmed that the Department of Transportation is moving ahead on rulemaking to require high-mounted stoplamps and proceeding with work on the anti-lacerative windshield standard.

Mondial Cabriolet Quattrovalvole unveiled

Ferrari's Mondial Cabriolet Quattrovalvole was unveiled during the annual meeting of Ferrari dealers of North America in New York. The car is the first full convertible produced by Ferrari since the 1969 Daytona Spider.

DeLorean trial now scheduled to begin Nov. 1

LOS ANGELES. — Trial of the drug-trafficking case involving John Z. DeLorean has been rescheduled to Nov. 1 in U. S. District Court here.

A ruling in the Ninth Circuit Court of Appeals in San Francisco recently reversed a ruling by Judge Robert M. Tagasuki granting 51 defense requests for information from various government agencies under the Freedom of Information Act.

The appellate court, in reversing the decision, cleared the way for the trial to start before the end of the year.

DeLorean's attorneys have also lost a bid to remove the chief prosecutor on the case, James P. Walsh Jr.

A pretrial hearing is scheduled for Oct. 21 to consider admissability of polygraph tests taken recently by DeLorean.

High seniority, cooperative work ethic also help

New programs slash absenteeism

By Marjorie Sorge
Labor Editor

Hourly workers at the Big Four U. S. auto makers are spending more time on the job these days. Absenteeism rates have dropped in the last year.

The drops at Chrysler Corp., Ford Motor Co., General Motors and American Motors can be attributed in part to the high seniority of the workforce, the cooperative work ethic and, at some companies, a new absenteeism program which cuts worker benefits for the chronically absent.

While all four companies have shown a reduction in absenteeism, they cannot be compared with each other since each company figures its rate on a different basis.

During the last two or three years, the U. S. makers have been forced into heavy layoffs because of sagging sales, leaving basically high-seniority workers on the job. According to some observers, these workers are often more responsible than the younger workers.

It is possible that absenteeism will increase during the recovery but the increase will be basically from the mathematical changes developed by adding more people, according to a Ford spokesman.

Although there is a recovery, it is unlikely that many new workers will be hired since those on layoff would be tapped first for jobs. These laid-off workers are now well aware of the problems of job loss and will likely make a great effort to be on the job, company spokesmen said.

• The increase in the cooperative work ethic at the auto companies is also playing a big role in absenteeism cuts. Workers now want to be at work to get their input into projects, the company said.

Under the new cooperative method, workers are asked for their opinions on the best way to run plants, lines or projects.

New absenteeism programs have been developed at Chrysler and GM. At GM, workers who miss 20 percent of the scheduled work in six months are penalized 20 percent of their general benefits for the following six months.

While 20 percent is the trigger, workers who miss more time than that will have their benefits cut accordingly. The program does not affect workers who are off because of a major illness or other unforeseen circumstances.

The program went into effect at GM in April of this year. At that time, about 10,000 hourly workers were penalized.

According to James E. Pryce, assistant director of arbitration and contract administration, GM labor relations, this new benefit reduction program has cut absenteeism but, he said, joint company/union employe counseling has also been a big boon in reducing the number of AWOL workers.

Other factors include improved sickness and accident administration at the plant level, local plant absenteeism programs, the GM Quality of Worklife programs and the state of the economy, he said.

At Chrysler, the program went into effect for production and maintenance workers in February, 1983, and for parts depot employes in April. That program does not penalize the AWOL workers but is aimed toward progressive self correction through counseling, a Chrysler spokesman said.

According to Charles Dussey, manager research and planning, Chrysler industrial relations, absenteeism at Chrysler is also down because many of the workers have been laid off during the past three years due to the company's financial crunch. He said those workers have had a "long dry spell; they can use the money and don't feel they can take the time off."

For these reasons, absenteeism rates have dropped substantially for the U. S. makers during the past few years.

• At GM the rate has dropped from 3.9 percent in 1981 to 3.2 percent in both 1982 and the first half of 1983 for short-term unexcused absences.

According to Pryce, the short-term absences are a significant operating problem and the new absenteeism program is geared to cut down on the number of workers who take off one or two days here and there. Short-term absences are from one to five days.

Long-term absences are more expensive to the company, he said, but do not cause as significant a problem in operations. GM's long-term absenteeism rate was 7.1 percent in 1982 and 5.8 percent in the first half of 1983.

Ford's short-term AWOL rate has dropped from 4.3 percent in 1981 to 3.7 percent in 1982 and to 3.4 percent in the first half of 1983.

Chrysler's rate is down from 5.6 percent in 1981, to 4.8 percent in 1982 and 4.4 percent in the first seven months of 1983.

AMC's rate has dropped from 5.0 percent in 1981 to 3.7 percent in 1982 and 3.2 percent for the first half of this year. AMC's rate is based only on its Kenosha operations.

BIG THREE ABSENTEEISM PERCENTAGES

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983
Chrysler	8.1	7.7	6.8	7.4	8.0	7.8	7.4	6.0	5.6	4.8	4.4**
Ford	5.7	5.5	5.1	5.0	6.0	5.9	5.8	4.8	4.3	3.7	3.4***
General Motors*	6.4	6.4	6.0	6.4	7.9	9.8	5.7	4.2	3.9	3.2	3.2***
American Motors									5.0	3.7	3.2***

*—General Motors absenteeism rates for 1977 and 1978 reflect contractual absences.
**—Through July.
***—Through June.
Comparisons among the companies are not valid since each uses a different method of computing absenteeism.
Volkswagen of America would not release its absenteeism figures.

Millionth K-car delivered

Mr. and Mrs. Donald W. Scott purchased the one-millionth K-car built by Chrysler Corp. It was a 1983 Plymouth Reliant four-door sedan. Presenting the keys is Jack Ellis, of Jack Ellis Chrysler-Plymouth, Glendale, Calif. At right is Clark J. Vitulli, Chrysler's Los Angeles zone sales manager. Dealership employes applauded the event.

Chrysler Financial renews $4.2 billion line of credit

DETROIT. — Chrysler Financial Corp. last week arranged a $4.2 billion line of credit it says will be sufficient to meet its needs through September, 1986.

The 349 lenders are basically the same ones already extending credit to the captive finance company, according to Chrysler Financial President E. O. Grote.

The renewal of the credit facilities was necessary because some of the debt was due to mature in December. Through 1984, $3.6 billion worth of debt was due to mature.

Chrysler Financial's financing volume will exceed $10 billion this year, compared with $8.14 billion last year, Chrysler Vice Chairman Gerald Greenwald said in announcing the new credit agreement.

It will finance more than 1.2 million vehicles this year compared with 960,000 last year.

"These new agreements are evidence of the strengthened confidence in Chrysler Corp. throughout the financial community," Greenwald said. "They will provide Chrysler Financial with additional leverage, lower cost for our borrowings and added operating flexibility."

The credit agreements allow Chrysler Financial to increase its leverage, or percentage of indebtedness, in 1985 and 1986, Grote said. In addition, Chrysler Financial will be allowed to increase the sale of its receivables, he said.

Interest rates will be determined by the market at the actual time of borrowing. Chrysler Financial no doubt will benefit from Moody's recent upgrading of its bond rating.

The lenders include major banks, insurance companies and financial institutions on six continents, Chrysler said. Agents will be Manufacturers Hanover Trust Co., Swiss Bank Corp., The Royal Bank of Canada and Union de Banques Arabes et Francaises.

Fallon out as president of Bricklin's company

NEW YORK.—Gerard Fallon, president of International Automobile Importers, Malcolm Bricklin's company, is leaving his post to return to private law practice.

Bricklin told AUTOMOTIVE NEWS that Fallon would remain as a consultant to the company. Bricklin said there was no "falling out" between the two men and that this move was planned when Fallon was hired last April.

Ira Edelson, vice chairman of the board for finance has been appointed president of the company and will hold the dual post of chief operating officer and chief financial officer. The firm imports Bertone and Pininfarina automobiles in the U. S.

Fallon was appointed executive vice president of the company in late April and president in July. Bricklin said he was brought in from law practice to set up the organization for a period of six months to one year.

Bricklin said Fallon "did a fantastic job and put together a great organization." He said Fallon will have an ongoing role with the company as a consultant.

Before joining Bricklin, Fallon was a partner in the Washington-based law firm of Caldouhos and Brushares. He also was vice president and general counsel of Fiat Motors of North America.

Edelson joined IAI as vice chairman for finance in July. He is a former partner in the New York-based accounting firm of Goldstein, Golub, Kessler & Co.

Fallon was unavailable for comment.

FTC to survey attitudes on auto reliability

WASHINGTON. — A study of "auto expectations" has been initiated by the FTC's Bureau of Economics.

As described by FTC Chairman James C. Miller III: "This work is motivated by our product defects cases, which rely partly on plausible but untested assumptions about consumer knowledge of product reliability.

"Basically, the study seeks information on how consumers rate new automobiles for relative reliability. The results of this work should enable us to address problems of defects in automobiles—and perhaps other products—more efficiently and more effectively than otherwise."

NADA receives national award for AUTOCAP

NEW YORK. — The highest award given by the Society of Consumer Affairs Professionals in Business (SOCAP) was presented to NADA to honor its Automotive Consumer Action Program (AUTOCAP).

AUTOCAP is a nationally standardized consumer assistance program to mediate problems between franchised new-car and truck dealers and their customers.

Penelope Longbottom, NADA director of media and consumer affairs, accepted the award on behalf of the trade group. Also in attendance at the SOCAP awards banquet, and recognized by Longbottom as "the architect" of AUTOCAP, was Ford-Datsun-Peugeot dealer and NADA director of Connecticut, Richard Wagner. Wagner for years has headed NADA's Consumer Affairs Committee and was instrumental in the program becoming a major consumer initiative of NADA.

Accepting the award, Longbottom said that NADA was honored that its consumer assistance program had received such a prestigious award. "NADA, through its AUTOCAP program, is firmly committed to paving the way to a new era of cooperation and communication between franchised new-car dealers and their customers," she said.

Thirty-two state and 15 metropolitan dealer associations, collectively representing over 15,000 member car and truck dealers, now sponsor AUTOCAP. Last year, these programs mediated close to 6,000 consumer complaints.

Chrysler at odds with Teamsters

DETROIT. — Chrysler Corp. has hired a non-union trucking firm, TSI Minutemen, to service its Brownstown (Mich.) parts depot, angering members of Teamsters Local 614 who used to have the job. The new trucking firm operates 13 foreign-made vehicles in its 28-truck fleet.

A Chrysler spokesman said the company asked for bids on a contract to deliver parts from Brownstown to dealers in Indiana, Michigan and parts of Kentucky and Ohio and TSI's bid was the lowest of the four submitted.

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59th year — No. 4990

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SKY-TOP moonroof

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the 1984 Jeep Grand Wagoneer. The moonroof requires the addition of a vinyl roof.

Unit count climbs to 1.2 million

New-car stock holds at 55 days

Continued from Page 1

changed from a month earlier, except that compacts were a bit heavier and intermediates leaner.

The industry had a 65-day supply of subcompacts, a 59-day supply of compacts, a 56-day stock of intermediates, a 44-day supply of standards and a 51-day stock of luxury cars.

A month earlier, the days-supply figures by market segment were: Subcompact, 66; compact, 55; intermediate, 61; standard, 42, and luxury, 48.

Signing with Subaru

ESCONDIDO, Calif. — Ray Burns and Pat Pratarelli have signed a franchise agreement to open North County Subaru here.

The Oct. 1 domestic inventory was divided this way among market segments: Subcompact, 18.61 percent; compact, 22.68 percent; intermediate, 38.52 percent; standard, 9.37 percent, and luxury, 10.84 percent.

A month earlier, the inventory was divided as follows: Subcompact, 17.15 percent; compact, 22.35 percent; intermediate, 40.13 percent; standard 9.68 percent, and luxury, 10.69 percent.

• The Oct. 1 days-supply figures by market class were:

Subcompact — Accord, 12; Fiero, 50; EXP, 50; Turismo, 59; Escort, 60; Pontiac 1000, 66; Horizon, 68; Omni, 68; Charger, 69; Encore, 71; Chevette, 73; Alliance, 77; Lynx, 82; Rabbit, 82; Daytona, 120, and Laser, 126.

Compact — 2000 Sunbird, 45; Cavalier, 46½; Dodge 400, 53; Aries, 55; Skyhawk, 55; Reliant, 56; Camaro, 59; LeBaron, 59; Firebird, 60; Eagle, 63; Tempo, 64; Firenza, 64; Topaz, 65; Mustang, 77, and Cimarron, 98.

Intermediate — Malibu, 25; Cutlass, 41; Pontiac 6000, 42; Chrysler E Class, 43; Celebrity, 49; LTD, 51; Monte Carlo, 52; Bonneville, 52; Cougar, 56; Cutlass Ciera, 56; Grand Prix, 57; Regal, 59; Century, 60; New Yorker E, 60; Marquis, 62; Dodge 600, 64½; Omega, 68; Skylark, 72; Thunderbird, 76; Citation, 98, and Phoenix, 98.

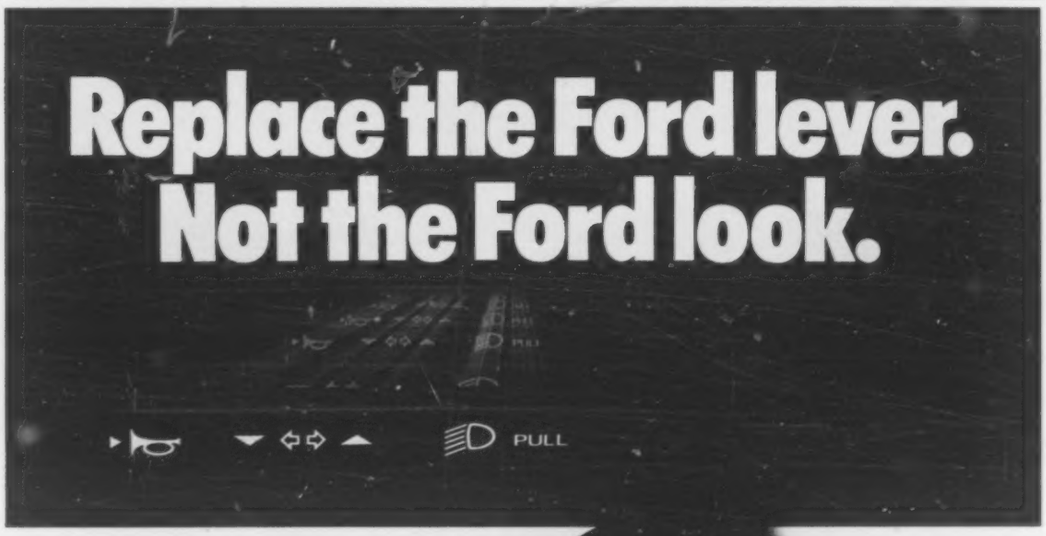
Standard — Gran Fury, 29; Olds 88, 30; Cordoba, 33; Grand Marquis, 36; Crown Victoria, 39; LeSabre, 50; Chevrolet, 56; Diplomat, 61, and Parisienne, 62.

Luxury — Corvette, 28; Lincoln, 36; Olds 98, 39; Cadillac, 41; Mark VII, 51; Seville, 55; Eldorado, 56; Fifth Avenue, 60; Toronado, 62; Continental, 63; Electra, 66, and Riviera, 68.

NEW-CAR STOCKS

	Oct. 1, 1983	Sept. 1, 1983	Oct. 1, 1982
Alliance	77	45½	42
Encore	71	....	....
Eagle	63	83	97
AMERICAN MOTORS	73	52	71
Horizon	68	50	71
Turismo	59	50	65½
Reliant	56	46½	66
Gran Fury	29	39	58
Plymouth	59	48	66
LeBaron	59	55	68
Cordoba	33	37	57
E Class	43	78½	....
New Yorker E	60	74	....
Fifth Avenue	33	35	63
Laser	126	....	....
Chrysler	54	56	76
Omni	68	57	77
Charger	69	58	71½
Aries	55	66	82
Dodge 400	53	44	105
Dodge 600	64½	99	....
Diplomat	61	45	75
Daytona	120	....	....
Dodge	62	64½	87
CHRYSLER CORP.	58	57	77
Escort	60	65	70
EXP	50	55½	113½
Mustang	77	85	93
Tempo	64	48	....
LTD	51	74	88
Thunderbird	76	80	38
Crown Vicoria	39	41	67
Ford	60	63	72
Lynx	82	77	67½
LN7	....	117	129
Capri	103	130	121
Topaz	65	52	....
Marquis	62	75	48
Cougar XR7	56	61	29
Grand Marquis	36	41½	48
Mercury	60½	63	59
Lincoln	36	68	39
Continental	63	79	41½
Mark VI	51	54	70
Lincoln	40	65	48
FORD MOTOR CO.	58	63	67
Skyhawk	55	38	63½
Skylark	72	64	73
Century	60	53	69½
Regal	59	61	59
LeSabre	50	39	50
Electra	66	65	63
Riviera	68	72	76
Buick	60	54	63
Cimarron	98	86	83
Seville	55	58	42
Cadillac	41	34½	43
Eldorado	56	54	55
Cadillac	50	45	47
Chevette	73	70	57
Cavalier	46½	44	54
Citation	98	109	101
Camaro	59	57	82
Celebrity	49	49	87
Malibu	25	28½	69
Monte Carlo	52	61½	81½
Chevrolet	56	52	76
Corvette	28	23	151
Chevrolet	57	54	75
Firenza	64	62	66½
Omega	68	57	74
Ciera	56	52½	77
Cutlass	41	46	60
Olds 88	30	27	38
Olds 98	39	38	61
Toronado	62	72	65
Oldsmobile	45	44	60
1000	66	72	87
Fiero	50	....	....
Sunbird	45	45	67
Phoenix	98	126	130
Firebird	60	67	131
Bonneville	52	67	62½
6000	42	120½	107
Grand Prix	57	62	70
Parisienne	62	71	....
Pontiac	53	63	91
GENERAL MOTORS	54	52	69
Volkswagen	82	55	53
Honda	12	13	....
TOTAL	55	55	69

Replace the Ford lever. Not the Ford look.



Dana allows you to replace the Ford lever without replacing the Ford look. You can add technologically advanced cruise control units to any car in the Ford line, including Tempo and Topaz, without disturbing the OE look new car buyers expect.

You'll also have performance that's reliable even on the smaller engine cars. Electronic improvements allow the elimination of some parts, like the brake disengagement switch, to permit quicker, easier, more accurate installation.

Now Ford dealers have cruise control that works right and looks right. Made by Dana's Precision Controls Division, Hwy. 74 By-Pass East, Laurinburg, NC 28352, (919) 276-4853.

New lever for Tempo, Topaz, Lynx, and Escort also available

DANA

Ford of Britain thrives, but wants more

Toy counts 30.5 pct. share on cars, 36.4 pct. on trucks

Continued from Page 39

and so on, which are small volume. As far as the big-volume stuff is concerned, forget it.

"North America is not now really an attractive British motor industry market, in my view.

"So you're really back to Continental Europe. And sure as hell the motor industry has enough assembly plants in France, Italy, Germany and so on to take care of local requirements," argues Toy.

And while Ford's exports of components and commercial vehicles earned good money last year, they were exceeded by the value of imported cars.

Toy lists making the UK factories more efficient as his main concern, "so that we can make ourselves, with our British production, more competitive with the rest of the world. And that's not just the Ford world, obviously," he comments.

• He rejects vehemently suggestions that the discount and promotional war to win customers is having serious effects on company and dealer margins. He frequently returns to the word "viable" in this context.

"There are four major things affecting manufacturers' viability," he says. "One is industry size. Operating within a particular industry size each manufacturer is looking for the biggest viable share.

"I say 'viable' because I happen to believe we're in the position of being viable. It is not volume or share for the sake of volume or share.

"Next point, you reduce your costs as far as you possibly can. We're having quite considerable success in Britain in improving our cost — and, yes, I know the rest of the world is marching ahead as well.

"Thirdly, revenue. Therefore pricing is a vital piece.

"And the final aspect is the product program," maintains Toy.

On the first point, he explains, "It is not as simple to say that if you spend more marketing money you're reducing your margins or you're reducing your viability. In fact, you might generate incremental volume out of that, and make, in fact, incremental profit. So, your total viability is improved.

But he accepts that there is a danger if any volume increase is insufficient to offset extra advertising or promotional spending.

• "If a manufacturer is running his business sensibly he will not put a program in place if it's not about to generate additional profit for him. Why should he?" Toy asks rhetorically.

With a big share of a big market, Ford of Britain's sales results have an enormous influence on the company's standing in Europe as a whole. Is Ford's spirited defense of its British position part of an overall strategy to maintain its hard-won lead in Europe (12.8 percent to the end of August)?

Toy is dismissive.

"Frankly I have far too busy a business life to be looking over my shoulder at what is happening to Ford in Germany or France or Italy or anywhere else. I have a very single-minded purpose — how do I make sure Ford of Britain is at its most viable?"

Toy's competitors are BL and Vauxhall. To the end of August, BL had 18.3 percent and Vauxhall-Opel had 14.5 percent, compared with Ford's 30.3 percent. No other auto group is anywhere near these numbers, with VAG, PSA and Nissan around 5 to 6 percent. Renault and Fiat, with substantial standings in the rest of Europe, are even lower.

• Which company does Toy identify as his stronger competitor — BL, which is bigger, or Vauxhall, which has made most growth in the past two years?

With hesitation, he replies, "In the long haul you have to accept that if product is a big piece of your competitors' strength or weakness, then what has been happening in the past two, three years — and what is happening right now — then Vauxhall, product-wise, has to be our strongest competitor."

To an extent, Ford's strength is a result of its rivals' past weaknesses. But that disguises the fact that during the late 1960s Ford undertook a detailed sociological study of UK population, purchasing power, likely trends. It was on the basis of these results that it began assembling its two-tier distribution system.

That program is largely still in place, and is paying dividends. "In good times and bad, because we planned the dealer organization the way we did, we've had fewer bad times than most of our competitors," comments Toy.

There is little doubt that Ford's continuous product renewal program was another major factor. The same policy was not continuously taking place at other UK manufacturers. And it was Ford, more than any other auto maker, which identified the growing UK trend towards company cars.

• While high taxation and wage restraints were imposed in the UK, many employers began to provide free cars for deserving employes as perks. There are no reliable figures to indicate the true extent of this, but 70 percent of all new-car purchases are estimated to be by this means. Ford's stranglehold on this business is only now being tackled seriously by its competitors.

Many of Ford's competitors believe its 30-percent slice of the market is unrealistic and will start to slide as BL and Vauxhall get their acts together. Yet Ford has maintained share as Vauxhall has greatly increased its. BL — set on a course to improve its share — has maintained it. Among them they sell three out of five cars in the UK.

These days, though, more Ford executives talk in terms of "maximum viable share" rather than pure numbers.

Sam Toy's confidence in Ford of Britain's future stems from the company's product programs.

"That's not just new models," he says, "We're talking about diesel engines, automatic transmissions, a whole raft of stuff. It won't just be beautiful new cars."

Toy named head of Ford of Britain three years ago

Sam Toy, 60, was appointed chairman and managing director of Ford of Britain three years ago.

He joined Ford in 1948 as a graduate trainee and held various export and sales posts in Britain before a 1961-63 stint in the U.S. as manager of British Ford sales.

He continued his climb up the Ford of Britain ladder until he joined the board in 1974. He was director of sales before his current appointment.

Sam Toy is a Cornishman. During the war he was a pilot and flying instructor in the RAF and later returned to Cambridge University. He graduated in 1947 and took his Masters Degree in 1950.

This small diesel, Ford's first for the British market, will be available in Escort and Fiesta at year-end.

Toyota reports net

Toyota Motor Corp. reported consolidated net income of $963.4 million in the fiscal year ended June 30, the company's first full year after the merger of Toyota Motor Co. and Toyota Motor Sales. Co.

FORD OF BRITAIN IN FIGURES

	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973
Turnover*	3,287	3,073	2,924	3,193	2,363	2,253	1,628	1,146	968	890
After tax profits*	192	165	204	347	144	116	59	7	3	32
Capital expenditure*	398	280	324	334	163	81	56	52	52	42
Vehicle sales†	687	676	713	834	673	708	644	534	602	674
Vehicle production†	423	428	481	568	431	555	525	459	515	591
Cars	308	342	343	401	324	407	383	330	384	453
Commercials	116	86	138	167	106	148	142	129	131	137
Employes	70,000	75,000	80,000	80,000	78,000	77,000	72,000	70,000	70,000	71,000

*—Amounts expressed in millions of pounds sterling. September, 1983, one pound equalled approximately $1.51.
†—Vehicle sales and production expressed in thousands.

BMW will offer Dunlop's TD safety tire and wheel system on its 1984 3-Series. The concept ensures that a flat tire stays on the rim, even after a sudden blowout.

WHERE JAPAN'S EXPORTS WENT

	6 mos., 1983	6 mos., 1982
Southeast Asia	259,817	261,501
Middle East	358,530	362,508
Europe	676,032	551,000
North America	1,210,044	1,200,905
Central America	80,357	63,101
South America	28,589	57,065
Africa	93,438	159,505
Oceania	161,224	228,165
Others	5,605	7,111
TOTAL	2,873,636	2,890,861

Source: JAMA

Japanese exports slip a bit

Gains in Europe, Americas offset elsewhere

Japan's vehicle exports slipped fractionally the first half of this year — but Europeans could be forgiven for not noticing.

Japanese shipments to European destinations added an additional 125,000 units in comparison with the same period last year. But in overall terms this increase of nearly a quarter — plus smaller gains of 17,000 to Central America and 9,000 to North America — were offset by decreases to other parts of the world.

Oceania (essentially Australia and New Zealand) shipments fell by around 67,000 (29 percent). Africa was down a similar amount, and by more than 41 percent. Exports to South America were halved to around 28,500.

With shipments to Southeast Asia and the Middle East more stable, the result was that total Japanese exports slipped by 0.6 percent to 2.87 million units.

During the same period production increased by 2.5 percent to 5.58 million, bolstered to some extent by increased domestic demand. That went up by 1.2 percent to 2.64 million registrations of all types in the first half.

• The U. S. was again the chief port of call for Japan's huge car carriers. The total was 1.1 million, some 14,700 more than in the first half of last year.

Saudi Arabia was once more No. 2 (188,600).

Australia (124,300) slipped from third place to fourth, between the UK (131,300) and West Germany (121,200). The two European countries experienced greatly increased overall demand in the period.

Canada (105,200) dropped from fourth to sixth. It was the only other country to have touched the six-figure number during the reporting period.

JAMA's export figures can only give a broad outline of trends. Varying national demands, stocks and limitations can result in different buying patterns emerging at the customer end. So, too, can specific, large-number orders.

Meanwhile, a medium range survey conducted by the Japanese business and industry newspaper Nikkei Sangyo Shimbun indicates that the country's automobile production will increase from the present 12 million to 16 million units within the next five years.

But, it says, the number of vehicles produced outside Japan will increase from 1.6 to 3.7 million.

The pioneer in this area will be Nissan, which, in addition to its Mexican, Taiwanese and South African factories, will have production facilities in Spain, Italy and the U. S.

Toyota's non-Japanese production by 1988 will amount to 700,000 — as a result of its joint production in the U. S. with General Motors and a joint venture in Taiwan.

JAPAN'S EXPORTS BY COUNTRY

(1982 position in parentheses)

1	United States	1,104,862 (1)
2	Saudi Arabia	188,606 (2)
3	United Kingdom	131,304 (5)
4	Australia	124,258 (3)
5	West Germany	121,173 (6)
6	Canada	105,182 (4)
7	Malaysia	63,059 (10)
8	Holland	58,728 (19)
9	Indonesia	56,908 (7)
10	Belgium	54,239 (12)
11	Thailand	50,309 (17)
12	Switzerland	50,011 (13)
13	Austria	44,384 (22)
14	France	36,588 (15)
15	Puerto Rico	36,227 (23)
16	Finland	35,777 (26)
17	Iran	32,567 (42)
18	Greece	31,614 (16)
19	Norway	30,179 (20)
20	Kuwait	28,347 (18)

Source: JAMA

Two years after its initial showing, Ford of Europe's Escort convertible has gone into production. Ford talks of annual sales of about 10,000 for its first open-top production car in more than 20 years. The car is being made by Karmann of Osnabruck, West Germany—the company responsible for the cabriolet versions of the old Volkswagen Golf (Rabbit).

Auto show on the grand scale

Emissions an obsession at Frankfurt

Continued from Page 40

director, Daniel Goeudevert, said it was "impractical."

In the face of this barrage of criticism there are signs that the Government is wavering in its declared methods, if not its aims. Interior Minister Friedrich Zimmermann declared on the eve of the show that the Government's concern was on emissions rather than the technical ways in which control is achieved.

• The original plan was for the use of catalytic converters, but the industry prefers a high-octane solution to the lead-free gas problem. Even then, it is likely to take three years to convert all production, which means the fall of 1987 at the earliest.

The Frankfurt debate brought a sharp rejoinder from Geneva, the home of the International Metalworkers' Federation, which represents 3 million auto workers worldwide.

General Secretary Herman Rebhan commented, "The European auto managements ignore the fact that the Japanese, Europe's great competitor, have had lead-free gasoline for years. All automobiles for export from Europe to the United States have to be fitted to take lead-free gas."

He urged the European industry to take a longer-term view.

"This policy of outright resistance or the plea that time is needed to bring the technical requirements up to date will backfire on the industry, as it did in the United States," he said.

"These scare tactics of price increases, export restrictions — and we are still waiting to be told that lead-free gas will mean loss of jobs—will only help destroy the industry's credibility.

"In the Federal Republic of Germany these laws are being put forward by a Government that is right of center and probusiness. For European auto companies to put forward these arguments about costs, technical difficulties, lost exports is simply to lose credibility," he maintained.

• In addition to Germany's declaration for lead-free fuel, the UK government plans to introduce lead-free gas by 1990. The concerns are different—acid rain and destruction of forests in Germany, the link between lead and brain damage in children in Britain.

The Austrian and Swiss Governments have declared their intentions of following the German lead. But there have been no indications of the way in which the French and Italian Governments will move. As leading members of the European Economic Community their decisions will be crucial, for the belief is that no member state can go it alone — unless it can identify a specific health hazard.

The IMF's Rebhan is unequivocal. "The damage to children's brains, the withering of our great European forests, the increase in acid rain, all these stem in part from the use of lead in petrol.

"There is very great public concern about these issues. European auto companies are putting their greed for immediate profits above the long term interests of the industry," he declared.

As they say about the latest Broadway hit, "This one will run and run . . ."

West Germany's growth in autos seen continuing

A survey published by Shell on the eve of the Frankfurt Auto Show says that there will be 5 to 6 million more cars on West Germany's roads by the end of the century.

It believes the total will be between 28.5 and 29.9 million. And while the total population of the country will continue to decline (from 61.6 to 57.5 million), the car-driving population will rise sharply on account of the boom in the birth rate in the mid-'60s.

The oil company suggests the car ownership rate by the year 2000 will be between 499 and 520 per 1,000 population, the sort of levels reached in the U.S. in 1977.

world news briefs

Ford Motor contract for UK

Ford Motor Co. in the U.S. has awarded a $415,000 R&D contract to Lucas Chloride Vehicle Systems (LCEVS) in the UK. The contract, to develop a lead-acid vehicle battery system, is part of the U.S. Department of Energy's electric and hybrid vehicle program. LCEVS is a sub-contractor to Ford.

BMW hits 4 million

BMW Chief Executive Eberhard von Kuenheim predicts that his company's car output this year will top 400,000 for the first time. He cites strong demand for the 3-series, and believes the new four-door will stimulate sales still further.

Ford invests in Berlin

Ford of Germany is to invest $32 million in its West Berlin plastics plant. It takes total Ford investments in the city to $98 million.

BMW's bike arrives

BMW's new K100 motorcycle —its first truly new product in 60 years—has made its debut. It will build 22,000 (at its West Berlin factory) next year.

New Renault power

Cleon, Renault's highly automated engine plant near Rouen, is producing a new engine: 1.7 liters, four-cylinders, 254 pounds and 82 HP. They will go initially into top versions of the R-11.

And now, the new Moskvich

Russia is modernizing its automobile offerings. In addition to the long-awaited new Lada, the go-ahead has been given for a replacement for the medieval Moskvich, currently built at the Leninky Komsomol plant in Moscow. The car is due in 1986.

Parts deal off

Guest Keen and Nettlefolds (GKN) has withdrawn its $100-million bid for control of Associated Engineering (AE). This follows moves by Britain's Monopolies Commission.

Rolls-Royces under the hammer

"The finest single collection of Rolls-Royce motor cars ever auctioned" will come under Christie's hammer in London Oct. 22. The seven cars, which belonged to Stanley Sears, will be on display at the Earl's Court Motorfair (Oct. 20-30).

Nissan increases its stake

Nissan has increased its capital in Spain's Motor Iberica. It now holds 65.5 percent, worth approximately $65 million. The investment will be used to increase production of Nissan Patrol and the Vanette, to be introduced next year.

Half-million Metros

Austin Rover built its 500,000th Metro Sept. 15, three years after the model went into production at Longbridge, England.

Black ink at Talbot

Peugeot's Talbot subsidiary in the UK made a small profit in the first half of this year—its first in 10 years. The former Chrysler operation, now much slimmed down, made $2.25 million in the first half, compared with a loss of $60 million one year earlier.

Opel adopts ABS

Opel Senators and Monzas are to be offered with ABS anti-lock braking from December. The system will be extended to other models in the range.

Smaller Aston Martin

The restructured Aston Martin company is talking of a smaller, cheaper car in the Porsche category. It talks of investment of $7.5 million, which would suggest buying in engines — Jaguar's imminent new six?

MAN sees red

West German heavy vehicle maker MAN is forecasting pretax losses of around $110 million this year. It calls it "one of the most difficult years ever."

VW does Tunis deal

Volkswagen is to assemble Golfs, Jettas and small commercial vehicles in Tunisia from 1985. Volume will reach 5,000 a year by 1987.

What next?

From January, Nissan is to market as an accessory a windshield wiper which automatically springs into action when it detects rain. The device continuously varies the wiper speed in accordance with intensity and frequency of falling raindrops.

Renault in red until '85

President Bernard Hanon has said Renault will remain in the red until 1985. It lost around $160 million last year.

South African sales fall

First-half sales figures in South Africa show 155,098 new cars compared with 175,310 for the same period one year earlier.

Ladas to get five speeds

A five-speed option is to be offered on Lada sedan and Niva 4x4 models. They are being supplied by French component maker Soma.

Computer job for Edwardes

Sir Michael Edwardes, former BL chief executive, is to become chairman of ICL, Britain's leading computer company.

Diesel for little Peugeot

Peugeot's hot - selling 205 model has a diesel engine option. It follows announcement that the Ford Fiesta and Fiat Uno—cars in the same category —will also have diesels.

Anti-lock breakthrough

Lucas Girling's SCS anti-lock braking system — unveiled at Frankfurt—is being billed as a cost-effective breakthrough for small and medium front-drive cars.

French sales static

French new-car sales in the first half amounted to 1.06 million, a 0.3 percent increase on the same period last year. Domestics went down once more, and imports increased by almost 11 percent. Foreign cars now account for 31.6 percent (334,900) of the market — an unprecedented level.

New Jaguar motor near

Jaguar Cars will unveil its new six-cylinder engine in a few weeks. Known as AJ6, it will have (initially) a capacity of 3.6 liters, features four valves per cylinder and have an output of 225 HP. It will be seen in the cabriolet versions of the XJ-S and, from next year, in the all-new XJ-40 sedan.

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	6,101	6,042
BL	246,042	204,873
BMW	19,263	17,854
Daihatsu	3,687	3,445
Fiat Auto	38,339	37,702
Ford	407,602	337,659
FSO	3,139	2,231
General Motors	194,806	130,578
Honda	12,956	11,364
Hyundai	2,650	1,870
Lada	14,048	12,262
Lotus	288	290
Mazda	13,355	10,224
Mercedes-Benz	10,030	9,059
Mitsubishi	6,625	6,463
Nissan	69,252	67,860
Panther	65	22
Peugeot SA	81,302	74,438
Citroen	18,859	18,227
Peugeot/Talbot	62,443	56,211
Reliant	66	87
Renault	46,255	50,634
Rolls-Royce	491	627
Saab	7,008	6,959
Skoda	8,054	6,194
Subaru	2,235	1,802
Suzuki	2,342	1,930
Toyota	23,118	19,328
VAG	74,535	66,325
Volvo	45,113	37,348
Zastava	3,010	1,807
Others	3,800	2,688
Total	1,345,577	1,129,967

SWEDEN
Cars

	8 mos., 1983	8 mos., 1982
Alfa Romeo	506	350
BL	16	16
BMW	2,553	2,368
Daihatsu	646	850
Fiat Auto	3,210	2,717
Ford	13,293	14,396
General Motors	13,057	13,688
Honda	1,937	2,718
Lada	1,306	1,949
Mazda	7,516	6,210
Mercedes-Benz	2,827	3,843
Mitsubishi	1,004	900
Nissan	3,562	3,555
Peugeot SA	3,931	3,615
Porsche	141	119
Renault	1,472	1,570
Saab	17,627	18,529
Skoda	243	301
Subaru	378	200
Toyota	5,170	5,132
VAG	13,829	16,769
Volvo	35,807	34,140
Others	8	18
Total	130,039	133,953

WEST GERMANY
Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	6,837	6,270
Bertone	555	212
BL	2,673	2,263
BMW	90,518	73,383
Daihatsu	3,354	3,205
Fiat Auto	56,832	55,519
Ford	172,154	136,368
General Motors	276,319	235,910
Honda	18,226	16,934
Isuzu	354	.....
Lada	4,592	3,559
Mazda	31,284	21,422
Mercedes-Benz	132,427	125,608
Mitsubishi	21,580	18,464
Nissan	24,571	22,073
Nuovo Innocenti	.....	335
Peugeot SA	52,933	54,480
Citroen	24,502	23,857
Peugeot	14,624	13,614
Talbot	13,807	17,009

Continued on Page 61, Col. 3

His hands are full—of awards

Broadway AMC/Jeep/Renault, Littleton, Colo., has been named the top Jeep dealership in the U. S. out of approximately 1,700 Jeep outlets nationwide, AMC announced. Joseph Cappy, left, AMC vice president of marketing, presented the award to dealership owner Gerald Morris at the company's 1984 New-Car Show in Reno. Morris was also given the No. 1 Dealer in the Western Region award and the Top 20 Sales Leader trophy.

factories list auction dates

American Motors

Oct. 11—Aptco Auto Auction, Taylor, Mich.

Oct. 12—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 13—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Oct. 18—D-A Auto Auction, New Stanton, Pa.

Oct. 19—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Oct. 20 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 21—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 11 Aptco Auto Auction, Taylor, Mich.

Oct. 12—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Oct. 12—Clanton's Auto Auction, Darlington, S. C.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 10—Arena Auto Auction, Chicago, Ill.

Oct. 11—Dallas Auto Auction, Dallas, Tex.

Oct. 12—Atlanta Auto Auction, Red Oak, Ga.

Oct. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 18—Southern Auto Auction, E. Windsor, Conn., and Ohio Auto Auction, Columbus, O.

Oct. 19 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 20—Nashville Auto Auction, Nashville, Tenn.

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Used Car Sales

Auction Averages

October to date	$4,864
Month ago	$5,111
Year ago	$4,481

Model breakdown

Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1983	$ 9,838	$ 9,960	$10,166
1982	7,248	7,529	7,702
1981	5,925	6,179	6,158
1980	4,854	5,193	5,129
1979	4,315	4,613	4,577
1978	3,132	3,405	3,579
1977	2,530	2,523	2,781
1976	1,922	1,811	1,925
Overall Average	$ 4,864	$ 5,190	$ 5,159

REGISTRATIONS OVERSEAS

Continued from Page 42

Porsche	7,001	5,960
Renault	50,331	52,480
Saab	2,094	1,528
Skoda	906	743
Subaru	2,998	1,945
Suzuki	7,017	5,624
Tovota	27,829	21,280
VAG	404,818	376,779
Audi	102,375	71,943
Volkswagen	302,443	304,836
Volvo	8,684	6,505
Others	821	836
Total	1,408,100	1,249,685

HOLLAND
Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	2,355	2,414
AMC	17	23
BL	5,051	4,040
BMW	10,172	8,964
Chrysler	34	34
Daihatsu	2,751	993
Fiat Auto	18,467	13,940
Ford	32,153	26,344
FSO	53	48
General Motors	47,536	41,851
Honda	6,972	9,810
Hyundai	2,240	1,152
Lada	5,660	5,070
Mazda	11,748	8,878
Mercedes-Benz	5,545	4,833
Mitsubishi	9,299	8,526
Nissan	14,560	10,122
Peugeot SA	32,145	32,501
Citroen	14,840	14,330
Peugeot/Talbot	17,305	18,171
Porsche	142	121
Renault	17,818	20,189
Saab	2,451	2,076
Seat	296	.....
Skoda	1,773	648
Subaru	2,317	577
Suzuki	6,543	3,740
Toyota	13,226	10,636
VAG	23,449	22,914
Volvo	14,636	9,500
Zastava	1,040	562
Total	230,483	250,540

AUSTRIA
Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	1,521	1,510
BL	266	386
BMW	5,101	4,329
Daihatsu	542	177
Fiat Auto	7,798	7,052
Ford	11,392	9,004
General Motors	19,275	16,755
Honda	2,376	1,401
Lada	923	1,118
Mazda	14,697	10,218
Mercedes-Benz	4,335	2,581
Mitsubishi	2,398	2,066
Nissan	9,034	5,880
Peugeot SA	8,640	8,613
Citroen	3,671	3,629
Peugeot/Talbot	4,969	4,984
Porsche	301	232
Renault	6,325	6,701
Saab	284	295
Seat	18	.....
Skoda	537	144
Subaru	1,996	1,509
Suzuki	539	426
Toyota	6,290	3,683
VAG	27,992	23,447
Volvo	2,151	1,681
Others	16	73
Total	134,747	109,281

SWITZERLAND
Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	4,301	4,800
AMC	169	181
Bertone	115	53
BL	1,430	1,455
BMW	6,504	7,860
Daihatsu	653	595
Ferrari	122	125
Fiat Auto	13,340	14,980
Ford	15,882	13,801
General Motors	20,969	23,005
Honda	3,868	5,202
Isuzu	321	.....
Lada	208	494
Mazda	8,025	8,438
Mercedes-Benz	3,223	3,611
Mitsubishi	5,336	4,133
Nissan	9,433	8,345
Peugeot SA	14,612	14,685
Citroen	6,237	6,392
Peugeot	6,381	5,611
Talbot	1,994	2,682
Pininfarina	138	52
Porsche	875	960
Renault	8,667	12,289
Saab	747	756
Skoda	159	124
Subaru	4,007	4,146
Suzuki	2,149	2,663
Toyota	11,333	10,657
VAG	23,186	22,093
Volvo	3,827	3,332
Others	141	125
Total	163,800	169,003

DENMARK
Cars

	6 mos., 1983	6 mos., 1982
Alfa Romeo	158	94
AMC	1	12
BL	55	311
BMW	1,261	1,088
Dacia	131	.....
Daihatsu	1,603	575
Fiat Auto	2,902	2,506
Ford	9,439	8,064
FSO	315	187
General Motors	8,863	7,422
Honda	728	389
Lada	2,943	2,915
Mazda	6,451	4,971
Mercedes-Benz	416	532
Mitsubishi	619	593
Nissan	4,400	1,755
Peugeot SA	4,584	3,568
Citroen	2,456	1,659
Peugeot	443	206
Talbot	1,685	1,703
Renault	332	397
Saab	1,242	1,100
Skoda	4,150	4,308
Subaru	164	133
Toyota	6,085	3,041
Trabant	82	1
VAG	3,076	3,035
Volvo	2,364	1,920

PRODUCTION OVEREAS

JAPAN
Cars

	6 mos., 1983	6 mos., 1982
Daihatsu	96,012	67,503
Fuji	112,789	100,219
Honda	421,464	441,455
Isuzu	56,521	60,329
Mitsubishi	259,856	304,818
Nissan	921,456	897,268
Suzuki	58,001	39,656
Toyo Kogyo	447,266	427,719
Toyota	1,193,288	1,146,117
Total	3,566,662	3,485,284

Trucks, buses

Daihatsu	172,628	165,958
Fuji	153,469	151,127
Hino	25,629	32,966
Honda	92,577	72,917
Isuzu	124,566	144,037
Mitsubishi	232,169	193,620
Nissan	328,941	315,444
Nissan Diesel	16,969	18,904
Suzuki	254,059	250,007
Toyo Kogyo	148,429	141,466
Toyota	462,452	471,462
Others	358	414
Total	2,012,246	1,958,322
Total vehicles	5,578,908	5,443,606

FRANCE
Cars

	6 mos., 1983	6 mos., 1982
Peugeot SA	730,936	689,363
Citroen	311,043	274,888
Peugeot	312,022	291,683
Talbot	107,871	122,792
Renault	884,233	728,896
Total	1,615,169	1,418,259

Trucks, buses

CBM	39	60
Peugeot SA	74,046	74,532
Citroen	17,250	15,657
Peugeot	45,300	51,391
Talbot	11,226	7,484
Renault	128,222	123,943
Sovam	35	48
Unic	3,731	3,305
Total	206,073	201,888
Total vehicles	1,821,242	1,620,147

UNITED KINGDOM
Cars

	5 mos., 1983	5 mos., 1982
BL	190,891	195,068
Austin Rover	172,837	179,466
Jaguar	12,207	9,804
Range Rover	5,847	5,798
Carbodies	963	598
DeLorean	.....	1,287
Ford	138,108	140,691
Lotus	226	242
Reliant	39	39
Rolls-Royce	713	1,165
Talbot	55,664	20,026
TVR	99	50
Vauxhall	58,478	44,405
Others	290	247
Total	445,471	403,818

Trucks, buses

Bedford	21,082	22,521
BL	38,327	37,079
Austin Rover	12,446	7,946
Freight Rover	7,952	5,866
Land Rover	12,823	17,129
Leyland Veh.	5,106	6,138
ERF	669	862
Foden	281	279
Ford	46,387	48,068
Hestair Dennis	309	361
Karrier	2,068	3,044
Metro Cammell Weymann	164	134
Reliant	27	.....
Seddon Atkinson	520	757
Others	338	236
Total	110,172	113,341
Total vehicles	555,643	517,159

SPAIN
Cars

	5 mos., 1983	5 mos., 1982
Citroen	54,869	40,446
Fasa-Renault	133,496	126,671
Ford	101,122	98,589
General Motors	88,199	.....
Seat	94,534	104,674
Talbot	25,124	25,433
Total	497,344	395,813

Trucks, buses

CAF	.....	146
Citroen	11,191	17,603
Enasa	6,185	5,215
Fasa-Renault	14,581	13,864
Ford	2,758	3,350
Hispavinsa	1,345	1,372
Land Rover	9,213	5,801
Mercedes-Benz	3,974	6,076
Motor Iberica	8,525	7,912
Seat	10,427	1,043
Talbot	203	.....
Total	68,402	62,386
Total vehicles	565,746	458,199

Wartburg	601	96
Total	62,801	49,413

JAPAN
Cars

	6 mos., 1983	6 mos., 1982
Daihatsu	53,804	38,449
Fuji	34,942	36,412
Honda	111,860	115,921
Isuzu	30,383	29,278
Mitsubishi	87,462	124,589
Nissan	400,317	402,038
Suzuki	44,075	31,651
Toyo Kogyo	125,520	121,237
Toyota	580,968	578,879
Imports (all)	16,835	17,231
Total	1,486,166	1,495,685

FRANCE
Cars

	5 mos., 1983	5 mos., 1982
Alfa Romeo	12,300	11,963
BL	13,463	11,975
BMW	14,402	14,082
Ferrari	72	54
Fiat Auto	38,673	40,362
Ford	64,619	51,460
FSO	911	619
General Motors	34,805	20,035
Honda	3,415	3,480
Lada	10,367	9,042
Mazda	6,061	6,235
Mercedes-Benz	6,793	7,446
Mitsubishi	1,592	1,552
Nissan	7,227	6,646
Peugeot SA	287,049	285,208
Citroen	117,558	118,573
Peugeot	123,715	110,995
Talbot	45,776	55,640
Porsche	759	655
Renault	337,486	304,136
Rolls-Royce	6	4
Saab	312	54
Skoda	2,282	1,573
Toyota	6,025	4,123
VAG	52,654	53,598
Volvo	5,879	4,702
Zastava	868	329
Total	875,586	872,733

September rise is 7th in row

Model-year sales climb 16.8 pct.

Continued from Page 2

was up 14.84 percent, to 1,481,382 from 1,289,983. Chrysler Corp. sales of 819,209 units were up 24.36 percent from 658,720. American Motors climbed 84.30 percent, to 183,005 from 99,300. Volkswagen was off 22.58 percent, to 83,150 from 107,396.

Shares of the domestic market were readjusted over the past model year, with Chrysler and AMC showing improvements and Honda becoming a factor for the first time. Chrysler was up to 12.65 percent from 11.88 percent in the '82 model year. AMC grew to 2.83 percent from 1.79 percent. Ford dropped to 22.88 percent from 23.27 percent. GM slipped below the 60-percent mark, to 59.86 percent from 61.12 percent. VW skidded to 1.28 percent from 1.94 percent, and Honda picked up 0.50 percent its first model year on the domestic chart.

• The September domestic sales gain included plusses for all the auto makers except VW. Ford Motor Co. showed the greatest improvement, with a gain of 21.13 percent. Ford sales climbed to 133,442 from 110,166 a year earlier. Chrysler was up 15.97 percent in its 13th consecutive month of improved sales, moving up 64,061 from 55,237. GM was up 4.18 percent to 314,315 from 301,692.

American Motors reported sales of 14,105 AMC and Renault domestic products, up 14.28 percent from 12,343 the preceding year. VW was down 18.83 percent, to 7,317 from 9,014, and Honda reported a September total of 5,067.

In September, GM earned 58.39 percent of the domestic market, down from 61.76 percent a year earlier. Ford claimed 24.79 percent, up from 22.55 percent. Chrysler moved up to 11.90 percent from 11.31 percent. AMC held 2.62 percent compared with 2.53 percent the preceding year; VW dropped to 1.36 percent from 1.85 percent, and Honda had 0.94 percent.

In the ninth month, six U. S. makes suffered sales losses: Plymouth was down 7.41 percent; Imperial was down 77.54 percent; Buick was down 8.52 percent; Chevrolet was down 2.87 percent; AMC was down 63.19 percent, and VW was down 18.83 percent.

On the other hand, Chrysler was up 32.88 percent, Dodge was up 25.12 percent, Ford was up 16.88 percent, Mercury was up 34.17 percent and Lincoln was up 18.31 percent. Cadillac stayed ahead by 2.38 percent, Oldsmobile climbed 19.20 percent, Pontiac was up 22.06 percent and Renault was up 67.16 percent.

The September market-class breakdown featured U. S. intermediates beating out the imports for the largest share of the market. Intermediates claimed 29.52 percent; imports had 23.59 percent; compacts had 16.37 percent; subcompacts had 12.34 percent; standards had 12.10 percent, and luxury models had 6.08 percent.

Small inventories was a reason offered by some of the major importers for their September-to-September declines.

Top-seller Toyota plunged 34.03 percent, bringing its year-to-date total closer to its 1982 level. Second-place Nissan captured the high spot through sales of 39,951 in September compared with 24,882 for Toyota. Nissan sales so far this calendar year are 411,202 compared with 407,511 for Toyota. A year ago Nissan had 355,351 and Toyota claimed 400,775.

Honda was down 6.38 percent in September, though if its U. S.-built products were included, it would have been up 11.03 percent. Mazda and Subaru stayed close to their year-ago sales.

Jaguar extended its winning streak to 34 months and reported record sales of 1,276 luxury passenger cars in September compared with 797 a year ago. Mercedes was up 1.23 percent; Peugeot was up 11.53 percent; Volkswagen was down 22.97 percent; Audi was off 26.89 percent; Porsche was up 63.14 percent; Saab was up 12.74 percent, and Volvo was up 46.54 percent.

Import sales for the first nine months of this year were up 7.17 percent, to 1,803,613 from 1,682,929.

Domestic sales in the final September period were up 8.96 percent, to 241,198 from 221,369 last year.

GM was up 7.92 percent and earned 60.05 percent of the market. Ford was up 13.25 percent and had 24.32 percent of the market. Chrysler was up 2.65 percent with 11.31 percent of the market. AMC was up 51.57 percent and had 2.20 percent of the market. VW dropped 28.49 percent and had 1.57 percent of the market, and Honda held 0.55 percent of the market.

Year-to-date sales were up 16.86 percent, to 4,981,085 from 4,262,595.

Ford claims '83 lead for both cars, trucks

DETROIT.—Ford claimed its Escort and F-Series pickup were the best-selling car and truck in America in the 1983 model year. Ford said sales totaled 323,900 Escorts and 412,911 F-Series pickups.

Ford said Bronco led the large-utility segment (40,719) and Econoline topped all industry vans (153,477). Ford claimed leadership in cars and trucks in 1982, the only other year when there was a double championship.

U. S. CAR SALES BY MARKETING UNITS

	September, 1983	September, 1982	9 Months, 1983	9 Months, 1982
Chevrolet	102,683	105,712	997,994	951,663
Ford	87,020	74,450	764,706	693,502
Oldsmobile	78,938	66,225	740,037	584,379
Buick	64,006	69,967	619,811	532,387
Toyota	24,882	37,718	407,511	400,775
Pontiac	46,339	37,959	391,083	360,993
Nissan	39,951	41,090	411,202	355,351
Honda	32,314	29,105	297,920	279,511
Mercury	35,254	26,276	300,830	298,608
Dodge	28,640	25,621	277,790	232,380
Plymouth	21,637	25,981	240,380	232,089
Cadillac	22,349	21,829	214,667	173,844
VW of America	16,492	20,274	170,589	168,355
Chrysler/Imperial	22,054	16,711	194,827	129,208
Mazda	14,585	14,232	133,110	121,968
Subaru	13,344	13,393	120,867	111,459
AMC-Renault	16,915	15,032	169,479	101,489
Lincoln	11,168	9,940	76,689	64,431
Volvo	5,935	4,050	69,721	59,972
Mercedes-Benz	5,342	5,277	53,471	47,579
BMW	5,408	4,606	43,141	38,032
Saab	1,531	1,358	19,751	13,692
Isuzu	2,053	1,599	15,758	10,774
Fiat	.....	750	5,002	13,327
Peugeot	1,238	1,110	11,103	10,850
Jaguar	1,276	797	11,242	6,880
Mitsubishi	2,894	.....	23,199	.....
DeLorean	.....	271	355	2,465
Alfa Romeo	222	218	2,466	1,561
TOTAL	704,470	671,051	6,784,698	5,945,524

IMPORTED CAR SALES

	Sept., 1983	Sept., 1982	9 Mos., 1983	9 Mos., 1982
Alfa Romeo	222	218	2,466	1,561
Audi	3,241	4,433	34,620	34,651
BMW	5,408	4,606	43,141	38,032
Conquest/Challenger	831	1,262	12,277	11,645
Plymouth Colt	3,234	5,290	25,535	31,176
Dodge Colt	3,411	4,880	28,943	32,144
DeLorean	.....	271	355†	2,465
Fiat	.....	649	4,489	12,566
Honda	27,247	29,105	265,522	279,511
Isuzu	2,053	1,599	15,758	10,774
Jaguar	1,276	797	11,242	6,880
Lancia	.....	101	513	781
Mazda	14,585	14,232	133,110	121,968
Mitsubishi	2,894	.....	23,199	.....
Mercedes-Benz	5,342	5,277	53,471	47,579
Nissan	39,951	41,090	411,202	355,351
Peugeot	1,238	1,110	11,103	10,850
Porsche	1,279	784	18,518	9,739
Renault	2,810	2,680	26,413	28,996
Saab	1,531	1,358	19,751	13,692
Conquest/Sapporo	723	1,644	9,990	10,040
Subaru	13,344	13,393	120,867	111,459
Toyota	24,882	37,718	407,511	400,775
Vista	71	.....	72	.....
Volkswagen	4,655	6,043	55,824	59,342
Volvo	5,935	4,050	69,721	59,972
TOTAL	166,163	182,599	1,803,613	1,682,929

† Estimate

Where Auto Market was in September

	Total Sales	Pct. of Total
SUBCOMPACT	86,900	12.34
COMPACT	115,344	16.37
INTERMEDIATE	207,955	29.52
STANDARD	85,287	12.10
LUXURY	42,812	6.08
IMPORT	166,163	23.59
TOTAL	704,470	100.00

DOMESTIC CAR SALES

	Sept. 21-30, 1983	Same Period, 1982	Sept., 1983	Sept., 1982	YTD, 1983	YTD, 1982
Renault Alliance	.....	.....	7,778	6,837	101,351	6,837
Renault Encore	.....	.....	3,651	.....	3,651	.....
RENAULT	.....	.....	11,429	.....	105,002	.....
Spirit	.....	.....	132	839	4,105	13,800
Concord	.....	.....	139	2,086	11,127	25,420
Eagle	.....	.....	2,405	2,581	22,831	26,436
AMC	.....	.....	2,676	5,506	38,063	65,656
AMERICAN MOTORS*	5,305	3,500	14,105	12,343	143,065	72,493
Horizon	1,903	1,623	4,358	3,315	39,852	35,898
Turismo/TC-3	1,311	1,620	2,812	3,316	27,418	30,043
Reliant	3,790	5,694	9,999	11,466	123,499	108,504
Gran Fury	111	362	466	950	14,040	16,428
Total Plymouth	7,115	9,299	17,635	19,047	204,809	190,873
LeBaron	.....	.....	.....	.....	.....	912
LeBaron K	2,580	4,128	5,964	8,363	61,020	68,117
Laser	507	.....	863	.....	925	.....
Cordoba	149	790	389	1,792	9,848	42,107
New Yorker 5th Ave.	1,662	2,915	4,372	6,418	61,018	46,043
E-Class	1,601	.....	3,556	.....	27,488	.....
New Yorker E	3,187	.....	6,879	.....	33,375	.....
Total Chrysler	9,686	7,831	22,023	16,573	193,674	127,179
Total Imperial	9	66	31	138	1,153	2,029
Omni	1,899	1,394	3,953	2,782	35,789	29,948
Charger/024	1,968	1,647	4,036	3,458	34,925	30,962
Daytona	454	.....	750	.....	802	.....
Aries	3,140	3,969	8,663	7,893	91,998	80,424
Dodge 400	714	1,301	1,730	2,800	23,941	20,940
Diplomat	256	692	739	1,730	20,708	20,503
Mirada	141	375	312	816	3,961	5,814
Dodge 600	1,997	.....	4,189	.....	24,418	.....
Total Dodge	10,469	9,378	24,372	19,479	236,542	188,591
C-P Division	16,810	17,196	39,689	35,758	399,636	320,081
CHRYSLER CORP.	27,279	26,574	64,061	55,237	636,178	508,672
EXP	370	1,228	1,041	2,942	17,598	30,148
Escort	10,251	12,223	21,036	27,959	247,715	261,482
Tempo	7,712	.....	19,668	.....	70,986	.....
Mustang	2,891	4,884	7,183	10,365	85,931	89,337
Fairmont	1,398	6,818	1,761	10,469	37,521	98,908
Granada	.....	2,801	.....	6,024	3,751	83,100
Thunderbird	5,405	2,114	13,734	5,752	92,429	35,838
LTD '83	6,846	111	14,354	192	116,189	192
Crown Victoria	3,754	5,418	8,243	10,747	92,586	94,497
Ford Division	38,627	35,597	87,020	74,450	764,706	693,502
LN7	41	315	145	860	4,151	10,326
Lynx	2,588	2,799	5,367	7,375	62,011	78,008
Topaz	2,090	.....	5,641	.....	21,745	.....
Zephyr	.....	2,117	.....	4,116	11,583	32,320
Cougar	.....	1,279	.....	2,703	906	36,517
XR-7	3,650	716	10,563	2,390	61,037	13,296
Capri	708	1,103	1,695	2,640	16,839	22,619
Marquis '83	2,543	.....	5,041	.....	47,043	.....
Grand Marquis	3,181	3,275	6,802	6,192	75,515	55,522
Total Mercury	14,801	11,604	35,254	26,276	300,830	248,608
Continental	258	1,134	659	2,344	10,322	16,728
Lincoln	4,432	2,218	9,005	4,590	44,878	28,080
Mark VI	539	1,241	1,504	2,506	21,489	19,623
Total Lincoln	5,229	4,593	11,168	9,440	76,689	64,431
L-M Division	20,030	16,197	46,422	35,716	377,519	313,039
FORD MOTOR CO.	58,657	51,794	133,442	110,166	1,142,225	1,006,541
Skyhawk	2,050	2,365	4,136	6,764	55,956	32,952
Skylark	2,492	5,320	5,061	12,001	76,538	110,941
Century FD	5,659	4,080	13,430	10,987	103,018	68,087
Regal Sedan	2,773	3,521	6,112	6,497	57,516	58,855
Regal Coupe	5,100	7,593	13,741	14,503	120,427	108,241
LeSabre	5,020	5,236	10,635	9,803	112,010	80,187
Electra	3,274	3,065	6,413	5,942	58,206	42,114
Riviera	2,149	2,032	4,478	3,470	36,140	31,010
Buick Division	28,517	33,212	64,006	69,967	619,811	532,387
Cimarron	453	395	1,164	1,022	14,269	9,085
Seville	1,055	1,031	2,902	2,616	22,604	16,299
Cadillac	4,671	7,489	11,935	13,606	127,334	108,477
Eldorado	2,239	2,590	6,348	4,585	50,480	39,983
Cadillac Division	8,418	11,505	22,349	21,829	214,687	173,844
Chevette	4,830	7,429	13,313	23,441	134,180	182,137
Cavalier	9,329	4,425	19,518	13,437	184,390	89,485
Citation	2,512	4,709	5,677	12,826	73,800	144,122
Camaro	6,053	4,688	13,210	12,055	132,247	140,091
Celebrity	7,411	4,343	16,776	11,063	120,759	66,117
Malibu	1,999	3,654	4,886	6,823	81,247	84,222
Monte Carlo	4,684	4,003	9,668	7,086	74,413	74,502
Chevrolet	8,924	10,051	17,429	17,450	176,043	153,486
Corvette	877	650	2,206	1,531	20,915	17,501
Chevrolet Division	46,619	43,952	102,683	105,712	997,994	951,663
Firenza	1,464	1,214	2,997	3,860	34,322	19,562
Omega	1,179	2,155	2,448	5,892	40,012	56,194
Cutlass Ciera	8,030	4,407	17,331	11,651	132,398	76,380
Cutlass Supreme	12,375	9,835	26,091	19,637	243,348	209,441
Olds 88	7,657	6,739	15,710	14,234	173,630	135,866
Olds 98	5,044	3,798	10,586	8,414	86,797	62,225
Toronado	1,940	1,347	3,775	2,537	29,130	24,711
Oldsmobile Division	37,689	29,492	78,938	66,225	740,037	584,379
Fiero	1,925	.....	2,015	.....	2,015	.....
1000	1,135	1,634	2,975	4,901	26,817	39,788
2000	2,662	2,411	5,303	7,098	65,290	42,829
Phoenix	664	1,222	1,555	3,202	19,883	37,668
Firebird	3,059	2,332	6,712	5,881	66,435	78,743
6000	4,168	2,525	8,317	6,261	64,494	35,466
Bonneville	4,400	3,258	8,325	5,690	63,321	57,382
Grand Prix	3,972	2,673	7,977	4,926	68,369	64,941
Pontiac	1,613	.....	3,160	.....	14,459	4,176
Pontiac Division	23,598	16,055	46,339	37,959	391,083	360,993
GENERAL MOTORS	144,841	134,216	314,315	301,692	2,963,612	2,603,266
VOLKSWAGEN	3,784	5,285	7,317	9,014	63,607	71,623
HONDA	1,332	.....	5,067	.....	32,398	.....
DOMESTIC TOTAL	241,198	221,369	538,307	488,452	4,981,058	4,262,595
IMPORT TOTAL	.....	.....	166,163	182,599	1,803,613	1,682,929
INDUSTRY TOTAL	.....	.....	704,470	671,051	6,784,698	5,945,524

*—AMC does not issue a breakdown for ten-day periods.

It's more than full-year total for 1982

5-millionth car of 1983 assembled

By Mary Beth Mayer
Staff Writer

Last Wednesday (Oct. 5), the domestic auto makers assembled the year's 5-millionth car — a production point that was never reached in 1982. Last year's 12-month total was 4,973,870.

So far this year, there have been 5,081,757 cars completed, a 27.08 percent gain from 3,999,024 units finished in the comparable 1982 period.

The manufacturers wrapped up September production with 629,056 units, up a substantial 48.00 percent over 425,047 finished during September last year. It was the highest total for the month since 741,768 cars were built in 1978.

During the third quarter, the makers built 1,574,183 cars, up 29.53 percent from last year's 1,215,347. It was the highest output for the third quarter since 1,651,965 units in 1979.

Last week, the manufacturers slated production of 166,142 cars, 2.23 percent ahead of the previous week's 162,520 and 102.13 percent more than 82,197 built in the year-ago week.

Last week's estimated total is the most for any week since 172,443 cars were completed the week ending May 16, 1981.

Breakdown for last week by company was: General Motors, 58.96 percent; Ford Motor Co., 21.93 percent; Chrysler Corp., 14.20 percent; American Motors, 2.71 percent; Volkswagen of America, 1.42 percent, and Honda, 0.78 percent.

Sixteen auto production facilities put in overtime last week.

GM had six plants operating two shifts on Saturday (Oct. 8). They were: Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (G, B and D lines), Lansing and Linden (N. J.). Working one shift that day was GM's Bowling Green (Ky.) Corvette plant.

Six Ford facilities worked overtime last week. Edison (N. J.), Kansas City and St. Louis worked daily and Saturday overtime, while Chicago, Lorain (O.) and Wayne (Mich.) put in extra daily hours.

This week, seven Ford facilities will be working extra hours. Scheduled to operate Saturday (Oct. 15) are the Edison and St. Louis points. Working daily overtime this week are the Atlanta, Chicago, Dearborn, Lorain and Wayne plants.

Daily overtime was logged at three Chrysler points — Belvidere (Ill.), Jefferson (Detroit) and Newark (N. J.). Those three Chrysler plants are scheduled to work both daily and Saturday overtime this week.

Canadian truck output sets record for third quarter

Third-quarter truck production in Canada was an alltime high for that period.

During the year's third three months, 116,640 trucks were completed, up 18.93 percent from 98,076 built in the year-ago period. The next best third quarter ever was in 1977 when 113,729 units were assembled.

Year-to-date, truck production stands at 404,401, 4.34 percent better than 387,591 finished at this time last year.

In September, the manufacturers built 52,021 trucks, 49.39 percent more than 34,823 in the year-ago month and the highest September sum since 1977 when 55,750 units were completed.

Last week's truck output was targeted at 11,862, a 6.52 percent decline from the 12,689 units finished the previous week but 192.97 percent better than the year-ago total of 4,049.

Third-quarter auto production totaled 177,222 units, down 3.81 percent from the 184,233 cars completed in the comparable 1982 quarter.

So far this year, 734,054 cars have been assembled, up 9.58 percent from 669,932 finished in the year-ago period.

At 72,925, September car production was the best since 74,445 units were built in that month in 1980 and was 2.63 percent over the 71,062 in the year-ago month.

Last week's estimated car output was 19,021, up slightly from 18,893 units the week before, but nearly four times the year-ago week's total of 5,128.

Ford Motor Co.'s St. Thomas (Ont.) facility is scheduled to reopen today (Oct. 10) after several weeks of retooling to add production of full-size Crown Victoria and Grand Marquis cars to the Escort/Lynx subcompacts already built there.

Chrysler Corp.'s Windsor (Ont.) facility began production of the Dodge Caravan, Mini Ram Van and Plymouth Voyager Friday, Oct. 7. Official drive-off ceremonies will be held Nov. 2, a spokesman said.

NADA to feature 2nd exhibit hall at Dallas convention

WASHINGTON. — For the first time in its 67-year history, the NADA Convention and Exposition, to be held Feb. 4-7 in Dallas, will include a second exhibition hall devoted entirely to one product.

While NADA's convention in Las Vegas last year set a record level for exhibit floor space, the 1984 total of 137,000 exceeds that by 23,000 square feet.

The unprecedented demand for additional space has resulted in an exhibit hall featuring only van conversions. Over 200 automotive and automotive-related services and manufacturers have reserved space in the Dallas Convention Center.

Truck production in month, quarter highest since '78

Domestic truck production totals for September and the third quarter of 1983 were the best in five years.

Last month, production reached 230,349 units, a 55.28 percent gain from 148,349 built in the same month last year. It was the highest sum for that month since 1978, when 300,115 trucks were produced.

Output for the third quarter was 585,383, up 29.31 percent from 452,727 in the comparable 1982 period. The quarter topped all third quarters since that of 1978 when 856,513 trucks were finished.

Year-to-date, the truck makers have produced 1,764,845 units, a 16.01 percent gain from 1,521,365 assembled in the year-ago period.

Last week's output was targeted at 57,076, up 5.94 percent from 53,878 completed in the previous week and 131.84 percent more than the 24,619 units assembled in the year-ago period.

Last week's total is the most for any week since 58,483 trucks were built in the week ending July 14, 1979.

Saturday (Oct. 8) overtime was scheduled at General Motors' Lordstown, Pontiac and St. Louis truck points.

Ford Motor Co. had six facilities on daily and Saturday overtime last week. Working extra hours were: Kansas City, Lorain, Louisville, Norfolk, Michigan and Twin Cities.

Chrysler Corp.'s Warren, (Mich.) plant began working a second shift last week, calling back 1,300 people.

This week, Ford plans extra daily hours at its Louisville and Michigan points and Saturday (Oct. 15) overtime at its plants in Kansas City, Lorain, Norfolk and Twin Cities.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 8, 1983	Week Ended Oct. 9, 1982	Week Ended Oct. 1, 1983	Sept. Total	Jan. 1 to Oct. 9, 1982	Jan. 1 to Oct. 8, 1983
CHEVROLET	18,852	9,437	17,953	80,221	527,637	610,851
DODGE	2,000	265	2,498	11,812	100,194	104,500
FORD	24,420	8,452	21,564	91,549	549,396	695,127
GMC	6,117	2,630	6,114	24,075	185,763	197,674
INTERNATIONAL	1,187	1,035	1,177	4,332	37,803	38,672
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,750	1,750*	2,807	11,539	66,589*	70,351
NISSAN	700	.....	715	2,511	.....	5,271
AM GENERAL	50*	50*	50*	210*	1,880*	1,920*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,200*	44,000*	38,400*
Total Trucks, U. S.	57,076	24,619	53,878	230,349	1,521,365	1,764,845

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 8, 1983	Week Ended Oct.9, 1982	Week Ended Oct. 1, 1983	Sept. Total	Jan. 1 to Oct. 9, 1982	Jan. 1 to Oct. 8, 1983
CHRYSLER CORP	2,652	1,331	2,735	11,154	81,512	97,303
FORD MOTOR	3,400	231	3,428	14,321	106,886	105,762
GENERAL MOTORS	5,680	1,925	6,397	26,140	190,767	197,069
INTERNATIONAL	130	562	129	406	8,426	4,267
Total Trucks, Canada	11,862	4,049	12,689	52,021	387,591	404,401
N. American Trucks	68,938	281,668	66,567	282,370	1,908,956	2,169,246

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Oct. 8, 1983	Week Ended Oct.9, 1982	Week Ended Oct. 1, 1983	Sept. Total	Jan. 1 to Oct. 9, 1982	Jan. 1 to Oct. 8, 1983
AMERICAN MOTORS	4,500	3,760*	4,447	20,322	66,709*	147,549
AMC Total	.....	760*	.....	.....	43,009*	4,071
Concord	.....	.....	.....	.....	.....	3
Eagle	.....	.....	.....	.....	.....	4,068
Renault Total	4,500	3,000*	4,447	20,322	23,700*	143,478
Alliance	2,900	3,000*	2,978	13,386	23,700*	121,457
Encore	1,600	.....	1,469	6,936	.....	17,521
CHRYSLER CORP.	23,600	15,221	23,361	84,868	462,040	666,418
Plymouth Total	7,700	6,470	7,004	28,587	185,997	236,354
Horizon	3,200	2,297	3,097	12,768	60,941	89,063
Reliant	4,300	4,116	3,732	15,243	124,223	143,314
Caravelle	100	57	124	490	833	3,791
Gran Fury	100	.....	51	86	.....	186
Chrysler Total	6,200	2,427	6,735	22,250	91,193	161,834
LeBaron	2,100	1,396	2,201	7,252	82,245	66,995
Laser	900	.....	922	3,469	.....	7,310
Chrysler	2,400	1,031	2,882	10,208	8,948	85,408
Fifth Avenue	800	.....	730	1,321	.....	2,121
Dodge Total	9,700	6,324	9,622	34,031	184,850	268,230
Omni	3,700	2,218	3,496	12,821	57,000	98,362
Aries	3,500	3,153	3,604	12,469	96,130	107,964
Daytona	800	.....	833	2,992	.....	5,550
Dodge 400	.....	447	.....	.....	25,658	18,478
Dodge 600	1,600	506	1,557	5,527	6,062	37,554
Diplomat	100	.....	132	222	.....	322
FORD MOTOR	36,437	13,047	37,201	144,358	838,756	1,149,362
Ford Division	26,621	7,014	26,901	98,758	527,438	740,538
Escort	7,699	1,051	8,368	28,981	210,389	206,032
Fairmont	.....	.....	.....	.....	94,744	23,728
Mustang	3,360	1,758	2,890	8,131	101,414	86,659
LTD/Granada	4,015	4,044	3,930	16,392	86,103	131,549
Thunderbird	4,637	.....	4,571	16,769	29,326	147,440
Crown Victoria/Ford	2,358	.....	2,056	9,160	.....	72,417
EXP	.....	161	.....	.....	5,462	1,184
Tempo	4,552	.....	5,086	19,325	.....	71,529
L-M Division	9,816	6,033	10,300	45,600	311,318	408,824
Mercury Total	9,720	3,957	10,300	39,480	237,257	327,121
Lynx	1,801	380	2,003	7,109	65,742	57,933
Capri	659	488	999	2,759	28,157	18,655
Zephyr	.....	.....	.....	.....	30,433	8,601
Marquis/Cougar	1,493	1,570	1,866	6,382	40,458	56,103
Cougar/XR7	2,585	.....	2,863	11,982	10,580	94,156
Gr. Marquis/Marquis	1,844	1,481	1,614	7,338	60,462	72,127
LN7	.....	38	.....	.....	1,425	290
Topaz	1,338	.....	955	3,910	.....	19,256
Lincoln Total	96	2,076	.....	6,120	74,061	81,703
Continental	19	415	.....	.....	15,339	8,812
Lincoln	24	1,209	.....	6,120	34,391	52,647
Mark VI	53	452	.....	.....	24,331	20,244
GENERAL MOTORS	97,955	48,687	94,081	365,358	2,566,804	3,011,022
Buick Division	22,028	12,401	19,912	81,824	596,481	681,862
Skylark	3,720	475	3,780	15,648	113,501	84,565
Skyhawk J	1,255	1,532	1,282	5,262	53,634	54,732
Century	4,249	687	5,222	18,100	93,126	127,222
Regal	4,860	3,984	4,116	18,930	163,703	188,433
Buick	6,461	4,230	4,274	18,794	140,978	188,132
Riviera	1,483	1,493	1,238	5,090	31,539	38,778
Cadillac Division	7,786	6,016	7,200	27,486	182,097	234,404
Cimarron	420	523	579	1,877	5,648	15,587
Seville	905	605	749	3,127	17,017	26,819
Eldorado	1,735	1,357	1,435	5,895	43,921	57,628
Cadillac	4,726	3,531	4,437	16,587	115,511	134,370
Chevrolet Division	31,648	13,946	30,631	114,762	827,534	980,953
Chevette	4,060	.....	4,706	18,860	170,544	147,318
Cavalier	7,636	3,567	7,876	13,212	70,450	231,077
Celebrity	4,885	1,425	3,781	25,700	55,624	105,755
Camaro	4,865	205	4,201	14,509	179,030	147,640
Citation	1,945	2,537	1,945	7,696	137,658	77,014
Malibu/El Camino	598	2,880	711	2,830	96,939	102,193
Monte Carlo	3,822	2,237	3,110	13,047	59,479	82,747
Chevrolet	2,967	489	3,611	16,176	35,302	67,026
Corvette	870	606	690	2,732	22,508	20,183
Oldsmobile Division	24,501	12,580	24,732	97,035	600,595	792,913
Omega	1,340	.....	1,350	5,844	64,047	45,481
Firenza	915	602	897	3,902	36,342	36,179
Cutlass	7,440	4,792	7,749	29,221	160,724	234,244
Cutlass/Ciera	5,400	.....	5,730	23,028	96,068	164,178
Oldsmobile	8,304	6,115	8,103	31,289	217,800	280,655
Toronado	1,102	1,071	903	3,751	25,614	32,176
Pontiac Division	11,992	3,744	11,606	44,251	360,097	320,890
Acadian†	.....	.....	221	573	9,123	16,022
2000	3,362	947	3,134	13,413	32,919	82,806
1000	1,000	.....	980	3,857	29,791	34,996
Firebird	2,835	144	2,796	8,070	107,209	73,813
Phoenix	500	566	505	1,991	39,301	20,589
G. Prix/Bonneville	1,947	1,926	1,833	7,829	111,551	77,156
Parisienne	848	.....	618	3,317	.....	6,446
Fiero	1,500	.....	1,519	5,201	.....	9,062
6000	.....	139	.....	.....	30,203	.....
HONDA	1,300	.....	1,085	4,636	.....	36,003
VOLKSWAGEN	2,350	1,482	2,345	9,514	62,552	71,403
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	166,142	82,197	162,520	629,056	3,999,024	5,081,757

CANADIAN CAR PRODUCTION

	Week Ended Oct. 8, 1983	Week Ended Oct.9, 1982	Week Ended Oct. 1, 1983	Sept. Total	Jan. 1 to Oct. 9, 1982	Jan. 1 to Oct. 8, 1983
AMERICAN MOTORS	480	844	574	2,400	24,954	21,720
CHRYSLER CORP.	.....	.....	.....	.....	126,350	103,857
FORD MOTOR	5,700	568	5,890	29,655	230,986	199,877
GENERAL MOTORS	12,616	3,536	12,204	39,925	279,670	400,915
VOLVO	225	180	225	945	7,972	7,685
Total Cars, Canada	19,021	5,128	18,893	72,925	669,932	734,054
N. American Cars	185,163	87,325	181,413	701,981	4,668,956	5,815,811
N. American Trucks	68,938	28,668	66,567	282,370	1,908,956	2,169,246
North American Cars and Trucks	254,101	115,993	247,980	984,351	6,577,912	7,985,057

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Don't raise ceiling on car imports, Chrysler warns

GM plans complicate U.S.-Japan trade talks

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — U. S. efforts to negotiate with Japan on how many cars will be allowed into the United States under a fourth year of export restraints are being complicated by General Motors' so-called "Japanese strategy."

Last week Chrysler Corp. put heavy pressure on the U. S. Government to stop GM's import plans and hold the line on Japanese imports. Chrysler threatened to import its own small Japanese cars to replace its American-built cars, costing more than 20,000 jobs, if the import restraints are raised or eliminated.

The Reagan Administration is already said to be concerned over a standstill in U. S.-Japanese agricultural trade talks. If these concerns are linked to the Voluntary Restraint Agreement negotiations, resolution of the auto restraint question may be delayed until after President Reagan's Japan visit next month, trade sources say.

GM's plan to import up to 200,000 Isuzu and Suzuki small cars hinges on whether the Administration settles for an increase in the present ceiling of 1.68 million Japanese cars per year.

The Japanese are said to want a 2.2 million ceiling that would allow them to hold 22 percent of the American market. That number would easily accommodate GM's imports.

GM needs the Japanese cars to improve its sales in the small-car field. Chevette has been around since the 1976 model year, and GM's own replacement for it is years away.

The Japanese cars won't help GM's overall CAFE rating, however, since captive imports aren't counted in the fleet average. (GM owns 34 percent of Isuzu and 5 percent of Suzuki.)

The status of the proposed GM-Toyota small car has not been decided as far as CAFE ratings are concerned. GM and Toyota want to build 200,000 cars a year in a GM plant in California.

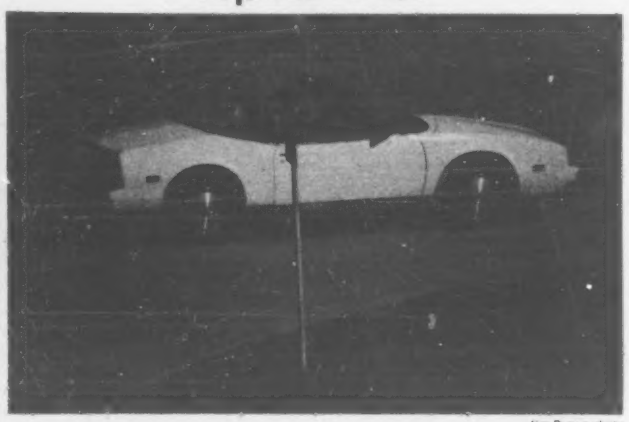
GM hopes the Toyota models will qualify. GM is running out of CAFE credits from prior years; it fell short of the standard for the '83 model year and probably will continue to do so.

Should the government not reconsider its fuel-economy standards, GM would be forced to alter its product mix or pay hundreds of millions of dollars in fines. Unless, of course, it can get a lot more small cars into its fleet.

The GM-Toyota venture ap-

Continued on Page 97, Col. 1

Topless N-car



Jim Dunne photo

Don't wait for this one

Classy convertible is this General Motors prototype N-car, caught unofficially as it is put through its paces by test driver. As of now, GM has no plans to produce this version of the N-car.

'Cheap' gas, engine woes cripple diesel car sales

By Jim Piegue
Staff Writer

The diesel-car market continued its disappearing act during the 1983 model year.

Domestic and import makers sold 195,041 diesel-powered cars during the period, a staggering 44.92-percent plunge from the 354,128 sold during the '82 model year and a far cry from 1981's peak sales of 536,440 cars.

The diesel cars accounted for a paltry 2.21-percent of total 1983-model sales, less than half the 4.59-percent penetration of 1982 and well below the 5.98-percent share that diesel cars held during the 1981 model year.

The fading popularity of the diesel engine can be blamed on stabilized or lower gasoline prices, the renewed consumer interest in performance cars and problems — be they real or perceived -- with some diesel engines, particularly those sold by General Motors dealers.

There were plenty of losers, only a few winners.

Winner: Mercedes-Benz, which supplanted Oldsmobile to become the number one individual retailer of diesel cars in the U. S. and the maker holding the biggest chunk of the market.

The German maker sold 55,903 diesel cars during the 1983 season, up 10.73 percent from the 50,484 sold in '82. Mercedes doubled its market share — from 14.26 percent last year to 28.66 percent in 1983.

Loser Number One: General Motors. Its 1983-model diesel sales of 74,846 units represented a 60.28-percent drop from the 188,444 sold during 1982.

GM market penetration hit the skids, too. The company's 38.38-percent share of the diesel market was down 14.83 percentage points from the 53.21-percent share of the '82 model year. In 1981, GM's diesel market share topped 63 percent.

All GM divisions reported major drops, both in volume and in market penetration. Oldsmobile, GM's diesel volume leader, sold 44,136 diesel cars during 1983, down 49.27 percent from 87,015 during 1982. Oldsmobile market penetration slipped nearly two percentage points — from 24.57 percent to 22.63 percent in 1983.

Loser Number Two: Volkswagen-Audi. Despite a 17.28-percent increase in diesel sales by Audi, the VW-Audi aggregate dropped 51.61 percent because of poor diesel sales by Volkswagen.

VW-Audi sold 35,756 diesel

Continued on Page 98, Col. 4

breaking news

Still no manual gearbox for Corvette

DETROIT.—High-tech problems continue to plague the high-tech manual transmission for the '84 Chevrolet Corvette. It was expected in showrooms in June. Dealers now tell customers they don't know when it's coming. Of three salespeople in Chevy points here, two said they didn't know when manuals would be shipped and one said it would be available in November. In the meantime, 'Vette buyers wanting the 4-plus-3 no-extra-cost manual with computer-activated overdrive in the top three forward gears will have to wait. Dealers said some customers are willing to do just that—and for an unpredicted time.

Honda names Kume to presidency

TOKYO. — Tadashi Kume, 51, formerly senior managing and representative director, has been named president of Honda Motor Co. He succeeds Kiyoshi Kawashima, 55, who becomes the firm's third supreme advisor and continues as a director. Founder Soichiro Honda, 77, retired as a director but remains a supreme advisor. Kume is only the third president in Honda's history.

See BREAKING NEWS, Page 8, Col. 1

Tight supply of cars puts a cap on sales

Import inventory hits 30 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars dipped so low that it retarded sales during September. The industry opened October with a 30-day supply of cars, from a bare-bones 26-day stock a month earlier.

The inventory was still very short — in fact, it was not much bigger than a month earlier, as there were 199,339 new imported cars in stock Oct. 1, compared with 195,418 a month earlier.

Most of the gain in days supply resulted from the lower sales rate in September — in turn caused by the short inventory — rather than from any significant change in the number of cars in stock.

A year ago, there were 354,500 new imported cars in inventory, a much healthier 48½-day supply. An inventory of about 60 days (which includes cars landed in port, but not yet delivered to dealers) is generally considered ideal. Very few nameplates are anywhere near 60 days.

The supply of new imported pickup trucks in inventory also rose during September, from 30 days to 32 days on Oct. 1, but the number of trucks in stock was down to 51,375 from 61,068.

The combined imported car and truck inventory Oct. 1 totaled 250,714 units, a 30½-day supply, compared with 256,486 units Sept. 1, a 26-day stockpile.

• As was the case a month earlier, the great majority of import lines was in very short supply. Stocks of Japanese nameplates totaled 149,259 cars, a 28-day supply, compared with 139,629 a month earlier, a 22-day supply.

Japanese makes and their Oct. 1 days-supply figures were: Nissan, 17; Mazda, 24; Toyota, 27; Honda, 27; Isuzu, 31; Subaru, 34, and Mitsubishi, 52. In addition, Chrysler Corp. had a 77-day supply of Mitsubishi-built cars, including Plymouth Colt, 68; Dodge Colt, 65; Sapporo/Plymouth Conquest, 77, and Challenger/Dodge Conquest, 79.

West German cars in stock Oct. 1 totaled 29,340, a 37-day supply, compared with 33,896 a month earlier, a 36-day stock.

German nameplates and their Oct. 1 days-supply figures were: Porsche, 16; Audi, 21; Mercedes-Benz, 28; BMW, 43, and Volkswagen, 56. In addition, VWoA had an 82-day stock of U. S.-built Rabbits.

Days-supply of other European lines Oct. 1 were: Jaguar, 15; Volvo, 21; Saab, 23½; Peugeot, 56; Alfa Romeo, 94, and Renault, 104. In addition, there was a 71-day supply of Renault Alliance and a 71-day supply of Renault Encore models built in the U. S., Oct. 1.

Days-supply figures for imported pickup trucks Oct. 1 were: Toyota, 19; Nissan, 23; Mazda, 33; Isuzu, 65; Chrysler/Mitsubishi, 74, and Mitsubishi,

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Third lamp required for 1986 models

Dole orders high-mount stoplight

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A third, high-mounted red stoplight will be required on all 1986 cars. It will be in the center of the car and must be of a specified minimum size. It can be attached either inside or outside the vehicle.

Transportation Secretary Elizabeth H. Dole believes the extra light will "cut the number of rear-end collisions significantly, eliminate 40,000 injuries and save an estimated $434 million in property damage annually." It would also prevent some fatalities, she said.

This is an amendment to Safety Standard 108 and is believed to be the first major vehicle regulation promulgated by the Reagan Administration.

Ironically, it is also one of the "midnight" proposals made by former NHTSA chief Joan Claybrook before she left office. The regulatory reform program of April, 1981, was intended to kill those proposals.

The third stoplight is also part of a comprehensive safety bill backed by Senator John Danforth, Missouri Republican.

The research on the third stoplight, also done under the previous NHTSA regime showed that in 1980 there were 3.5 million rear-end collisions and the low-mounted stoplights were lighted in 2.3 million of them.

NHTSA estimates that some 900,000 of these collisions might be avoided if the stop lamps were high-mounted and that as many as 40,000 of the 600,000 injuries might also have been avoided if "all cars had been equipped with the new eye-level stoplight."

• An NHTSA study in May, 1980, reported on accidents over a one-year period for some 5,400 telephone company cars. The 2,500 cars with a single high-mounted stoplamp had 53 percent fewer accidents.

Those results were similar to those in a 1978 experiment with 2,100 Washington taxis and were similar to the results of a 1981 survey by the Insurance Institute for Highway Safety. However, some critics said the benefits might disappear once the novelty wore off.

Some makers, wanting more design flexibility, objected to the single lamp requirement and one wanted the requirement phased in. There was also some disagreement about light intensity. In any case, had the auto makers been convinced of its safety benefits, such a device could have been volunteered.

In fact, General Motors did use such lamps on the '70-'71 Toronado and '74-'76 Riviera. The benefits are less for small cars because of height differences.

As an indication of the emphasis being given this first safety initiative by the agency in 2½ years, Acting NHTSA head Diane Steed issued her own statement: "Our decision that this new equipment be re-

Continued on Page 8, Col. 1

Chrysler makes it official

Gerald Greenwald, left, Chrysler Corp. vice chairman, and Missouri Gov. Christopher Bond participated in ceremonies officially reopening the company's St. Louis Assembly Plant II in Fenton, Mo. The plant, which began production Sept. 12, builds the Chrysler Fifth Avenue (shown) and other rear-wheel-drive big cars—Dodge Diplomat, Plymouth Gran Fury and, for Canada, Caravelle.

Kehrl warns against return to old ways

Will success spoil auto industry?

By Kathleen Hamilton
Financial Editor

DETROIT. — The U.S. auto industry will be severely tested in the coming months as the economic recovery tempts manufacturers to return to old ways, warned General Motors Vice Chairman Howard H. Kehrl.

"We are going to see whether temporary success will get in the way of permanent change," he told his audience at the Engineering Society of Detroit Presidents Forum lunch meeting.

In order to stay apace of international competitors, U. S. makers must maintain their drive to improve technology and use it properly, to make best use of human resources and to develop international alliances, he said.

Kehrl cited GM's best-case scenario which calls for North American vehicle sales to top 20 million cars and trucks and free-world sales to hit 60 million vehicles by the mid-1990s (up from a record 38 million in 1978).

In order to achieve such demand, the U. S. government deficit must be reduced, Kehrl said. He called on business leaders to encourage tax increases to solve the problem.

The U. S. auto industry will continue to increase its output during this period, but it is unclear whether it will be able to maintain or increase its share of world production, Kehrl said after the speech.

• With 30 companies in 86 countries producing vehicles, the competition will be intense and a shakeout can be expected, he said. International and intercompany exchange also will increase in frequency, he said.

"In 1950, the U. S. accounted for 60 percent of the GNP of the major industrialized countries," he said. "Today it's down to less than 40 percent . . . In 1950, this country produced three-quarters of all the world's automobiles and trucks. Today we account for one-quarter."

Part of GM's answer has been to group together engineering and manufacturing, so both sides can work jointly to improve the end product. Such an approach also has been taken for the small car GM is planning to introduce as a replacement for the Chevette and the GM-Toyota car.

"We have everybody's small cars torn down and we're looking at them," Kehrl said. "We know we can't do it by duplicating theirs (Japanese) because their labor costs are so low," so new technology will have to be the answer, he said.

General Motors will also have a $500 shipping advantage over foreign competitors for the small car, he said. The car is not planned for export, he said.

'84 models start well with 45 pct. sales hike

By Jenny L. King
Staff Writer

The new model year got off to an auspicious start in early October. Total sales reported by the major U. S. auto makers were up 45.07 percent from the 1982 mark, paced by Ford Motor Co.'s 67.83-percent gain.

With everyone but Volkswagen on the rise, the Oct. 1-10 performance amounted to sales of 191,965 this year compared with 132,326 the preceding year. Two years ago, the model year began with sales of 147,366 units, and back in 1980, 225,202 new cars were delivered.

Annualized domestic sales based on the most recent period were moving at a rate of 7,350,000. Actual year-to-date sales reached 5,173,023, up 17.70 percent from 4,394,921.

The daily sales rate for the period averaged 23,996, up 45.07 percent from 16,541 a year earlier. There were eight selling days in the period in '83 and '82.

Ford Motor Co. reported a sales explosion of 67.83 percent: Up to 38,745 from 23,086. General Motors did well for itself, too, up 46.97 percent, to 127,428 from 86,703. Chrysler Corp. sales were up 11.31 percent, to 20,114 from 18,071.

American Motors released a sales estimate of 3,650, up 10.61 percent from an estimated 3,300 a year ago. Volkswagen sales were off 3.26 percent, to 1,128 from 1,166, and Honda added 900 units to its 1983 tally.

• Ford improved its share of the early-October market by nearly three percentage points, climbing to 20.18 percent from 17.45 percent. GM rose to 66.38 percent from 65.52 percent. Chrysler dropped to 10.48 percent from 13.66 percent.

AMC lost ground, dipping to 1.90 percent from 2.49 percent, and VW was down to 0.59 percent from 0.88 percent. Honda held the remaining 0.47 percent of the domestic market shares this year.

For the period, Buick and Cadillac announced record sales and Pontiac had the greatest sales increase—87.29 percent — among all U. S. makes. Buick was up 24.14 percent, to 29,783 from 23,991; Cadillac was up 56.48 percent, to 11,767 from 6,752, and Pontiac was up 87.29 percent, to 17,135 from 9,149.

Oldsmobile was up 38.99 percent, Chevrolet was up 56.48 percent. Ford was up 76.87 percent and Mercury was up 83.35 percent. Lincoln was off 0.82 percent, Dodge was up 13.22 percent, Chrysler was up 4.93 percent and Plymouth was up 17.18 percent. Imperial had no sales reported for the period, AMC was down 58.33 percent, Renault was up 56.56 percent and VW dipped 3.26 percent.

DOMESTIC SALES

	Oct. 1-10, 1983	Oct. 1-10, 1982
Renault Alliance	3,100†	1,980†
AMC	550†	1,320†
AMERICAN MOTORS	3,650†	3,300†
Chrysler	6,469	6,165
Imperial	.....	39
Plymouth	6,185	5,278
Dodge	7,460	6,589
CHRYSLER CORP.	20,114	18,071
Ford	24,822	14,034
Mercury	10,772	5,875
Lincoln	3,151	3,177
FORD MOTOR	38,745	23,086
Buick	29,783	23,991
Cadillac	11,767	6,752
Chevrolet	33,492	21,403
Oldsmobile	35,314	25,408
Pontiac	17,135	9,149
GENERAL MOTORS	127,428	86,703
VOLKSWAGEN	1,128	1,166
HONDA	900	.....
U. S. INDUSTRY TOTAL	191,965	132,326

† Estimate

Event had lasting effect on auto industry

10 years later, oil embargo still felt

By Roger Rowand
Engineering Editor

On Oct. 17, 1973, the oil ministers of the Arab members of the Organization of Petroleum Exporting Countries voted to cut oil production and exports by 5 percent immediately and then 5 percent a month until Israel withdrew from occupied Arab lands.

Thus, a decade ago today, the infamous oil embargo was launched in the wake of the Arab-Israeli Yom Kippur War. Few political events have had influences that penetrated so deeply into the auto industry.

Since that day cars have become smaller and more fuel efficient even as they continued to meet stringent safety and exhaust emissions standards.

Factories and manufacturing techniques have undergone revolutionary changes in the name of energy conservation.

Work life and all its ramifications have been altered by the embargo and never will change back to what they once were.

The embargo's influence has been most apparent in a drive for more miles per gallon from passenger cars. Nameplates have disappeared, appeared and put on entirely different types of vehicles. Corporate Average Fuel Economy (CAFE), gas-guzzler tax, fuel injection, on-board computers have become household expressions.

• In the 1978 to 1983 period alone, U. S. auto makers spent some $80 billion in reworking their products, largely with fuel economy uppermost in mind.

Many new nameplates have appeared since 1973.

They have been fuel-stingy entries that include Chrysler Corp.'s Omni/Horizon and the K-car with all its offshoots. From Ford Motor Co. have come Escort and Lynx and Tempo/Topaz. General Motors has introduced the Chevette and the fuel-efficient front-drive X-cars, J-cars and A-cars.

Also, of course, there are the downsized versions of nameplates that were in showrooms back in '73. Those include the Chevrolet Caprice, Oldsmobile Delta 88 and Buick LeSabre, the Ford LTD and Chrysler New Yorker.

The oil ministers met again in Vienna on March 17, 1974, and voted to end their embargo against the U. S., but the plans that had been set in motion continued and intensified.

The accompanying table shows how some of the cars shaped up back 10 years ago compared with their counterparts on showroom floors today.

'74 Models in Showrooms, October, 1973

	Wheelbase	Overall Length	Weight	City MPG	Price
Chevrolet Caprice	121.5	222.7	4,427	8.6	$ 4,100
Ford LTD	121.0	222.4	4,302	10.7	4,083
Chrysler New Yorker	124	225.0	4,690	8.4	5,130

'84 Models in Showrooms, October, 1983

Chevrolet Caprice	116.0	212.8	3,489	17.0	$ 9,399
Ford Crown Victoria	114.3	211.0	3,730	17.0	10,954
Ford LTD	105.6	196.5	3,001	23.0	8,605
Chrysler New Yorker	103.1	185.6	2,738	25.0	12,179
Chrysler Fifth Ave.	112.7	206.7	3,747	17.0	13,990

Specifications are for four-door sedan, standard engine.
Chrysler introduced new FWD New Yorker, retained old version and named it Fifth Avenue.
Ford LTD in the '84 model year is an intermediate and Crown Victoria is standard-sized Ford.

What if Carter had won? No quotas?

By Kathleen Hamilton
Financial Editor

What would have been the fate of the U. S. auto industry if Jimmy Carter had been elected in 1980 instead of Ronald Reagan?

The former president came to Detroit last week and answered at least part of that question by repeating his disapproval—first stated after he left office but before the auto slump began—of import quotas. The U. S. is capable of being competitive in the long run, he said.

He also told his audience at the Economic Club of Detroit meeting that he had no apologies for the provision he negotiated in the Chrysler Loan Guarantee Act that allowed the government to make a profit on the sale of Chrysler warrants.

The Loan Guarantee Board did the right thing by auctioning the warrants, he said.

Asked at a news conference about the chances of Chrysler Corp. Chairman Lee A. Iacocca if he should decide to seek the U. S. presidency, Mr. Carter smiled and said that if Iacocca should decide to run, "I think he would contribute a great deal to the Washington scene."

But for now, the former president has endorsed Walter Mondale and the Chrysler chairman has said he is not entering politics.

Mr. Carter criticized the Reagan Administration's high debt and trade and defense policies. He credited his own administration with beginning the decontrol policies that are now being implemented by his successor.

He was invited to Detroit by his former Treasury Secretary, W. Michael Blumenthal, who now heads Burroughs Corp. Mr. Carter met with Ford Motor Co. Chairman Philip Caldwell before the luncheon speech.

Mr. Carter requested the chat with Caldwell in Ford's Dearborn headquarters to discuss his plans for a presidential library, museum and study center at Emory University, Atlanta.

Getting 'em into the tent

Bargain hunters in this crowd clutched their tickets in anticipation of the lottery drawing held by Towne and Country Chevrolet, Toms River, N. J., during the dealership's $99 used-car sale. A similar sale was held at Dodgeland, U.S.A., Springfield, N. J. Both dealerships are owned by Toresco Enterprises, of Springfield.

On Camaro ragtop design

Coachbuilder says pair misused his secrets

By Jim Plegue
Staff Writer

Richard Straman, California-based coachbuilder, has filed a lawsuit against two other specialty-car firms, charging them with pirating his design for a Camaro/Firebird convertible model.

Named as defendants are Convertible Concepts, Ltd. (CCL), Blaine, Wash.; Scott Lipton, president of CCL; Duquet-Sawdy, a specialty-car firm in Utica, Mich, and Bud Sawdy, a partner in that company.

Straman said he entered an agreement with CCL in May of 1982 to market Camaro/Firebird convertibles, as well as to allow CCL to build conversion kits and grant sub-licenses to outside builders for Camaro/Firebird convertibles.

At about the same time, Straman, according to the suit, started negotiations with Sawdy on possible distribution in Michigan of the Camaro/Firebird convertibles. Sawdy, the suit alleges, was acting "as an agent or employe of CCL."

Straman said he terminated his agreement with CCL in September of 1982 because CCL's sales of the cars "were not remotely close" to minimum monthly targets specified in the agreement.

Following that cancellation, the lawsuit charged, "CCL, Lipton and Sawdy have knowingly and willfully disclosed (Straman's) trade secrets to others and they have each misappropriated and used (Straman's) trade secrets for their own benefit and to (Straman's) detriment."

Straman said both men signed non-disclosure agreements forbidding them from revealing information on his convertible design. The lawsuit asks for injunctions prohibiting both men from revealing details of the convertible design and also seeks punitive and exemplary damages.

Straman said his convertible is a unique design and that he has received approval to label the product "patent pending," though no patent has been granted.

Lipton claimed otherwise.

"It's a standard boot mechanism that the industry has used for 50 years," Lipton said. "The only thing that makes it unique is that you have to build a fiberglass piece to go over the boot.

"Once a product goes into the marketplace, it becomes public domain unless there are patents on the product, and there aren't any in this case," Lipton said.

Lipton said he paid $20,000 for the rights to Straman's convertible and said he met his monthly sales quotas for the first four months until finance rates jumped and sales took a dive.

"Nobody could have met

Continued on Page 97, Col. 1

Backshop business continues strong

Service Index up again in August

By Francis J. Gawronski
Service Editor

The nation's strengthening economy seems to be rubbing off on the service and parts business in new-car dealerships.

For the third time in the last four months, according to the Automotive News Service Index, the rate of growth of shop business has been above 15 percent.

After the growth rate in July dipped 7.8 percent below that recorded in June, service and parts business in August showed an increase of 15.5 percent over the volume reported in the same month a year ago.

In May, shop business was 115.1 percent of the year-earlier total and jumped to 115.6 percent of 1982's business in June. In July, business dipped to 107.8 percent of the volume the year before.

The increase in August marked the sixth consecutive month in which new-car dealers' service-parts volume has shown an increase over the comparable year-earlier period.

For the fourth consecutive month, all five indicators used in the Service Index recorded an increase, led by sales of all parts and accessories, up 18 percent over the business registered in the same month in 1982.

• The next best increase was recorded in gross profit on all labor parts and accessory sales — the most important indicator from the dealer's viewpoint. It topped last year's figure by 16.1 percent, followed by shop parts sales, those used on both customer-paid and warranty work, which climbed 14.6 percent.

Total labor sales (customer-paid and warranty) topped last year's volume by 13.4 percent, while repair orders written were up 12.8 percent, the best showing since July, 1978, when ROs showed a 16.9 percent increase over the year-earlier volume.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

Because of the impressive showing in August, service and parts business for the January-August period jumped to 108.4 percent of the year-ago volume, compared with the 107.3 percent escalation in the January-July period.

Gross profit showed a 10.3 percent increase for the eight-month period, followed by sales of all parts and accessories, up 9.7 percent, and shop parts sales, up 9.4 percent.

Labor sales for the period registered a gain of 7.8 percent, while ROs climbed 2.2 percent over the year-earlier period.

SERVICE INDEX
115.5*

	Aug., '83 vs. Aug., '82	8 mos., '83 vs. 8 mos., '82
Gross Profit on All Labor and P&A	+16.1%	+10.3%
Repair Orders Written	+12.8%	+ 2.2%
Total Labor Sales (Customer & Warranty)	+13.4%	+ 7.8%
Shop Parts Sales (Customer & Warranty)	+14.6%	+ 9.4%
Sales of All Parts and P&A	+18.0%	+ 9.7%

*—Survey by Automotive News shows that dealers' service and parts business in Aug., 1983, was 115.5 percent of business in Aug., 1982. Service business in the eight months of 1983 was 108.4 percent of business in the corresponding period in 1982.

Hot-selling Fiero poses an unusual problem for Pontiac

By Joseph Bohn
Marketing Editor

Fiero is one of the fastest sales starters Pontiac has seen in a long time, though officials are antsy about creating the impression of a sellout.

With 20,000 sold orders firmly in hand and a full year's production capacity of 85,000, Pontiac is a quarter of the way there. The car has officially been on sale less than a month. It bowed Sept. 22.

Dealers, meanwhile, have placed in excess of 70,000 orders already, though John Middlebrook, Pontiac director of car distribution, carefully pointed out that these were subject to change, including cancellation, anytime prior to production.

"We're very happy with the flow, but we still have a lot of cars to sell," he said. "I wouldn't want to create the impression in a consumer's mind that we're sold out and there's no use ordering a Fiero."

Generally, the first 20,000 customer orders show the car appealing to a wide spectrum of buyers.

"It's not just the 25-year-old singles. The orders range from people over 60 to under 20," said Middlebrook, who didn't consider this unusual, since "a lot of people invariably want whatever's new."

It may mean, though, that the two-seater market is a lot broader than indicated by sales of cars like Ford's EXP.

Competitors, looking at Fiero's early success, are hoping it will stir the segment and benefit their own two-seater sales.

Some observers privately think Fiero could be the Mustang of the '80s, if Pontiac can get its production up, though that appears unlikely in the near future.

Middlebrook acknowledged there were "some ways" to accelerate production, but "the whole emphasis is on building the car right." Pontiac has reportedly been working rather hard to maintain even the current 426-a-day rate.

One danger with the Fiero's success is generating desire among customers which can't be met. A company risks antagonizing frustrated buyers.

On average, dealers have been telling customers they must wait two to three months for specific Fiero orders.

"We're counseling with the zones what the flow to dealerships should be. We're trying to avoid dealers getting too far out and writing too much business," Middlebrook said. He considered this normal for any hot car.

Some price gouging seems inevitable.

In a Detroit shopping center, one Fiero buyer, who traded in a Corvette, paid $14,000 for his 2-seater and seemed to consider it a bargain.

"I haven't heard any horror stories yet," Middlebrook said, though he indicated that there are always some people who wanted to be the first on the block to own such a new car and some high prices seemed inevitable.

A Pontiac spokesman added that a completely equipped Fiero did not price out at much over $12,000. Many dealers were trying to keep the price under $10,000, Middlebrook added, though the average appears to be above that.

Overall, distribution to an important market like California is pretty much in line with its size (10 percent of the U. S. market) and appetite for sporty 2-seaters (about twice the percentage of other areas), Middlebrook said.

Generally, this has led to a heavier concentration of Fieros on the West Coast.

If Fiero's momentum continues as it has, officials may tone down advertising support. Advertising support is currently far in excess of projected sales volume because Fiero is regarded as a "halo" car designed to help attract traffic for other Pontiac lines.

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59th year — No. 4991

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49-state figures listed for city driving

EPA mileage ratings for 1984 models

TWO-SEATERS

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
23	Alfa Romeo Spider Veloce 2000	120/4	M5	FI
16	Chevrolet Corvette	350/8	M4	FI
16	Chevrolet Corvette	350/8	A4	FI
22	Nissan 300-ZX	181/6	M5	FI
20	Nissan 300-ZX Turbo	181/6	M5	FI
19	Nissan 300-ZX Turbo	181/6	A4	FI
27	Ford EXP	98/4	M5	2
27	Ford EXP	98/4	A3	2
51	Honda Civic CRX	82/4	M5	3
36	Honda Civic CRX	91/4	M5	3
32	Honda Civic CRX	91/4	A3	3
19	Mazda RX-7	70/2	M5	4
19	Mazda RX-7	70/2	A4	4
18	Mercedes-Benz 380-SL	234/8	A4	FI
26	Pontiac Fiero	151/4	M4	FI
27	Pontiac Fiero	151/4	A3	FI

MINICOMPACTS

21	Alfa Romeo GTV-6	152/6	M5	FI
20	Porsche 911-SC	193/6	M5	FI
17	Porsche 928-S	285/8	M5	FI
17	Porsche 928-S	285/8	A4	FI
22	Porsche 944	151/4	M5	FI
21	Porsche 944	151/4	A3	FI
42	Toyota Starlet	79/4	M4	FI
44	Toyota Starlet	79/4	M5	FI
27	VW Rabbit	109/4	M5	FI
25	VW Rabbit Conv.	109/4	A3	FI

SUBCOMPACTS

10	Aston Martin Lagonda	326/8	A3	8
9	Aston Martin Saloon/ Vantage/Volante	326/8	A3	8
10	Aston Martin Saloon/ Vantage/Volante	326/8	A3	8
22	Audi Coupe GT	131/5	M5	FI
19	Audi Coupe GT	131/5	A3	FI
28	Audi 4000	109/4	M5	FI
24	Audi 4000	109/4	A3	FI
21	Audi 4000 S Quattro	136/5	M5	FI
27	BMW 3-Series	108/4	M5	FI
27	BMW 3-Series	108/4	A3	FI
24	Chevrolet Camaro	151/4	M4	FI
23	Chevrolet Camaro	151/4	M5	FI
24	Chevrolet Camaro	151/4	A4	FI
20	Chevrolet Camaro	173/6	M5	2
20	Chevrolet Camaro	173/6	A4	2
16	Chevrolet Camaro	305/8	M5	4
18	Chevrolet Camaro	305/8	A4	4
28	Chevrolet Cavalier Conv.	121/4	M4	FI
27	Chevrolet Cavalier Conv.	121/4	M5	FI
23	Chevrolet Cavalier Conv.	121/4	A3	FI
31	Chevrolet Chevette	98/4	M4	2
31	Chevrolet Chevette	98/4	M5	2
30	Chevrolet Chevette	98/4	A3	2
43	Chevrolet Chevette (diesel)	111/4	M5	FI
37	Chevrolet Chevette (diesel)	111/4	A3	FI
24	Chrysler Laser	135/4	M5	FI
22	Chrysler Laser Turbo	135/4	M5	FI
25	Chrysler Laser	135/4	A3	FI
22	Chrysler Laser Turbo	135/4	A3	FI
24	Chrysler LeBaron Conv.	135/4	A3	2
22	Chrysler LeBaron Conv. Turbo	135/4	A3	FI
23	Chrysler LeBaron Conv.	156/4	A3	2
23	Nissan Maxima	146/6	M5	FI
23	Nissan Maxima	146/6	A4	FI
35	Nissan Pulsar	98/4	M5	2
30	Nissan Pulsar	98/4	A3	2
35	Nissan Sentra	98/4	M5	2
30	Nissan Sentra	98/4	A3	2
50	Nissan Sentra (diesel)	103/4	M4	FI
43	Nissan Sentra (diesel)	103/4	M5	FI
38	Nissan Sentra (diesel)	103/4	A3	FI
28	Nissan 200-SX	120/4	M5	FI
21	Nissan 300-ZX 2+2	181/6	M5	FI
20	Nissan 300-ZX 2+2 Turbo	181/6	M5	FI
19	Nissan 300-ZX 2+2 Turbo	181/6	A4	FI
34	Dodge Charger	97(1.6L)/4	M4	2
27	Dodge Charger	135(2.2L)/4	M5	2
26	Dodge Charger	135(2.2L)/4	A3	2
41	Dodge Colt	86/4	M4	2
37	Dodge Colt	86/4	M4x2	2
31	Dodge Colt	98/4	A3	2
30	Dodge Colt Turbo	98/4	M4x2	FI
21	Dodge Conquest Turbo	156/4	M5	FI
21	Dodge Conquest Turbo	156/4	M5	FI
21	Dodge Conquest Turbo	156/4	A4	FI
24	Dodge Daytona	135/4	M5	FI
22	Dodge Daytona Turbo	135/4	M5	FI
25	Dodge Daytona	135/4	A3	FI
22	Dodge Daytona Turbo	135/4	A3	FI
24	Dodge 600 Conv.	135/4	A3	2
22	Dodge 600 Conv. Turbo	135/4	A3	FI
23	Dodge 600 Conv.	156/4	A3	2
34	Ford Laser (Puerto Rico)	91/4	M4	2
31	Ford Laser (Puerto Rico)	91/4	A3	2
24	Ford Mustang	140/4	M4	1
23	Ford Mustang	140/4	A3	1
21	Ford Mustang Turbo	140/4	M5	FI
32	Honda Accord	112/4	M5	3
29	Honda Accord	112/4	A4	3
42	Honda Civic	82/4	M4	3
35	Honda Civic	91/4	M5	3
30	Honda Civic	91/4	A3	3
27	Isuzu I-Mark	111/4	M5	2
26	Isuzu I-Mark	111/4	A3	2
44	Isuzu I-Mark (diesel)	111/4	M4	FI
39	Isuzu I-Mark (diesel)	111/4	M5	FI
34	Isuzu I-Mark (diesel)	111/4	A3	FI
24	Isuzu Impulse	119/4	M5	FI
24	Isuzu Impulse	119/4	A4(OD)	FI
17	Jaguar XJ	258/6	A3	FI
14	Jaguar XJS	326/12	A3	FI
24	Mercury Capri	140/4	M4	1
23	Mercury Capri	140/4	A3	1
21	Mercury Capri Turbo	140/4	M5	FI
34	Mazda GLC	91/4	M4	2
35	Mazda GLC	91/4	M5	2
31	Mazda GLC	91/4	A3	2
35	Mercedes-Benz 190-D 2.2/190-E	134/4	M5	FI
35	Mercedes 190D/190-E	134/4	A4	FI
23	Mercedes 190-D/190-E	140/4	M5	FI
25	Mitsubishi Cordia Turbo	110/4	M5	FI
29	Mitsubishi Cordia	122/4	M5	2
28	Mitsubishi Cordia	122/4	A3	2
41	Mitsubishi Precis	86/4	M4	2
37	Mitsubishi Precis	86/4	M4x2	2
31	Mitsubishi Precis	98/4	A3	2
30	Mitsubishi Precis Turbo	98/4	M4x2	FI
(Precis available only in Puerto Rico)				
21	Mitsubishi Starion Turbo	156/4	M5	FI
21	Mitsubishi Starion Turbo	156/4	A4	FI
25	Mitsubishi Tredia Turbo	110/4	M5	FI
29	Mitsubishi Tredia	122/4	M5	2
29	Mitsubishi Tredia	122/4	M4x2	2
28	Mitsubishi Tredia	122/4	A3	2
41	Plymouth Colt	86/4	M4	2
37	Plymouth Colt	86/4	M4x2	2
31	Plymouth Colt	98/4	A3	2
30	Plymouth Colt Turbo	98/4	M4x2	FI
21	Plymouth Conquest Turbo	156/4	M5	FI
21	Plymouth Conquest Turbo	156/4	A4	FI
34	Plymouth Turismo	97/4	M4	2
27	Plymouth Turismo	135/4	M5	2
26	Plymouth Turismo	135/4	A3	2
24	Pontiac Firebird	151/4	M4	FI
25	Pontiac Firebird	151/4	M5	FI
24	Pontiac Firebird	151/4	A4	FI
20	Pontiac Firebird	173/6	M5	2
20	Pontiac Firebird	173/6	A4	2
16	Pontiac Firebird	305/8	M5	4
18	Pontiac Firebird	305/8	A4	4
31	Pontiac 1000	98/4	M4	2
31	Pontiac 1000	98/4	M5	2
30	Pontiac 1000	98/4	A3	2
43	Pontiac 1000 (diesel)	111/4	M5	FI
37	Pontiac 1000 (diesel)	111/4	A3	FI
29	Pontiac 2000 Sunbird Conv.	110/4	M5	FI
27	Pontiac 2000 Sunbird Conv.	110/4	A3	FI
26	Renault Fuego Turbo	95/4	M5	FI
9	Rolls-Royce Corniche	412/8	A3	FI
34	Subaru	97/4	M4	2
32	Subaru	97/4	M5	2
30	Subaru	109/4	M5	1
27	Subaru	109/4	A3	1
30	Subaru	109/4	M5	2
27	Subaru	109/4	A3	2
26	Toyota Celica	144/4	M5	FI
25	Toyota Celica	144/4	A4	FI
21	Toyota Celica Supra	168/6	M5	FI
22	Toyota Celica Supra	168/6	A4	FI
32	Toyota Corolla Sport	97/4	M5	2
30	Toyota Corolla Sport	97/4	A4	2
21	Toyota Cressida	168/6	M5	FI
22	Toyota Cressida	168/6	A4	FI
39	Toyota Tercel	89/4	M4	2
34	Toyota Tercel	89/4	M5	2
33	Toyota Tercel	89/4	A3	2
43	Volkswagen Jetta (diesel)	97/4	M5	FI
41	VW Jetta (turbodiesel)	97/4	M5	FI
30	VW Jetta	105/4	M5	FI
25	VW Jetta	105/4	A3	FI
27	VW Jetta	109/4	M5	FI
47	VW Rabbit (diesel)	97/4	M4	FI
44	VW Rabbit (diesel)	97/4	M5	FI
31	VW Rabbit	105/4	M4	1
31	VW Rabbit	105/4	M5	FI
26	VW Rabbit	105/4	A3	FI
26	VW Rabbit	109/4	M5	FI
27	VW Scirocco	109/4	M5	FI
25	VW Scirocco	109/4	A3	FI

COMPACTS

16	Buick Riviera Conv.	252/6	A4	4
17	Buick Riviera Conv.	307/8	A4	4
29	Buick Skyhawk	110/4	M5	FI
27	Buick Skyhawk	110/4	A3	FI
28	Buick Skyhawk	121/4	M4	FI
28	Buick Skyhawk	121/4	A3	FI
25	Buick Skylark	151/4	M4	FI
25	Buick Skylark	151/4	A3	FI
21	Buick Skylark	173/6	M4	2
21	Buick Skylark	173/6	A3	2
27	Cadillac Cimarron	121/4	M5	FI
23	Cadillac Cimarron	121/4	A3	FI
17	Cadillac Eldorado Conv.	249/8	A4	FI
28	Chevrolet Cavalier	121/4	M4	FI
30	Chevrolet Cavalier	121/4	M4	FI
27	Chevrolet Cavalier	121/4	M5	FI
28	Chevrolet Cavalier	121/4	A3	FI
31	Nissan Stanza	120/4	M5	FI
27	Nissan Stanza	120/4	A3	FI
34	Dodge Omni	97/4	M4	2
28	Dodge Omni	135/4	M5	2
26	Dodge Omni	135/4	A3	2
37	Ford Escort	98/4	M4	2
27	Ford Escort	98/4	M5	2
27	Ford Escort	98/4	A3	2
28	Ford Escort	98/4	M5	FI
27	Ford Escort	98/4	A3	FI
46	Ford Escort (diesel)	122/4	M5	FI
41	Ford Tempo (diesel)	122/4	M5	FI
27	Ford Tempo	140/4	M5	1
25	Ford Tempo	140/4	A3	1
21	Ford Thunderbird	140/4	M5	FI
20	Ford Thunderbird	140/4	A3	FI
20	Ford Thunderbird	231/6	A3	FI
21	Ford Thunderbird	231/6	A4	FI
18	Ford Thunderbird	302/8	A4	FI
21	Mercury Cougar	140/4	M5	FI
20	Mercury Cougar	140/4	A3	FI
20	Mercury Cougar	231/6	A3	FI
21	Mercury Cougar	231/6	A4	FI
18	Mercury Cougar	302/8	A4	FI
37	Mercury Lynx	98/4	M4	2
27	Mercury Lynx	98/4	M5	2
27	Mercury Lynx	98/4	A3	2
28	Mercury Lynx	98/4	M5	FI
27	Mercury Lynx	98/4	A3	FI
46	Mercury Lynx (diesel)	122/4	M5	FI
41	Mercury Topaz (diesel)	122/4	M5	FI
27	Mercury Topaz	140/4	M5	1
25	Mercury Topaz	140/4	A3	1
29	Mazda 626	122/4	M5	2
27	Mazda 626	122/4	A3	2
40	Mazda 626 (diesel)	122/4	M5	FI
27	Mercedes-Benz 300-D/ 300-CD (turbodiesel)	183/5	A4	FI
27	Mercedes 300-SD/ 380-SE (turbodiesel)	183/5	A4	FI
18	Mercedes 300-SD/ 380-SE	234/8	A4	FI
15	Mercedes 500-SEC	303/8	A4	FI
29	Oldsmobile Firenza	110/4	M5	FI
27	Olds Firenza	110/4	A3	FI
28	Olds Firenza	121/4	M4	FI
27	Olds Firenza	121/4	M5	FI
28	Olds Firenza	121/4	A3	FI
27	Olds Omega	121/4	M4	FI
25	Olds Omega	151/4	A3	FI
21	Olds Omega	173/6	M4	2
21	Olds Omega	173/6	A3	2
22	Peugeot 505 Sedan	120/4	M5	FI
21	Peugeot 505 Sedan	120/4	A3	FI
28	Peugeot 505 Sedan (turbodiesel)	141/4	M5	FI
27	Peugeot 505 Sedan (turbodiesel)	141/4	A3	FI
28	Peugeot 604 Sedan (turbodiesel)	141/4	M5	FI
27	Peugeot 604 Sedan (turbodiesel)	141/4	A3	FI
34	Plymouth Horizon	97/4	M4	2
28	Plymouth Horizon	135/4	M5	2
26	Plymouth Horizon	135/4	A3	2
32	Pontiac 2000 Sunbird	110/4	M5	FI
27	Pontiac 2000 Sunbird	110/4	A3	FI
28	Pontiac 2000 Sunbird	121/4	M4	FI
38	Renault Alliance/ Encore	85/4	M4	FI
34	Renault Alliance/ Encore	85/4	M5	FI
28	Renault Alliance/ Encore	85/4	A3	FI
9	Rolls-Royce Camargue	412/8	A3	FI
23	Saab 900	121/4	M5	FI
21	Saab 900 Turbo	121/4	M5	FI
21	Saab 900	121/4	A3	FI
20	Saab 900 Turbo	121/4	A3	FI
38	Toyota Camry (turbodiesel)	112/4	M5	FI
32	Toyota Camry	122/4	M5	FI
30	Toyota Camry	122/4	A4	FI
34	Toyota Corolla	97/4	M5	2
32	Toyota Corolla	97/4	A3	2
47	Toyota Corolla (diesel)	112/4	M4	FI
43	Toyota Corolla (diesel)	112/4	M5	FI
38	Toyota Corolla (diesel)	112/4	A3	FI
42	Volkswagen Quantum (turbodiesel)	97/4	M5	FI
32	VW Quantum (turbodiesel)	97/4	A3	FI
20	VW Quantum	131/5	A3	FI
20	Volvo DL/GL/Turbo	130/4	M5	FI
20	Volvo DL/GL/Turbo	130/4	A4	FI
25	Volvo DL/GL/Turbo	141/4	M5	FI
23	Volvo DL/GL/Turbo	141/4	A4	FI
30	Volvo DL/GL/Turbo (diesel)	145/6	M5	FI
28	Volvo DL/GL/Turbo (diesel)	145/6	A3	FI
22	Audi 5000-S	131/5	M5	FI
19	Audi 5000-S	131/5	A3	FI
19	Audi 5000-S Turbo	131/5	A3	FI
25	Buick Century	151/4	A3	FI
21	Buick Century	181/6	A3	2
27	Buick Century (diesel)	263/6	A3	FI
21	Buick Regal	231/6	A3	2
18	Buick Regal	252/6	A4	4
25	Buick Regal (diesel)	263/6	A4	FI
23	Buick Regal (diesel)	350/8	A4	FI
16	Buick Riviera	252/6	A4	4
17	Buick Riviera	307/8	A4	4
22	Buick Riviera (diesel)	350/8	A4	FI
18	Cadillac Eldorado	249/8	A4	FI
22	Cadillac Eldorado (diesel)	350/8	A4	FI
18	Cadillac Seville	249/8	A4	FI
22	Cadillac Seville (diesel)	350/8	A4	FI
25	Chevrolet Celebrity	151/4	M4	FI
25	Chevrolet Celebrity	151/4	A3	FI
21	Chevrolet Celebrity	173/6	A3	2
27	Chevrolet Celebrity (diesel)	263/6	A3	FI
27	Chevrolet Citation II	151/4	M4	FI
25	Chevrolet Citation II	151/4	A3	FI
21	Chevrolet Citation II	173/6	M4	2
21	Chevrolet Citation II	173/6	A3	2
20	Chevrolet Monte Carlo	229/6	A3	2
20	Chevrolet Monte Carlo	229/6	A4	2
17	Chevrolet Monte Carlo	305/8	A3	4
18	Chevrolet Monte Carlo	305/8	A4	4
23	Chevrolet Monte Carlo (diesel)	350/8	A3	FI
23	Chevrolet Monte Carlo (diesel)	350/8	A4	FI
25	Chrysler E Class/ New Yorker	135/4	A3	FI
22	Chrysler E Class/ New Yorker Turbo	135/4	A3	FI
23	Chrysler E Class/ New Yorker	156/4	A3	2
21	Chrysler Executive Sedan/ Limousine	156/4	A3	2
27	Chrysler LeBaron	135/4	M5	2
25	Chrysler LeBaron	135/4	A3	2
22	Chrysler LeBaron Turbo	135/4	A3	FI
23	Chrysler LeBaron	156/4	A3	2
17	Chrysler Newport/ Fifth Avenue	318/8	A3	2
29	Dodge Aries	135/4	M4	2
27	Dodge Aries	135/4	M5	2
26	Dodge Aries	135/4	A3	2
23	Dodge Aries	156/4	A3	2
17	Dodge Diplomat	318/8	A3	2
27	Dodge 600	135/4	M5	2
26	Dodge 600	135/4	A3	2
24	Dodge 600	135/4	M5	FI
22	Dodge 600 Turbo	135/4	M5	FI
25	Dodge 600	135/4	A3	FI
22	Dodge 600 Turbo	135/4	A3	FI
23	Dodge 600	156/4	A3	2
23	Ford LTD	140/4	A3	1
20	Ford LTD	231/6	A3	FI
21	Ford LTD	231/6	A4	FI
25	Lincoln Continental Turbo	149/6	A4	FI
17	Lincoln Continental	302/8	A4	FI
25	Lincoln Mark VII Turbo	149/6	A4	FI
17	Lincoln Mark VII	302/8	A4	FI
23	Mercury Marquis	140/4	A3	1
20	Mercury Marquis	231/6	A3	FI
21	Mercury Marquis	231/6	A4	FI
15	Mercedes-Benz 500-SEL	303/8	A4	FI
25	Oldsmobile Cutlass Ciera	151/4	A3	FI
21	Olds Cutlass Ciera	181/6	A3	2
28	Olds Cutlass Ciera (diesel)	263/6	A3	FI
21	Olds Cutlass Supreme	231/6	A3	2
26	Olds Cutlass Supreme (diesel)	263/6	A3	FI
25	Olds Cutlass Supreme (diesel)	263/6	A4	FI
18	Olds Cutlass Supreme	307/8	A3	4
18	Olds Cutlass Supreme	307/8	A4	4
23	Olds Cutlass Supreme (diesel)	350/8	A3	FI
23	Olds Cutlass Supreme (diesel)	350/8	A4	FI
16	Olds Toronado	252/6	A4	4
17	Olds Toronado	307/8	A4	4
22	Olds Toronado (diesel)	350/8	A4	FI
17	Plymouth Gran Fury	318/8	A3	2
29	Plymouth Reliant	135/4	M4	2
27	Plymouth Reliant	135/4	M5	2
26	Plymouth Reliant	135/4	A3	2
23	Plymouth Reliant	156/4	A3	2
21	Pontiac Bonneville	231/6	A3	2

Continued on Page 100, Col. 1

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Removable top for Blazer/Jimmy

American Sunroof Co., division of ASC, Inc., has introduced a removable top for the downsized Chevrolet S-10 Blazer and GMC S-15 Jimmy. Called the Sun Blazer, the conversion replaces the vehicles' existing fixed steel top with a fiberglass hardtop that lifts off for open-air motoring.

2 long-wheelbase 4x4s added by Isuzu for '84

WHITTIER, Calif.—Two long-wheelbase versions of the four-wheel-drive compact pickups have been added to the Isuzu P'UP lineup for 1984.

The vehicles, offered in Deluxe and LS trim, have a wheelbase of 117.9 inches, compared with 104.3 inches for the short-wheelbase 4x4, and the overall length is 191.5 inches, compared with 174.4 inches for the SWB. They have a 7½-foot bed, 7.1 inches longer than the standard box.

The LS models are offered in four metallic colors — red, brown, gray and blue — and each is trimmed with a silver color and ribbed rocker panels, with a body-colored grille.

The interior features wall-to-wall cut-pile carpeting, special instrument cluster, fabric-covered seats and thick-cushioned steering wheel. With the optional bucket seats, there is a center console with extra storage space. AM/FM stereo radio is standard.

Changes for 1984 include larger standard mirrors, and an optional factory-installed pass-through rear window.

• For 1984, the Deluxe models feature color-coordinated exterior stripe, bright trim rings and AM/FM stereo radio standard on two-wheel-drive pickups. A chrome rear step bumper is optional.

All 4x4 pickups feature automatic locking hubs, which lock automatically when four-wheel drive is engaged. To disengage them, the driver must reverse direction for about four feet.

Standard engine in all P'UP models is an 118.9-cubic-inch, inline four-cylinder gasoline engine. The optional power plant is a 136.5-cubic-inch, in-line four-cylinder diesel engine.

In addition to the larger standard exterior mirrors, other changes for 1984 include a steering-column lock for greater theft protection and optional metallic paints on the Deluxe models.

Increase started by Volvo White in truck output

GREENSBORO, N. C. --Volvo White Truck Corp. has announced plans to increase production at its New River Valley (Va.) truck plant from 20 units a day at the end of September to 26 units by Oct. 20.

According to Thage Berggren, Volvo White president, the increase is a result of improved market conditions coupled with the company's own emphasis on product development.

"For the past two years, we've invested heavily in product development, and now it's beginning to pay off," he said. "Our dealers are reporting increased activity in the marketplace, and we're ready to re-

Continued on Page 97, Col. 1

New 4x4 model joins Isuzu team

A long-wheelbase four-wheel-drive model is new for 1984 from Isuzu, available either in Deluxe trim (shown) or top-of-the-line LS trim. Deluxe P'UP pickups feature bright grille and front bumper, bright window trim and either three-across bench seat or twin bucket seats.

truck industry news

Total tops 2.9 million units on light-truck surge

'83 model sales up 20 pct.

Franchised truck dealers and factory outlets retailed 2,903,540 new trucks of all types in the U. S. in the 1983 model year, according to preliminary reports, an increase of 19.9 percent over the year-earlier 2,421,194 units.

Sales of light trucks were up significantly over the previous year. The 12-month total of 2,727,452 units was 22.4 percent higher than the 2,228,567 vehicles retailed during the 1982 model year.

Compact trucks—pickups and sports/utility vehicles — topped the million mark for the first time in the 1983 model year. Sales totaled 1,020,945 units, a gain of 48.7 percent over the year-earlier 686,640.

The smaller vehicles accounted for 37.4 percent of the light-truck total during the 1983 model year, compared with 30.8 percent the previous year.

Medium and heavy-truck sales were down for the 1983 model year, but the declines were less than 10 percent. Small increases in the big-truck market were achieved in the final two months of the model year.

Sales of medium trucks totaled 46,648 units during the model year, off 5.8 percent from the previous year's 49,530. Heavies were down 9.5 percent, from 143,097 in the 1982 model year to 129,440 units.

• Chevrolet was No. 1 in total retail truck sales for the second consecutive year with 917,240 units during the 1983 model year, compared with 898,648 for second-place Ford.

Chevrolet also was the leader in model-year sales of compact trucks with a total of 261,158 domestic units, an increase of 62 percent over the previous year's leading 161,214 units.

Ford was No. 2 in small-truck sales with 207,654 domestic units, up 170.8 percent over the year-earlier 76,684, Ford's first venture in the domestic-compact field.

Toyota, which was in second place in the 1982 model year, dropped to No. 3 with 169,104 units. Its 1983 model-year sales, however, were 23.9 percent higher than the previous year's 136,478 vehicles.

In the first nine months of calendar 1983, industry sales totaled 2,284,077 units, an increase of 17.7 percent over the year-earlier 1,940,418 units. September sales were up 26.4 percent over last year to 277,273 vehicles, compared with 219,368 in September, 1982.

During the month, sales were higher than a year ago in all three market segments, and in two of them for the January-September period.

Light trucks were up 27.5 percent in September, from 204,723 units a year ago to 260,956. Me-

Continued on Page 86, Col. 3

Chevy is No. 1 again in 1983 model sales

Record September sales enabled Chevrolet to retain leadership in retail truck sales in the 1983 model year.

Robert C. Stempel, Chevrolet general manager, said truck sales for the 1983 model year, which ended Sept. 30, totaled 917,240 units, a 20.9 percent increase over the 1982 total of 758,387.

Ford truck sales for the 1983 model year totaled 898,648, a gain of 19.1 percent over the previous year's 754,541 units.

Leading the Chevrolet sales parade were the conventional pickup trucks (C and K models, 10 through 30 Series) with a total volume of 390,598.

"These are the trucks that make America work," Stempel said. "They are the best-selling vehicles—including both trucks and passenger cars—that Chevrolet has on the market today."

Sales of S-10 pickups, introduced in 1982, totaled 181,162 in the '83 model year for an estimated 20.4 percent penetration of the compact-truck market. Dealers retailed 79,996 S-10 Blazers, a total which Chevrolet said was restricted only by production limitations.

Also showing significant sales gains during the '83 model year were panel vans and Sportvans, up 36.9 percent over last year, and Suburbans, with a 35.5 percent increase.

September sales of Chevy trucks totaled 99,206 units, eclipsing by 8 percent the former September record of 91,871 set in 1976.

During the month, LUV sales hit an astounding 10,298 units, almost all of them being disposed of at auctions throughout the U. S.

"The 1983 model year was marked by the return to the market of commercial users who had postponed purchases, the introduction of new compact sport utility trucks and the revitalization of the recreational vehicle market," Stempel noted.

Optimism brought on by the early stages of the economy's recovery prompted many commercial users to make truck purchases they had delayed for years, he added.

"The personal-use segment was attracted by the emergence of our S-10 Blazer, which attracted both traditional and non-traditional truck buyers, and the recreational market, which had been a very fuel-sensitive part of the truck industry, expanded due to the stabilization of fuel prices," Stempel said.

"Chevrolet's success for 1983 was possible because we had a broad range of products positioned to satisfy the expanding customer demand," he pointed out.

Ford F-Series tops in sales for 9th year

For the ninth consecutive model year, the Ford F-Series pickup is the top-selling truck in America. Ford Division reported 412,911 F-Series sales in the 1983 model year.

Ford also won two other truck titles, the company noted. Bronco led the sports/utility segment with 40,719 sales and the Econoline Van was No. 1 in that category with 153,477 sales.

Goodyear finds vast number of misaligned HDs

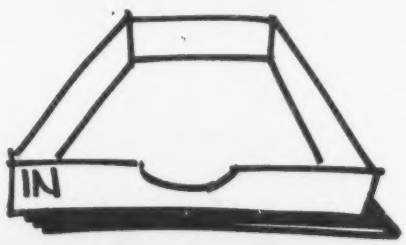
AKRON, O. — Nearly three-fourths of all truck tractors checked for alignment problems by Goodyear field service engineers in the last two years have had significant misalignment, a Goodyear report has disclosed.

Using a portable system developed by Goodyear to diagnose truck and bus alignment problems, engineers reported they found a startling number of both new and in-service tractors are scuffing away tire life

Continued on Page 86, Col. 4

Mileage adjustment

Goodyear claims both tire mileage and fuel economy can be improved through a "do-it-yourself" truck-alignment system it has developed.



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Truck total tops 2.9 million units on surge of light units

'83 model year sales up 20 percent

Continued from Page 16

diums totaled 4,347, a gain of 6.2 percent over the year-earlier 4,092. Heavies climbed to 11,970 units, 13.4 percent higher than last year's 10,553.

Through September, light-truck sales totaled 2,146,502 units, an increase of 19.6 percent over last year's 1,195,009. Mediums were up 2.8 percent to 36,953 units, compared with 35,962 a year ago. Heavies were off 8.1 percent, from 109,447 units in 1982 to 100,622.

• Big Three dealers retailed 1,836,212 new trucks in the January-September period, an increase of 15.5 percent over the year-earlier 1,590,218. Record September sales enabled Chevrolet to regain the lead over Ford for the first time since last May.

During the month, Big Three dealers sold 225,000 units, up 26.2 percent over last year, with good gains for all four makes.

Chevrolet dealers retailed 99,206 units in September, 51.8 percent higher than the previous year's 65,344. Through September, the total was 723,774, a gain of 17.6 percent over last year's 615,339.

During the month, 86,035 Ford trucks were sold, an increase of 10 percent over the year-earlier 78,224. The nine-month count was up 17.6 percent to 717,346 units, compared with 610,245 in the like period in 1982.

Dodge and Chrysler - Plymouth dealers retailed 20,700 vehicles during the month, up 8.6 percent over the year-earlier 19,766. The total through September was 199,304 units, a gain of 4.6 percent over last year's 190,588.

GMC said its dealers sold 19,059 units in September, up 27.4 percent over last year's 14,962. The January - September count was 195,788, a gain of 12.5 percent over the 174,046 units retailed in the same period a year ago.

September sales of four-wheel-drive Jeep vehicles totaled 6,123 units, an increase of 21.9 percent over the year-ago 5,021. The nine-month count was 12.7 percent higher, 53,107 versus 47,130.

During the month, Volkswagen dealers sold 324 front-wheel-drive compact pickups, down 73.2 percent from last year's 1,210. Nine-month sales of the vehicles—which no longer are being produced—totaled 4,310, a decline of 51.7 percent from the year-earlier 10,051.

Spectacular increases were reported for September by three of the five distributors of Japanese-built compact pickups.

Sales of Nissan/Datsun vehicles during the month were up 62.2 percent to 16,106 units, compared with 9,928 a year ago. Through September, the count was 107,941, an increase of 51.2 percent over last year's 71,412.

• During the month, Mazda dealers retailed 5,200 vehicles, an increase of 78.8 percent over last year's 2,908 units. The nine-month total was up 75.5 percent, 52,244 versus 29,750.

Isuzu dealers sold 2,366 pickups in September, a gain of 52.2 percent over the year-earlier 1,555. The total through September was up 36.3 percent to 17,874 units, compared with 13,111 in the same period in 1982.

September sales of Toyota pickups softened after reaching record levels in August. Dealers sold 12,286 units during the month, up 4.1 percent from the year-earlier 12,809. In August, they retailed 26,161 vehicles.

Nine-month Toyota sales totaled 131,507 units, an increase of 23.2 percent over the previous year's 106,711.

Mitsubishi sales during the month totaled 869 units, bringing the nine-month count to 6,163 vehicles.

Big Three September, year-to-date sales

	September		Year to date	
	1983	1982	1983	1982
Ford				
Vans	16,085	15,188	125,211	97,212
Club Wagon	2,359	1,842	21,866	24,799
Ranger	15,798	12,561	140,162	76,684
Courier	.....	1,937	5,657	24,083
Bronco	3,185	3,376	30,157	30,656
Bronco II	7,799	.....	39,780	.....
Pickups	37,276	38,651	324,484	320,472
Mediums & Heavies	3,533	4,669	30,029	36,329
Chevrolet				
Vans	10,982	6,959	105,804	76,609
Sportvan	1,195	814	13,716	11,630
S-10	15,963	14,636	140,815	137,411
S-10 Blazer	9,939	85	71,920	85
LUV	10,298	1,684	14,593	18,772
El Camino	3,150	2,334	17,368	16,923
Blazer	3,581	1,130	22,100	19,332
Suburban	2,395	1,639	26,712	21,195
Pickups	40,229	34,996	298,359	301,038
Mediums	1,474	1,067	12,387	12,344
Chrysler				
Vans	5,431	4,490	55,239	46,491
Voyager, Scamp, Arrow, Trail Duster	299	794	6,683	8,701
Ram Wagon	2,386	1,831	27,601	22,300
Ram 50	3,795	4,028	23,767	26,566
Ramcharger	1,357	358	15,261	7,760
Rampage	610	1,293	8,175	13,299
Pickups	6,822	6,972	62,578	65,471
GMC				
Vans	3,082	1,634	36,166	20,689
S-15	2,615	2,681	30,899	28,913
S-15 Jimmy	1,698	.....	13,924	.....
Jimmy	454	323	5,268	5,228
Caballero	168	139	1,517	1,964
Suburban	552	529	8,135	7,159
Pickups	7,726	8,096	76,467	82,309
P Models	453	292	3,081	2,973
Mediums	1,683	824	14,652	17,533
Heavies	628	444	5,779	7,278

Court rejects Vt. diesel fee

MONTPELIER, Vt. — A Vermont Superior Court Judge has ruled the state's $50 fee for diesels is unconstitutional.

Ruling in a suit brought by the American Trucking Assns., Judge James Morse called the fee discriminatory since it is charged for out-of-state vehicles, but in effect is refunded to Vermont truckers.

The $50 fee, passed in 1982 when the state legislative session raised the diesel tax, was applied to all trucks larger than 18,000 pounds. At the same time, the legislators had reduced by $50 the state registration fee for vehicles of that same weight.

Goodyear finds vast number of misaligned HDs

Continued from Page 16

and wasting fuel because of misalignment.

The Goodyear Vehicle Geometry System (GVGS) was introduced in 1981 as the first portable alignment system, allowing one person to evaluate a vehicle's geometry in about 30 minutes. Goodyear said more than 1,000 of the kits are now in use.

"Tandem axles on a truck a half-inch out of alignment or front-end toe being out a quarter-inch translates to a 24 percent reduction in tire life," said Asa Sharp, Goodyear's manager of commercial-tire engineering.

In addition to extended tire life, proper alignment improves fuel efficiency because of straighter tracking and reduces vehicle maintenance costs because of less vibration, he noted, and improved handling also reduces driver fatigue.

Recently, he added, the GVGS adjustable reference bar was redesigned and new metal scribes for making reference points on a vehicle's frame were added to improve the positioning of the bar so it sits exactly square to the frame of the truck.

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NHTSA interested in results of tests

Volvo crash data seems repeatable

WASHINGTON. — Some of the data on repeatability of high-speed crash results discussed at a recent NHTSA meeting at Ann Arbor, Mich., includes tests on seven 1983 Volvo 760s, two with diesel engines which add some 110 pounds.

In general, the data seems to have a high degree of repeatability, but better for the chest deceleration data than for the head injury criteria (HIC), which is generally considered more crucial.

Three tests were run by MIRA (Motor Industry Research Institute), of England, and four others by Volvo itself. Except for the driver HIC in a diesel 760 — recorded as 1004, very marginally above the acceptable 1000—all were handily below the critical 1000. The lowest driver HIC was 697. The highest passenger HIC was 990 and the lowest was 702.

The average HIC value was 864 for the driver and 790 for the passenger. Standard deviation for driver HIC was 96 and for the passenger 108. Accepting a 10 percent deviation for ordinary data collection, that makes the data look very repeatable.

However, considering the crucial nature of head injury, a statistician might want to have a confidence level of 95 percent. In that case, he would take the average value of the seven cars — 864 for driver and 790 for passenger—and add 192 to 864 and add 216 to 790. The top levels then would be 1056 for driver and 1006 for passenger. These are marginal and both are probably "pass" even for the 95th percentile confidence level.

• The high number becomes important in several areas: Saving lives, compliance with Standard 208 but at a lower speed and usefulness in rating models for consumer buying decisions. And separately, but importantly, this data is germane for a manufacturer, allowing a margin of safety.

The variation (for the 95 percent confidence level) for the passenger HICs would swing even wider since the deviation is greater. Using the average of 790 and the standard deviation of 108, the swing would be from 1006 down to 574 to be 95 percent sure.

The Volvo chest deceleration data looks good both in terms of "passing"—since 52 Gs is the closest any came to the acceptable 60 Gs—and in terms of deviation. Here, the average of the seven vehicles was 49 for the driver and 43.4 for the passenger.

The standard deviation was 2.0 for the driver and 1.5 for the passenger. Doubling that and adding it and subtracting it for a confidence level of 95 percent gives a swing between 45 and 53 for the driver and 40.4 and 46.4 for the passenger — clearly making the data somewhat more repeatable than for the HIC numbers.

Similarly, chest severity numbers — where the average was 453 for driver and 344 for passenger and the standard deviation was 51 for driver and 46 for passenger — are also more repeatable than the HIC. The so-called margin number for chest severity is 600 CSI and the highest average was 555 for the driver and 436 for the passenger.

What is striking about the Volvo data is that except for the one very marginal blip, all cars handily surpass the crashworthiness figures and most seem roughly repeatable with the HIC coming in at a lower level than the other.

Another striking fact is the similarity between the gasoline version and the diesel version.

Car brokers' squabble tossed out by court

GREENSBORO, N. C.—A Federal District Court in North Carolina has dismissed a civil suit by National Auto Finders, Inc., Wichita, against Nationwide Auto Brokers, Inc., Martinsville, Va.

In its suit, National Auto Finders attempted to show that National Auto Brokers had copied its sales and promotional materials, which the defendant denied. In a consent judgment, the court ordered both parties to discontinue any borrowing practices, and National Auto Finders was ordered to make a nominal payment to National Auto Brokers.

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factories list auction dates

American Motors

Oct. 18—D-A Auto Auction, New Stanton, Pa.

Oct. 19—Southern Auto Auction, Warehouse Point, Conn.; Central States Auto Auction, Mason City, Ia., and Columbus Fair Auto Auction, Obetz, O.

Oct. 20 — Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 21—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 18—Hatfield Auto Auction, Hatfield, Pa., and Baltimore Washington Auto Exchange, Baltimore, Md.

Oct. 19—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Sand Mountain Auto Auction, Boaz, Ala., and Salt Lake Auto Auction, Salt Lake City, Utah.

Oct. 21—Concord Auto Auction, Acton, Mass.

Oct. 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, Ill., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Oct. 26—Southern Auto Auction, Warehouse Point, Conn., and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 18—Southern Auto Auction, E. Windsor, Conn., and Ohio Auto Auction, Columbus, O.

Oct. 19 — Minneapolis Northstar Auto Auction, Shakopee, Minn., and Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 20—Nashville Auto Auction, Nashville, Tenn.

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Used Car Sales
Auction Averages

October to date	$5,331
Month ago	$5,196
Year ago	$4,528

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1983	$10,518	$ 9,960	$10,166
1982	7,763	7,629	7,702
1981	5,963	6,179	6,158
1980	5,453	5,193	5,129
1979	4,453	4,613	4,577
1978	3,442	3,405	3,579
1977	2,208	2,523	2,781
1976	2,010	1,811	1,926
Overall Average	$ 5,331	$ 5,190	$ 5,159

July market share highest since March, but trails '82

Import registrations rise for month

By Jenny L. King
Staff Writer

July registrations of new imported cars showed the highest market penetration since last March but the lowest for July since 1979.

Figures compiled by R. L. Polk & Co. showed new import registrations of 227,535 in July, up 12.09 percent from 203,002 for the same month a year earlier. Imports accounted for 28.84 percent of the month's market, highest penetration since 30.24 percent in March. In July a year ago, imports reached a record penetration for the month of 32.41 percent.

The top importers, all Japanese, increased their registration numbers in July but lost ground in shares of the import market. Mercedes, BMW and Renault Alliance were the only major companies to increase shares. Toyota was down 1.87 percentage points; Nissan was down 0.71 percentage points; Honda was off 1.04 percentage points; Mazda was off 0.58 percentage points, and Subaru lost 0.24 percentage points.

Volkswagen, down 1.32 percentage points, gave up fifth place to Subaru and fell to sixth. It was followed by Renault Alliance, on the charts for the first time in 1983 and counted by R. L. Polk & Co. as a U. S.-built import.

Eighth-place Volvo was down 0.05 percentage points; Mercedes was up 0.06 percentage points, and BMW finished the top-ten list with an increase of 0.15 percentage points.

The 10 leading imports claimed 86.61 percent of the total import market. A year ago, the top ten accounted for 89.96 percent.

• For the first seven months of the year, imports were up in numbers by 15.80 percent and up in market penetration by 0.30 percentage points.

Import registrations reached 1,485,746 January through July, 1983, up from 1,283,032 the preceding year. They captured 29.43 percent of the total U. S. market, up from 29.13 percent in 1982.

Nissan and Volvo enjoyed a larger share of the import market during the seven-month period, Renault Alliance picked up 5.20 percent following its debut in the imports listing and the category of others — imports other than the top 10 — picked up ground this year.

Toyota registrations through July totaled 316,900, or 21.33 percent of the import market. A year ago it claimed 305,211 registrations and 23.79 percent of the market. Nissan edged up to 20.49 percent from 20.05 percent. Honda dropped 1.62 percentage points, to 14.95 percent from 16.57 percent.

Mazda was down 0.10 percentage points, Subaru was off 0.46 percentage points and VW was down 1.27 percentage points. Volvo managed to gain 0.19 percentage points, Mercedes lost 0.14 percentage points and BMW was off 0.03 percentage points.

• Japan was the source of 73.59 percent of all new imports in July, down from 78.45 percent a year earlier. West Germany contributed 9.54 percent, the "U. S. imports" (Renault Alliance, VW Rabbit sedans and some Honda Accords) had 9.00 percent and Sweden provided 4.80 percent.

Registrations by country of origin, July, 1983, vs. July, 1982, were:

	July, 1983	July, 1982
Japan	167,444	159,248
West Germany	21,707	18,792
United States	20,474	8,235
Sweden	10,924	9,489
France	4,702	4,826
Great Britain	1,342	848
Italy	818	1,278
Ireland	124	286
TOTAL	227,535	203,002

For the first seven months, Japanese-built cars represented 73.26 percent of the market, down from 77.87 percent a year ago. West German cars were 9.67 percent of the total, U. S.-built imports 9.44 percent and Swedish cars 4.72 percent. The complete breakout follows:

	7 Mos., 1983	7 Mos., 1982
Japan	1,088,388	999,143
West Germany	143,716	126,959
United States	140,275	56,156
Sweden	70,034	54,876
France	27,941	28,572
Great Britain	8,791	5,307
Italy	6,132	10,013
Ireland	469	2,006
TOTAL	1,485,746	1,283,032

New import truck registrations were up 20.86 percent this July compared with the preceding year, climbing to 41,460 from 34,305. Registrations by major manufacturers included:

	July, 1983	July, 1982
Toyota	15,240	11,327
Nissan	12,034	7,298
Mazda	5,419	3,477
Dodge Ram 50	2,741	.....
Ford Courier	.....	3,279
Others	6,026	8,906
TOTAL	41,460	34,305

Truck registrations for the seven months totaled 258,438, up 8.88 percent from 237,360. Following is a breakout by major manufacturers:

	7 Mos., 1983	7 Mos., 1982
Toyota	89,995	77,118
Nissan	68,453	52,015
Mazda	36,472	19,848
Dodge Ram 50	15,357	.....
Ford Courier	.....	18,941
Others	48,161	69,438
TOTAL	258,438	237,360

TOP CARS

U. S. registrations for the first seven months of 1983. Registrations not available for Oklahoma.

1983 Position		Make	1982 Position	
1—	741,897	Chevrolet	707,150—	1
2—	576,394	Ford	520,441—	2
3—	546,349	Oldsmobile	437,914—	3
4—	461,888	Buick	395,178—	4
5—	316,900	Toyota	305,201—	5
6—	304,343	Nissan	257,314—	7
7—	283,845	Pontiac	265,541—	6
8—	222,054	Honda	212,654—	8
9—	216,948	Mercury	184,599—	9
10—	181,024	Dodge	143,201—	11
11—	161,806	Plymouth	146,993—	10
12—	160,991	Cadillac	130,136—	12
13—	143,446	Chrysler	91,681—	13
14—	99,153	Mazda	86,824—	14
15—	83,198	Subaru	77,770—	16
16—	79,791	Volkswagen	85,181—	15
17—	77,295	Alliance	.....	....
18—	54,542	Volvo	44,704—	19
19—	53,056	Lincoln	45,183—	18
20—	40,888	Mercedes	37,089—	20
21—	34,040	AMC	51,774—	17
22—	31,453	BMW	27,572—	21
....	.....	Audi	25,470—	22
		Other		
	176,129	Imports	123,253	
	443	Misc. Dom.	1,607	
	5,047,873	TOTAL	4,404,430	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Court upholds $5 million award against Toyota

WEST PALM BEACH. — A $5 million judgment against Toyota was upheld in the Fourth District Court of Appeals, dismissing the auto maker's appeal of a decision in favor of the parents of three sisters killed in their Toyota after a collision.

In a 1981 Fort Lauderdale jury case, Betty and Wayne Moll, parents of the victims, were awarded $5 million — $3 million in punitive and $2 million in compensatory damages. Toyota was found negligent in the deaths.

In 1979, the Moll's daughters' Toyota was rammed from the rear, the fuel system ruptured, and the car exploded into flames.

In the auto maker's appeal, it was argued that Judge Miette Burnstein should not have allowed jurrors to award punitive damages.

New-car sales topple record in Britain

LONDON. — New-car sales in Britain reached a record 374,600 in August — 24 percent higher than the previous peak of 302,000 sales in August last year.

For the first time since 1978, the importers' share fell back in August by 3 points to 56.8 percent.

Car sales in Britain each August normally surge to more than 20 percent of those for the full year. On Aug. 1 each year new vehicle registration plates acquire a new letter indicating the year of the car, a device employed nowhere else and which has given Britain the most distorted sales patterns in Europe, and possibly in the world.

The top ten sellers in August were: Ford Escort, 40,912; Ford Sierra, 35,562; Austin Metro, 21,120; Ford Fiesta, 27,553; Vauxhall Cavalier, 25,332; Austin/MG Maestro, 13,986; Vauxhall Astra, 12,726; Triumph Acclaim, 10,244; Volvo 300 Series, 7,525, and Vauxhall Nova, 7,417.

Saab prices up $300 to $490 on '84 models

ORANGE, Conn.—Saab-Scania of America has increased U. S. car prices $300 to $490 for 1984.

In the 900 Series, the three-door hatchback is $11,110, up $360, and the four-door sedan is $11,420, up $370. Heated front seats and halogen headlights have been made standard equipment.

The Saab 900-S line offers a three-door hatchback at $13,850 and a four-door sedan at $14,310. The hatchback is up $300 and the sedan is up $360. New standard equipment items are halogen headlights for both models and power windows on the rear doors of four-doors. Windows in the front doors already were power-operated.

The Saab Turbo three-door hatchback rose $430 and now is $16,940, and the Saab Turbo four-door sedan climbed $490. It is $17,400. Center console and contour seats have been made standard on both models, and four-doors now have power-operated windows in the rear doors.

Automatic transmission is $390 extra on all models, up from $370 for '83. Saab said the price hike averages 2 percent after adjusting for equipment changes.

IMPORT REGISTRATION SHARES IN U. S.

	JULY					SEVEN MONTHS				
	Regis., July, 1983	Percent Share of Market	Regis., July, 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., 7 Mos., 1983	Percent Share of Market	Regis., 7 Mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Toyota	50,587	22.23	48,921	24.10	— 1.87	316,900	21.33	305,211	23.79	— 2.46
Nissan	47,287	20.78	43,631	21.49	— 0.71	304,343	20.49	257,314	20.05	+ 0.44
Honda	33,352	14.66	31,865	15.70	— 1.04	222,054	14.95	212,654	16.57	— 1.62
Mazda	13,903	6.11	13,571	6.69	— 0.58	99,153	6.67	86,824	6.77	— 0.10
Subaru	11,904	5.23	11,095	5.47	— 0.24	83,198	5.60	77,770	6.06	— 0.46
VW	11,227	4.94	12,705	6.26	.....	79,791	5.37	85,181	6.64	— 1.27
Alliance	9,271	4.08	.....	.....	.....	77,295	5.20	.....	.....	.....
Volvo	8,584	3.77	7,760	3.82	.....	54,542	3.67	44,704	3.48	+ 0.19
Mercedes	5,924	2.60	5,166	2.54	+ 0.06	40,888	2.75	37,089	2.89	— 0.14
BMW	5,031	2.21	4,190	2.06	+ 0.15	31,453	2.12	27,572	2.15	— 0.03
Audi	.....	.....	3,724	1.83	.....	.....	.....	25,470	1.99	.....
Others	30,465	13.39	20,374	10.04	+ 3.35	176,129	11.85	123,253	9.61	+ 2.24
TOTAL	227,535		203,002			1,485,746		1,283,032		
Share of U. S. Total		28.84		32.41	— 3.57		29.43		29.13	+ 0.30

Registrations for Oklahoma not available.

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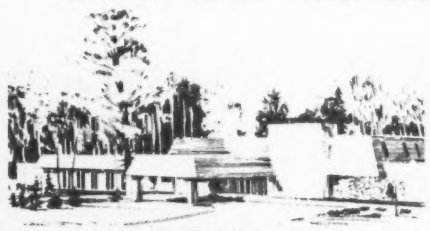

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49-state figures listed for city driving

EPA mileage ratings for 1984

Continued from Page 7

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
17	Pontiac Bonneville	305/8	A3	4
18	Pontiac Bonneville	305/8	A4	4
23	Pontiac Bonneville (diesel)	350/8	A3	FI
23	Pontiac Bonneville (diesel)	350/8	A4	FI
21	Pontiac Grand Prix	231/6	A3	2
17	Pontiac Grand Prix	305/8	A3	4
18	Pontiac Grand Prix	305/8	A4	4
23	Pontiac Grand Prix (diesel)	350/8	A3	FI
23	Pontiac Grand Prix (diesel)	350/8	A4	FI
25	Pontiac Phoenix	151/4	A3	FI
21	Pontiac Phoenix	173/6	M4	2
21	Pontiac Phoenix	173/6	A3	2
25	Pontiac 6000	151/4	A3	FI
21	Pontiac 6000	173/6	A3	2
27	Pontiac 6000 (diesel)	263/6	A3	FI
10	Rolls-Royce Silver Spirit/Silver Spur	412/8	A3	FI
10	Bentley Mulsanne	412/8	A3	FI
26	Volvo 760-GLE Turbo	145/6	M5	FI
26	Volvo 760-GLE Turbo	145/6	A4	FI
20	Volvo 760-GLE	174/6	A4	FI
27	Mercedes-Benz 300-TD (Turbodiesel)	183/5	A4	FI
25	Oldsmobile Cutlass Ciera	151/4	A3	FI
19	Olds Cutlass Ciera	181/6	A3	2
27	Olds Cutlass Ciera (diesel)	263/6	A3	FI
22	Peugeot 505	120/4	M5	FI
21	Peugeot 505	120/4	A3	FI
27	Peugeot 505 (Turbodiesel)	141/4	A3	FI
28	Plymouth Reliant	135/4	M4	2
27	Plymouth Reliant	135/4	M5	2
26	Plymouth Reliant	135/4	A3	2
23	Plymouth Reliant	156/4	A3	2
25	Pontiac 6000	151/4	A3	FI
20	Pontiac 6000	173/6	A3	2
27	Pontiac 6000 (diesel)	263/6	A3	FI
20	Volvo DL/GL/Turbo	130/4	M5	FI
20	Volvo DL/GL/Turbo	130/4	A4	FI
24	Volvo DL/GL/Turbo	141/4	M5	FI
23	Volvo DL/GL/Turbo	141/4	A4	FI
30	Volvo DL/GL/Turbo (diesel)	145/6	M5	FI
28	Volvo DL/GL/Turbo (diesel)	145/6	A3	FI

LARGE CARS

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
17	Buick Electra	252/6	A4	4
17	Buick Electra	307/8	A4	4
23	Buick Electra (diesel)	350/8	A4	FI
19	Buick LeSabre	231/6	A3	2
17	Buick LeSabre	252/6	A4	4
17	Buick LeSabre	307/8	A3	4
17	Buick LeSabre	307/8	A4	4
23	Buick LeSabre (diesel)	350/8	A4	FI
23	Cadillac Brougham/DeVille (diesel)	350/8	A4	FI
17	Cadillac Brougham/DeVille	249/8	A4	FI
19	Chevrolet Impala/Caprice	229/6	A3	2
17	Chevrolet Impala/Caprice	305/8	A4	4
23	Chevrolet Impala/Caprice (diesel)	350/8	A3	FI
23	Chevrolet Impala/Caprice (diesel)	350/8	A4	FI
17	Ford LTD Crown Victoria	302/8	A4	FI
17	Mercury Grand Marquis	302/8	A4	FI
17	Lincoln Town Car	302/8	A4	FI
19	Oldsmobile Delta 88	231/6	A3	2
17	Olds Delta 88	307/8	A3	4
17	Olds Delta 88	307/8	A4	4
23	Olds Delta 88 (diesel)	350/8	A3	FI
23	Olds Delta 88 (diesel)	350/8	A4	FI
17	Olds Ninety-Eight	307/8	A4	4
23	Olds Ninety-Eight (diesel)	350/8	A4	FI
19	Pontiac Parisienne	231/6	A3	2
17	Pontiac Parisienne	305/8	A4	4
23	Pontiac Parisienne (diesel)	350/8	A3	FI
23	Pontiac Parisienne (diesel)	350/8	A4	FI

SMALL STATION WAGONS

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
29	Buick Skyhawk	110/4	M5	FI
27	Buick Skyhawk	110/4	A3	FI
26	Buick Skyhawk	121/4	M4	FI
23	Buick Skyhawk	121/4	A3	FI
28	Chevrolet Cavalier	121/4	M4	FI
27	Chevrolet Cavalier	121/4	M5	FI
28	Chevrolet Cavalier	121/4	A3	FI
22	Nissan Maxima	146/6	A4	FI
35	Nissan Sentra	98/4	M5	2
30	Nissan Sentra	98/4	A3	2
42	Nissan Sentra (diesel)	103/4	M5	FI
38	Nissan Sentra (diesel)	103/4	A3	FI
28	Dodge Colt Vista	122/4	M5	2
28	Dodge Colt Vista	122/4	M4x2	2
27	Dodge Colt Vista	122/4	A3	2
27	Ford Escort	98/4	M5	2
27	Ford Escort	98/4	A3	2
28	Ford Escort	98/4	M5	FI
26	Ford Escort	98/4	A3	FI
41	Ford Escort (diesel)	122/4	M5	FI
34	Honda Civic	91/4	M5	3
30	Honda Civic	91/4	A3	3
27	Mercury Lynx	98/4	M5	2
27	Mercury Lynx	98/4	A3	2
41	Mercury Lynx (diesel)	122/4	M5	FI
28	Mazda GLC	91/4	M4	2
28	Mazda GLC	91/4	M5	2
25	Mazda GLC	91/4	A3	2
26	Mitsubishi Space Wagon (Puerto Rico)	122/4	M5	2
28	Mitsubishi Space Wagon (Puerto Rico)	122/4	M4x2	2
27	Mitsubishi Space Wagon (Puerto Rico)	122/4	A3	2
29	Oldsmobile Firenza	110/4	M5	FI
27	Olds Firenza	110/4	A3	FI
28	Olds Firenza	121/4	M4	FI
27	Olds Firenza	121/4	M5	FI
23	Olds Firenza	121/4	A3	FI
28	Plymouth Colt Vista	122/4	M5	2
28	Plymouth Colt Vista	122/4	M4x2	2
27	Plymouth Colt Vista	122/4	A3	2
29	Pontiac 2000 Sunbird	110/4	M5	FI
27	Pontiac 2000 Sunbird	110/4	A3	FI
28	Pontiac 2000 Sunbird	121/4	M4	FI
29	Subaru	109/4	M5	1
26	Subaru	109/4	A3	1
29	Subaru	109/4	M5	2
26	Subaru	109/4	A3	2
22	Toyota Cressida	168/6	A4	FI
34	Toyota Tercel	89/4	M5	2
32	Toyota Tercel	89/4	A3	2
31	Toyota Tercel 4WD	89/4	M5	2
42	Volkswagen Quantum Turbo	97/4	M5	FI
32	VW Quantum Turbo	97/4	A3	FI
20	VW Quantum	131/5	A3	FI

MID-SIZE STATION WAGONS

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
22	Audi 5000-S	131/5	M5	FI
19	Audi 5000-S	131/5	A3	FI
24	Buick Century	151/4	A3	FI
19	Buick Century	181/6	A3	2
27	Buick Century (diesel)	263/6	A3	FI
25	Chevrolet Celebrity	151/4	M4	FI
25	Chevrolet Celebrity	151/4	A3	FI
20	Chevrolet Celebrity	173/6	A3	2
27	Chevrolet Celebrity (diesel)	263/6	A3	FI
24	Chrysler Town and Country	135/4	A3	2
23	Chrysler Town and Country	156/4	A3	2
28	Dodge Aries	135/4	M4	2
27	Dodge Aries	135/4	M5	2
26	Dodge Aries	135/4	A3	2
23	Dodge Aries	156/4	A3	2
20	Ford LTD	231/6	A3	FI
21	Ford LTD	231/6	A4	FI
20	Mercury Marquis	231/6	A3	FI
21	Mercury Marquis	231/6	A4	FI

LARGE STATION WAGONS

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
17	Buick Electra	307/8	A4	4
23	Buick Electra (diesel)	350/8	A4	FI
16	Chevrolet Caprice	305/8	A4	4
23	Chevrolet Caprice (diesel)	350/8	A4	FI
17	Ford LTD Crown Victoria	302/8	A4	FI
17	Mercury Grand Marquis	302/8	A4	FI
17	Oldsmobile	307/8	A4	4
23	Oldsmobile (diesel)	350/8	A4	FI
16	Pontiac Parisienne	305/8	A4	4
23	Pontiac Parisienne (diesel)	350/8	A4	FI

SMALL PICKUP TRUCKS (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
27	Chevrolet S-10	119/4	M4	2
29	Chevrolet S-10	119/4	M5	2
24	Chevrolet S-10	121/4	M4	2
25	Chevrolet S-10	121/4	M5	2
22	Chevrolet S-10	121/4	A4	2
20	Chevrolet S-10	173/6	M4	2
20	Chevrolet S-10	173/6	M5	2
20	Chevrolet S-10	173/6	A4	2
33	Chevrolet S-10 (diesel)	137/4	M4	FI
34	Chevrolet S-10 (diesel)	137/4	M5	FI
31	Nissan	119/4	M5	2
25	Nissan	146/4	M5	2
23	Nissan	146/4	A3	2
34	Nissan (diesel)	152/4	M5	FI
26	Dodge Rampage	135/4	M4	2
25	Dodge Rampage	135/4	M5	2
23	Dodge Rampage	135/4	A3	2
26	Dodge Ram 50	122/4	M4	2
27	Dodge Ram 50	122/4	M5	2
25	Dodge Ram 50	122/4	A3	2
22	Dodge Ram 50	156/4	M5	2
24	Dodge Ram 50	156/4	A3	2
33	Dodge Ram 50 (Turbodiesel)	143/4	M5	FI
26	Ford Courier	120/4	M4	2
21	Ford Ranger	140/4	M4	1
21	Ford Ranger	140/4	M5	1
27	Ford Ranger	122/4	M4	1
25	Ford Ranger	122/4	M5	1
32	Ford Ranger (diesel)	134/4	M4	FI
24	Ford Ranger	140/4	M4	1
24	Ford Ranger	140/4	M5	1
22	Ford Ranger	140/4	A3	1
21	Ford Ranger	171/6	M5	2
20	Ford Ranger	171/6	A3	2
27	GMC S-15	119/4	M4	2
29	GMC S-15	119/4	M5	2
24	GMC S-15	121/4	M4	2
25	GMC S-15	121/4	M5	2
22	GMC S-15	121/4	A4	2
20	GMC S-15	173/6	M4	2
20	GMC S-15	173/6	M5	2
20	GMC S-15	173/6	A4	2
33	GMC S-15 (diesel)	137/4	M4	FI
34	GMC S-15 (diesel)	137/4	M5	FI
28	Isuzu P'UP	119/4	M4	2
26	Isuzu P'UP	119/4	M5	2
23	Isuzu P'UP	119/4	A3	2
38	Isuzu P'UP (diesel)	137/4	M4	FI
36	Isuzu P'UP (diesel)	137/4	M5	FI
30	Isuzu P'UP (diesel)	137/4	A3	FI
26	Mitsubishi	122/4	M4	2
27	Mitsubishi	122/4	M5	2
25	Mitsubishi	122/4	A3	2
22	Mitsubishi	156/4	M5	2
24	Mitsubishi	156/4	A3	2
33	Mitsubishi (Turbodiesel)	143/4	M5	FI
28	Mazda B-2000/B-2200	120/4	M4	2
27	Mazda B-2000/B-2200	120/4	M5	2
22	Mazda B-2000/B-2200	120/4	A3	2
32	Mazda B-2000/B-2200 (diesel)	135/4	M5	FI

SMALL PICKUP TRUCKS (FOUR-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
21	Nissan	146/4	M5	
24	Dodge Power Ram-50	122/4	M4	
22	Dodge Power Ram-50	156/4	M5	2
21	Dodge Power Ram-50	156/4	A3	2
30	Dodge Power Ram-50 (Turbodiesel)		M5	FI
22	Ford Ranger	140/4	M4	1
22	Ford Ranger	140/4	M5	1
21	Ford Ranger	171/6	M4	2
19	Ford Ranger	171/6	M5	2
18	Ford Ranger	171/6	A3	2
24	Isuzu P'UP	119/4	M4	2
32	Isuzu P'UP (diesel)	137/4	M4	FI
23	Jeep Scrambler	150/4	M4	1
24	Jeep Scrambler	150/4	M5	1
20	Jeep Scrambler	258/6	M4	2
20	Jeep Scrambler	258/6	M5	2
20	Jeep Scrambler	258/6	A3	2
24	Mitsubishi	122/4	M4	2
22	Mitsubishi	156/4	M5	2
21	Mitsubishi	156/4	A3	2
30	Mitsubishi (Turbodiesel)	143/4	M5	FI
28	Suzuki SJ-4 10K	59/4	M4	1

STANDARD PICKUP TRUCKS (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
19	Chevrolet C-10	250/6	M3	2
19	Chevrolet C-10	250/6	M4	2
17	Chevrolet C-10	250/6	A3	2
18	Chevrolet C-10	250/6	A4	2
17	Chevrolet C-10	305/8	M3	4
18	Chevrolet C-10	305/8	M4	4
16	Chevrolet C-10	305/8	A3	4
17	Chevrolet C-10	305/8	A4	4
23	Chevrolet C-10 (diesel)	379/8	M4	FI
21	Chevrolet C-10 (diesel)	379/8	A4	FI
18	Chevrolet C-20	250/6	M4	2
16	Chevrolet C-20	250/6	A4	2
15	Chevrolet C-20	305/8	M4	4
16	Chevrolet C-20	305/8	A4	4
23	Chevrolet C-20 (diesel)	379/8	M4	FI
21	Chevrolet C-20 (diesel)	379/8	A4	FI
19	Chevy El Camino	229/6	A3	2
19	Chevy El Camino	229/6	A4	2
17	Chevy El Camino	305/8	A3	4
18	Chevy El Camino	305/8	A4	4
22	Chevy El Camino (diesel)	350/8	A3	FI
23	Chevy El Camino (diesel)	350/8	A4	FI
18	Dodge D-100/D-150	225/6	M4	1
17	Dodge D-100/D-150	225/6	A3	1
14	Dodge D-100/D-150	318/8	M4	2
14	Dodge D-100/D-150	318/8	A3	2
12	Dodge D-100/D-150	360/8	A3	4
18	Dodge D-250	225/6	M4	1
17	Dodge D-250	225/6	A3	1
12	Dodge D-250	318/8	M4	2
14	Dodge D-250	318/8	A3	2
12	Dodge D-250	360/8	A3	4
15	Ford F-150	302/8	M3	2
16	Ford F-150	302/8	M4	2
14	Ford F-150	302/8	A3	2
15	Ford F-150	302/8	A4	2
19	Ford F-150	300/6	M3	1
20	Ford F-150	300/6	M4	1
16	Ford F-150	300/6	A3	1
17	Ford F-150	300/6	A4	1
13	Ford F-150	351/8	M4	2
13	Ford F-150	351/8	A3	2
16	Ford F-250	302/8	M4	2
15	Ford F-250	302/8	A4	2
17	Ford F-250	300/6	M3	1
15	Ford F-250	300/6	A3	1
13	Ford F-250	351/8	M4	2
13	Ford F-250	351/8	A3	2
19	GMC Caballero	229/6	A3	2
19	GMC Caballero	229/6	A4	2
17	GMC Caballero	305/8	A3	4
18	GMC Caballero	305/8	A4	4
22	GMC Caballero (diesel)	350/8	A3	FI
23	GMC Caballero (diesel)	350/8	A4	FI
19	GMC C-15	250/6	M3	2
19	GMC C-15	250/6	M4	2
17	GMC C-15	250/6	A3	2
18	GMC C-15	250/6	A4	2
17	GMC C-15	305/8	M3	4
18	GMC C-15	305/8	M4	4
16	GMC C-15	305/8	A3	4
17	GMC C-15	305/8	A4	4
23	GMC C-15 (diesel)	379/8	M4	FI
21	GMC C-15 (diesel)	379/8	A4	FI
16	GMC C-25	250/6	M4	2
16	GMC C-25	250/6	A4	2
15	GMC C-25	305/8	M4	4
16	GMC C-25	305/8	A4	4
23	GMC C-25 (diesel)	379/8	M4	FI
21	GMC C-25 (diesel)	379/8	A4	FI
28	Toyota	144/4	M4	2
24	Toyota	144/4	M5	2
23	Toyota	144/4	A4	2
25	Toyota	144/4	M5	FI
24	Toyota	144/4	A4	FI
37	Toyota (diesel)	149/4	M4	FI
35	Toyota (diesel)	149/4	M5	FI

STANDARD PICKUP TRUCKS (FOUR-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
16	Chevrolet K-10	250/6	M4	2
17	Chevrolet K-10	250/6	A4	2
14	Chevrolet K-10	305/8	M4	4
16	Chevrolet K-10	305/8	A4	4
21	Chevrolet K-10 (diesel)	379/8	M4	FI
20	Chevrolet K-10 (diesel)	379/8	A4	FI
13	Chevrolet K-20	350/8	M4	4
13	Chevrolet K-20	350/8	A4	4
21	Chevrolet K-20 (diesel)	379/8	M4	FI
20	Chevrolet K-20 (diesel)	379/8	A4	FI
23	Chevrolet T-10	121/4	M4	2
22	Chevrolet T-10	121/4	M5	2
19	Chevrolet T-10	173/6	M4	2
19	Chevrolet T-10	173/6	M5	2
20	Chevrolet T-10	173/6	A4	2
16	Dodge W-100/W-150	225/6	M4	1
12	Dodge W-100/W-150	318/8	M4	2
13	Dodge W-100/W-150	318/8	A3	2
11	Dodge W-100/W-150	360/8	A3	4
12	Dodge W-250	318/8	M4	2
13	Dodge W-250	318/8	A3	2
11	Dodge W-250	360/8	A3	4
14	Ford F-150	302/8	M4	2
14	Ford F-150	302/8	A3	2
17	Ford F-150	300/6	M4	1
15	Ford F-150	300/6	A3	1
13	Ford F-150	351/8	M4	2
12	Ford F-150	351/8	A3	2
14	Ford F-250	302/8	M4	2
14	Ford F-250	302/8	A3	2
16	Ford F-250	300/6	M4	1
15	Ford F-250	300/6	A3	1
13	Ford F-250	351/8	M4	2
12	Ford F-250	351/8	A3	2
16	GMC K-15	250/6	M4	2
17	GMC K-15	250/6	A4	2
14	GMC K-15	305/8	M4	4
16	GMC K-15	305/8	A4	4
21	GMC K-15 (diesel)	379/8	M4	FI
20	GMC K-15 (diesel)	379/8	A4	FI
13	GMC K-25	350/8	M4	4
13	GMC K-25	350/8	A4	4
21	GMC K-25 (diesel)	379/8	M4	FI
20	GMC K-25 (diesel)	379/8	A4	FI
23	GMC T-15	121/4	M4	2
22	GMC T-15	121/4	M5	2
19	GMC T-15	173/6	M4	2
19	GMC T-15	173/6	M5	2
20	GMC T-15	173/6	A4	2
12	Jeep J-10	360/8	A3	2
18	Jeep J-10	258/6	M4	2
19	Jeep J-10	258/6	A3	2
12	Jeep J-20	360/8	A3	2
21	Toyota	144/4	M5	2
31	Toyota (diesel)	149/4	M5	FI

CARGO VANS (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
18	Chevrolet G-10/G-20	250/6	M3	2
18	Chevrolet G-10/G-20	250/6	M4	2
17	Chevrolet G-10/G-20	250/6	A3	2
17	Chevrolet G-10/G-20	250/6	A4	2
17	Chevrolet G-10/G-20	305/8	M3	4
18	Chevrolet G-10/G-20	305/8	M4	4
16	Chevrolet G-10/G-10	305/8	A3	4
16	Chevrolet G-10/G-20	305/8	A4	4
23	Chevrolet G-10/G-20 (diesel)	379/8	M4	FI
21	Chevrolet G-10/G-20 (diesel)	379/8	A4	FI
16	Chevrolet G-30	250/6	M3	2
16	Chevrolet G-30	250/6	A4	2
19	Dodge B-150/B-250	225/6	M4	1
17	Dodge B-150/B-250	225/6	A3	1
14	Dodge B-150/B-250	318/8	M4	2
14	Dodge B-150/B-250	318/8	A3	2
12	Dodge B-150/B-250	360/8	A3	4
14	Dodge B-350	318/8	A3	2
12	Dodge B-350	360/8	A3	4
15	Ford E-150 Econoline	302/8	M4	2
15	Ford E-150 Econoline	302/8	A4	2
19	Ford E-150 Econoline	300/6	M3	1
20	Ford E-150 Econoline	300/6	M4	1
16	Ford E-150 Econoline	300/6	A3	1
17	Ford E-150 Econoline	300/6	A4	1
13	Ford E-150 Econoline	351/8	A3	2
14	Ford E-250 Econoline	302/8	A4	2
17	Ford E-250 Econoline	300/6	M3	1
14	Ford E-250 Econoline	300/6	A4	1
12	Ford E-250 Econoline	351/8	A3	2
18	GMC G-15/G-25 Vandura	250/6	M3	2
18	GMC G-15/G-25 Vandura	250/6	M4	2
17	GMC G-15/G-25 Vandura	250/6	A3	2
17	GMC G-15/G-25 Vandura	250/6	A4	2
17	GMC G-15/G-25 Vandura	305/8	M3	4
18	GMC G-15/G-25 Vandura	305/8	M4	4
16	GMC G-15/G-25 Vandura	305/8	A3	4
16	GMC G-15/G-25 Vandura	305/8	A4	4
23	GMC G-15/G-25 Vandura (diesel)	379/8	M4	FI
21	GMC G-15/G-25 Vandura (diesel)	379/8	A4	FI
16	GMC G-35 Vandura	250/6	M3	2
16	GMC G-35 Vandura	250/6	A4	2

PASSENGER VANS (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
16	Chevrolet G-10/G-20 Sportvan	250/6	M3	2
16	Chevrolet G-10/G-20 Sportvan	250/6	A3	2
16	Chevrolet G-10/G-20 Sportvan	250/6	A4	2
14	Chevrolet G-10/G-20 Sportvan	350/8	A4	4
14	Chevrolet G-10/G-20 Sportvan	305/8	A3	4
15	Chevrolet G-10/G-20 Sportvan	305/8	A4	4
21	Chevrolet G-10/G-20 Sportvan (diesel)	379/8	M4	FI
20	Chevrolet G-10/G-20 Sportvan (diesel)	379/8	A4	FI
12	Chevrolet G-30 Sportvan	350/8	A4	4
18	Dodge B-150/B-250 Wagon	225/6	M4	1
16	Dodge B-150/B-250 Wagon	225/6	A3	1
13	Dodge B-150/B-250 Wagon	318/8	M4	2
14	Dodge B-150/B-250 Wagon	318/8	A3	2
11	Dodge B-150/B-250 Wagon	360/8	A3	4
13	Dodge B-350 Wagon	318/8	A3	2
10	Dodge B-350 Wagon	360/8	A3	4
14	Ford E-150 Club Wagon	302/8	A4	2
14	Ford E-150 Club Wagon	300/6	A3	1
14	Ford E-150 Club Wagon	302/8	M4	2
16	Ford E-150 Club Wagon	300/6	M4	1
15	Ford E-150 Club Wagon	300/6	M4	1
12	Ford E-150 Club Wagon	351/8	A3	2
16	GMC G-15/G-25 Rally	250/6	M3	2
16	GMC G-15/G-25 Rally	250/6	A3	2
16	GMC G-15/G-25 Rally	250/6	A4	2
14	GMC G-15/G-25 Rally	350/8	A4	4
14	GMC G-15/G-25 Rally	305/8	A3	4
15	GMC G-15/G-25 Rally	305/8	A4	4
21	GMC G-15/G-25 Rally (diesel)	379/8	M4	FI
20	GMC G-15/G-25 Rally (diesel)	379/8	A4	FI
12	GMC G-35 Rally	350/8	A4	4
25	Toyota Van Wagon	122/4	M5	FI
24	Toyota Van Wagon	122/4	A4	FI
19	Volkswagen Vanagon	117/4	M4	FI
17	Volkswagen Vanagon	117/4	A3	FI

SPECIAL PURPOSE VEHICLES (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
22	AM General DJ PO Vehicle	150/4	A3	1
14	Chevrolet C-10 Suburban	350/8	A4	4
15	Chevrolet C-10 Suburban	305/8	A4	4
20	Chevrolet C-10 Suburban (diesel)	379/8	A4	FI
24	Chevrolet S-10 Blazer	121/4	M4	2
25	Chevrolet S-10 Blazer	121/4	M5	2
20	Chevrolet S-10 Blazer	173/6	M4	2
20	Chevrolet S-10 Blazer	173/6	M5	2
20	Chevrolet S-10 Blazer	173/6	A4	2
20	Chevrolet S-10 Utility Body	173/6	M4	2
20	Chevrolet S-10 Utility Body	173/6	A4	2
14	Dodge AD-150 Ramcharger	318/8	A3	2
12	Dodge AD 150 Ramcharger	360/8	A3	4
14	GMC C-15 Suburban	350/8	A4	4
15	GMC C-15 Suburban	305/8	A4	4
20	GMC C-15 Suburban (diesel)	379/8	A4	FI
24	GMC S-15 Jimmy	121/4	M4	2
25	GMC S-15 Jimmy	121/4	M5	2
20	GMC S-15 Jimmy	173/6	M4	2
20	GMC S-15 Jimmy	173/6	M5	2
20	GMC S-15 Jimmy	173/6	A4	2
20	Chevrolet S-15 Utility Body	173/6	M4	2
20	Chevrolet S-15 Utility Body	173/6	A4	2
11	S & S Coach Co., Funeral Coach	366/8	A3	4
12	Superior Coaches, Funeral Coach	366/8	A3	4

SPECIAL PURPOSE VEHICLES (FOUR-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
24	AMC Eagle SX/4	150/4	M4	1
24	AMC Eagle SX/4	150/4	M5	1
21	AMC Eagle SX/4	150/4	A3	1
20	AMC Eagle SX/4	258/6	M4	2
20	AMC Eagle SX/4	258/6	M5	2
20	AMC Eagle SX/4	258/6	A3	2
24	AMC Eagle	150/4	M4	1
24	AMC Eagle	150/4	M5	1
20	AMC Eagle	158/6	M4	2
20	AMC Eagle	258/6	M5	2
19	AMC Eagle	258/6	A3	2
15	Chevrolet K-10 Blazer	305/8	M4	4
15	Chevrolet K-10 Blazer	305/8	A4	4
20	Chevrolet K-10 Blazer (diesel)	379/8	A4	FI
12	Chevrolet K-10 Suburban	350/8	M4	4
13	Chevrolet K-10 Suburban	350/8	A4	4
18	Chevrolet K-10 Suburban (diesel)	379/8	A4	FI
23	Chevrolet T-10 Blazer	121/4	M4	2
22	Chevrolet T-10 Blazer	121/4	M5	2
18	Chevrolet T-10 Blazer	173/6	M4	2
18	Chevrolet T-10 Blazer	173/6	M5	2
19	Chevrolet T-10 Blazer	173/6	A4	2
12	Dodge AW-150 Ramcharger	318/8	M4	2
13	Dodge AW-150 Ramcharger	318/8	A3	2
11	Dodge AW-150 Ramcharger	360/8	A3	4
20	Ford Bronco II	171/6	M4	2
18	Ford Bronco II	171/6	M5	2
18	Ford Bronco II	171/6	A3	2
14	Ford Bronco	302/8	M4	2
13	Ford Bronco	302/8	A3	2
17	Ford Bronco	300/6	M4	1
15	Ford Bronco	300/6	A3	1
13	Ford Bronco	351/8	M4	2
12	Ford Bronco	351/8	A3	2
15	GMC K-15 Jimmy	305/8	M4	4
15	GMC K-15 Jimmy	305/8	A4	4
20	GMC K-15 Jimmy (diesel)	379/8	A4	FI
12	GMC K-15 Suburban	350/8	M4	4
13	GMC K-15 Suburban	350/8	A4	4
18	GMC K-15 Suburban (diesel)	379/8	A4	FI
23	GMC T-15 Jimmy	121/4	M4	2
22	GMC T-15 Jimmy	121/4	M5	2
18	GMC T-15 Jimmy	173/6	M4	2
18	GMC T-15 Jimmy	173/6	M5	2
19	GMC T-15 Jimmy	173/6	A4	2
21	Isuzu Trooper	119/4	M4	2
23	Jeep Cherokee/Wagoneer	150/4	M4	1
24	Jeep Cherokee/Wagoneer	150/4	M5	1
21	Jeep Cherokee/Wagoneer	150/4	A3	1
23	Jeep CJ-7	150/4	M4	1
24	Jeep CJ-7	150/4	M5	1
20	Jeep CJ-7	258/6	M4	2
20	Jeep CJ-7	258/6	M5	2
19	Jeep CJ-7	258/6	A3	2
12	Jeep Grand Wagoneer	360/8	A3	2
18	Jeep Grand Wagoneer	258/6	M4	2
17	Jeep Grand Wagoneer	258/6	A3	2
20	Mitsubishi Montero	156/4	M5	2
20	Mitsubishi Montero	156/4	A3	2
27	Subaru BRAT	109/4	M4	2
24	Subaru BRAT	109/4	A3	2
24	Subaru BRAT Turbo	109/4	A3	FI
26	Subaru Wagon	109/4	M4	2
24	Subaru Wagon	109/4	A3	2
24	Subaru Wagon Turbo	109/4	A3	FI
27	Subaru (car)	109/4	M4	2
24	Subaru (car)	109/4	A3	2
24	Subaru Turbo (car)	109/4	A3	FI
28	Suzuki SJ-410	59/4	M4	1
28	Suzuki SJ-410V	59/4	M4	1
12	Toyota Land Cruiser Wagon	258/6	M4	2
20	Toyota 4-Runner	144/4	M5	2

SPECIAL PURPOSE VEHICLES (CAB CHASSIS) (TWO-WHEEL DRIVE)

Est. MPG		Engine CID/Cyl.	Trans.	Fuel Sys.
18	Chevrolet S-10	121/4	M4	2
16	Chevrolet S-10	173/6	M4	2
16	Chevrolet S-10	173/6	A4	2
16	Nissan Pickup	146/4	M5	2
11	Dodge D-250 Pickup	360/8	A3	4
14	Ford F-250 Pickup	302/8	M4	2
13	Ford F-250 Pickup	302/8	A3	2
20	Ford Ranger	140/4	M4	1
18	GMC S-15	121/4	M4	2
16	GMC S-15	173/6	M4	2
16	GMC S-15	173/6	A4	2
19	Toyota	144/4	M4	2

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF

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2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

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None.

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5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise during the 12 months preceding the date shown above was: Total copies printed—65,311, sales through dealers and carriers, street vendors and counter sales—none; mailed to subscribers—59,735; total paid circulation—59,735; free distribution—1,849; total copies distributed by mail—61,584; office use, left over, unaccounted, spoiled after printing—3,727. Actual number of copies of single issue published nearest to filing date, (September 26, 1983)—Total copies printed—62,748; sales through dealers and carriers, street vendors and counter sales—none; mailed to subscribers—59,937; free distribution—336; total copies distributed to readers by mail—60,273; office use, left-over, unaccounted, spoiled after printing—2,475.

(This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.)

I certify that the statements made by me above are correct and complete.

JACK H. LOWRY, business manager.

Week's auto production is 162,269

16 assembly plants work overtime

By Mary Beth Mayer
Staff Writer

Sixteen car plants worked extra hours last week and the week before, but domestic production last week was slightly below the previous week's output.

The car makers targeted last week's output at 162,269, down from 163,949 the prior week, but 66.60 percent ahead of the year-ago week's 97,403.

Breakdown for the week by company was: General Motors, 58.91 percent; Ford Motor Co., 23.06 percent; Chrysler Corp., 12.88 percent; American Motors, 2.77 percent; Volkswagen of America, 1.45 percent, and Honda, 0.93 percent.

So far this year, there have been 5,212,891 cars completed, up 27.28 percent from 4,095,826

Truck production is 56,219, down 3 pct. for week

Overtime schedules at 8 assembly plants put last week's estimated truck production at 56,219 units, which was down 3.07 percent from the 57,999 completed the previous week, but ahead of the year-ago week's output of 37,058 by 51.71 percent.

Year-to-date, there have been 1,845,410 trucks built, 18.23 percent more than the 1,560,993 units finished at this time last year.

Saturday (Oct. 15) overtime was scheduled by General Motors at the Flint No. 1 and No. 2 plants and Janesville (Wis.). Flint No. 1 worked one shift while the other two points worked two.

Today (Oct. 17), GM's Pontiac plant begins a week of downtime for inventory adjustment. Some 2,500 employes will be on temporary layoff.

Ford Motor Co.'s Louisville and Michigan plants worked daily overtime last week and its Kansas City, Lorain (O.), Norfolk (Va.) and Twin Cities (Minn.) facilities operated Saturday.

This week, Ford plans overtime daily and Saturday at its plants in Kansas City, Lorain, Louisville, Norfolk, Wayne (Mich.) and Twin Cities.

finishel at this time last year.

GM had six points working two shifts Saturday (Oct. 15). Working extra hours were: Doraville (Ga.), Flint (G line), Janesville (Wis.), Lordstown (O.), Norwood (O.) and Oklahoma City.

Working extra daily hours for Ford last week were Atlanta, Chicago, Dearborn, Lorain (O.) and Wayne (Mich.). Edison (N. J.) and St. Louis operated on Saturday.

Holiday trims Canada's output of cars, trucks

Estimated Canadian auto and truck production last week fell off from the previous week, as all plants were down last Monday (Oct. 10) in observance of the Thanksgiving holiday.

Car production last week was targeted at 15,551, an 18.04 percent drop from 18,972 units assembled the week before, but leading the year-ago week's output, 11,691, by 33.02 percent.

The truck makers estimate production of 10,579 last week, 6.96 percent behind the 11,370 units built the previous week, but 13.46 percent ahead of the 9,324 last year.

So far this year, there have been 750,059 cars completed in Canada, leading last year's output of 680,818 by 10.18 percent.

Year-to-date, the truck makers have finished 414,836 trucks, 4.69 percent more than 396,266 built at this time last year.

Chrysler Corp.'s Windsor (Ont.) facility began production of the Dodge Caravan, Mini Ram Van and Plymouth Voyager Oct. 7. The Chrysler truck total now includes these vehicles. It was estimated that 60 were built last week.

Ford Motor Co.'s St. Thomas (Ont.) facility is recalling its full work force of 3,200 today (Oct. 17) and tomorrow. The plant has been undergoing several weeks of retooling to add production of full-size Crown Victoria and Grand Marquis cars to the Escort/Lynx subcompacts already built there.

Production of the Grand Marquis at St. Thomas is scheduled to begin Oct. 24, and Crown Victoria output is slated to begin Nov. 7.

Chrysler had three facilities working daily overtime as well as two 8-hour Saturday shifts. Those points were Belvidere (Ill.), Jefferson (Detroit) and Newark (N. J.).

This week, GM's Tarrytown (N. Y.) and Willow Run (Mich.) points will begin two weeks of downtime because of a parts shortage. At Tarrytown, 1,800 workers are affected, while at Willow Run, there will be 4,700 on temporary layoff.

Seven Ford facilities are slated to work overtime this week. Working daily overtime are Atlanta, Chicago, Edison, Dearborn, Kansas City, Lorain and St. Louis. Three of those points — Chicago, Edison and Kansas City will also work Saturday (Oct. 22).

This week, Chrysler's Belvidere and Newark points will work two 9-hour daily shifts and the Jefferson facility will operate two 8½-hour daily shifts.

Chrysler offers 12.9 pct. loans, hikes incentive

HIGHLAND PARK, Mich. — Chrysler Corp. has joined domestic competitors in offering 12.9 percent financing and also has increased dealer payments under an existing cash incentive program.

Under its "Operation Clean Sweep," which runs through Oct. 31, dealers get $500 per front-drive New Yorker and Chrysler E-Class and Dodge 600 and 600 ES sold, effective Oct. 1. In September, they had received $300 per unit.

Meanwhile, Chrysler Financial Corp. is offering 12.9 percent APR financing from Oct. 4 to Oct. 31. Contracts can go to 48 months or longer.

All new '83/'84 cars and trucks are eligible. Dealers forfeit their entire finance reserve to participate.

The program follows similar ones by General Motors, Ford Motor and American Motors.

Nissan, Citicorp offer financing to N. Y. dealers

GARDENA, Calif. — Nissan Motor Acceptance Corp. and Citicorp Acceptance Co. have joined to offer a dealer-financing package in a third state, New York.

Dealers in Florida and Illinois have had the package available since spring. NMAC funds the wholesale financing and Citicorp funds retail financing, according to Robert Baker, NMAC president.

Nissan account representatives are based at Citicorp offices in the three states to handle dealers' financing needs. Financing is available on the Nissan line only; dealers with a second franchise don't have these other products covered.

NMAC offers both wholesale and retail financing in five other states: California, Oregon, Texas, Colorado and Washington.

The tieup with Citicorp provided "an opportunity to offer financial services to dealers on a more rapid basis" than if NMAC assumed full funding, Baker said.

U. S. CAR PRODUCTION

	Week Ended Oct. 15, 1983	Week Ended Oct. 16, 1982	Week Ended Oct. 8, 1983	Oct. to Date	Jan. 1 to Oct. 16, 1982	Jan. 1 to Oct. 15, 1983
AMERICAN MOTORS	4,500	3,760*	4,635	9,135	70,469*	152,184
AMC Total	.....	760*	.....	.....	43,769*	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	4,500	3,000*	4,635	9,135	26,700*	148,113
Alliance	2,900	3,000*	3,078	5,978	26,700*	124,535
Encore	1,600	.....	1,557	3,157	.....	19,078
CHRYSLER CORP.	20,900	6,227	24,027	44,927	468,651	687,745
Plymouth Total	7,050	2,909	7,725	14,775	189,557	243,429
Horizon	3,000	.....	3,153	6,153	61,038	92,016
Reliant	3,800	2,876	4,269	8,069	127,639	147,083
Caravelle	200	33	224	424	880	4,115
Gran Fury	50	.....	79	129	.....	215
Chrysler Total	6,100	576	6,629	12,729	91,920	168,363
LeBaron	1,600	576	1,982	3,582	82,841	68,477
Laser	1,300	.....	1,120	2,420	.....	8,830
Chrysler	2,100	.....	2,556	4,656	9,079	87,664
Fifth Avenue	1,100	.....	971	2,071	.....	3,392
Dodge Total	7,750	2,742	9,673	17,423	187,174	275,953
Omni	2,500	.....	3,507	6,007	57,018	100,569
Aries	2,900	2,414	3,552	6,452	98,183	110,916
Daytona	1,100	.....	1,113	2,213	.....	6,963
Dodge 400	.....	328	.....	.....	25,905	18,478
Dodge 600	1,200	.....	1,396	2,596	6,068	38,550
Diplomat	50	.....	105	155	.....	377
FORD MOTOR	37,420	25,949	35,565	72,985	865,303	1,185,910
Ford Division	26,590	16,420	25,396	51,986	544,832	765,903
Escort	7,541	7,203	7,002	14,543	218,671	212,876
Fairmont	.....	2,979	.....	.....	97,622	23,728
Mustang	3,775	1,811	3,383	7,158	103,196	90,457
LTD/Granada	4,282	4,255	3,918	8,200	90,366	135,734
Thunderbird	4,937	.....	4,191	9,128	29,326	151,931
Crown Victoria/Ford..	2,353	.....	2,383	4,736	.....	74,795
EXP	.....	172	.....	.....	5,651	1,184
Tempo	3,702	.....	4,519	8,221	.....	75,198
L-M Division	10,830	9,529	10,169	20,999	320,471	420,007
Mercury Total	10,078	7,461	9,892	19,970	244,332	337,371
Lynx	1,709	2,061	2,003	3,712	67,703	59,844
Capri	744	461	683	1,427	28,630	19,423
Zephyr	.....	877	.....	.....	31,289	8,601
Marquis/Cougar	1,687	1,693	1,502	3,189	42,136	57,799
Cougar/XR7	2,704	.....	2,299	5,003	10,580	96,574
Gr. Marquis/Marquis..	1,851	2,304	1,867	3,718	62,522	74,001
LN7	.....	65	.....	.....	1,472	290
Topaz	1,383	.....	1,538	2,921	.....	20,839
Lincoln Total	752	2,068	277	1,029	76,139	82,636
Continental	139	414	82	221	15,754	9,014
Lincoln	187	1,187	54	241	35,594	52,864
Mark VI	426	467	141	567	24,791	20,758
GENERAL MOTORS	95,599	58,639	96,156	191,755	2,624,446	3,075,887
Buick Division	21,997	13,594	21,238	43,235	610,195	703,102
Skylark	3,720	578	3,760	7,480	114,116	88,325
Skyhawk J	1,255	1,433	1,261	2,516	55,121	55,993
Century	4,717	1,775	4,259	8,976	94,953	131,269
Regal	4,860	3,936	4,802	9,662	167,765	193,947
Buick	6,186	4,297	5,667	11,853	145,208	193,525
Riviera	1,259	1,573	1,489	2,748	33,032	40,043
Cadillac Division	6,745	4,296	7,713	14,458	186,490	239,110
Cimarron	503	473	477	980	6,168	15,835
Seville	770	573	912	1,682	17,622	27,345
Eldorado	1,466	1,320	1,735	3,201	45,278	58,367
Cadillac	4,006	1,930	4,589	8,595	117,422	137,563
Chevrolet Division	33,243	18,964	30,232	63,475	847,580	1,016,721
Chevette	4,060	4,679	3,857	7,917	174,769	162,842
Cavalier	9,060	3,780	7,313	16,373	74,402	233,405
Celebrity	5,516	1,195	4,840	10,356	57,189	123,824
Camaro	4,865	1,318	3,966	8,831	180,414	150,491
Citation	1,940	2,312	1,896	3,836	140,195	72,645
Malibu/El Camino	592	2,672	614	1,206	99,726	96,129
Monte Carlo	3,828	2,523	3,744	7,572	62,291	86,731
Chevrolet	2,632	485	3,182	5,814	35,791	69,767
Corvette	750	.....	820	1,570	22,803	20,887
Oldsmobile Division	21,511	16,435	24,559	46,070	614,721	794,257
Omega	1,340	.....	1,343	2,683	64,047	46,824
Firenza	915	703	940	1,855	37,130	35,285
Cutlass	6,480	4,878	7,368	13,848	164,316	235,961
Cutlass/Ciera	5,247	3,510	5,669	10,916	99,588	166,203
Oldsmobile	6,599	6,292	8,142	14,741	222,955	278,425
Toronado	930	1,052	1,097	2,027	26,685	32,559
Pontiac Division	12,103	5,350	12,414	24,517	365,460	322,697
Acadian†	.....	118	323	323	9,123	11,884
2000	3,362	862	3,281	6,643	33,621	85,222
1000	1,003	842	1,238	2,241	31,166	33,834
Firebird	2,835	859	2,600	5,435	108,162	76,361
Phoenix	500	650	477	977	39,889	21,285
G. Prix/Bonneville	1,680	2,019	1,967	3,647	113,857	76,238
Parisienne	723	.....	852	1,575	.....	7,173
Fiero	2,000	.....	1,676	3,676	.....	10,700
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,500	.....	1,203	2,703	.....	37,406
VOLKSWAGEN	2,350	2,828	2,363	4,713	64,794	73,759
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	162,269	97,403	163,949	326,218	4,095,826	5,212,891

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 15, 1983	Week Ended Oct. 16, 1982	Week Ended Oct. 8, 1983	Oct. to Date	Jan. 1 to Oct. 16, 1982	Jan. 1 to Oct. 15, 1983
CHEVROLET	19,103	14,214	18,474	37,577	542,065	650,972
DODGE	3,300	2,127	2,511	5,811	102,359	108,311
FORD	23,086	13,333	24,601	47,687	562,824	718,102
GMC	4,892	3,541	6,444	11,336	189,785	202,612
INTERNATIONAL	1,188	1,043	1,328	2,516	38,838	39,641
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,800	1,750*	2,731	5,531	70,089*	75,882
NISSAN	800	.....	860	1,660	.....	6,231
AM GENERAL	50	50*	50*	100*	1,930*	1,980*
MISCELLANEOUS	1,000	1,000*	1,000*	2,000*	45,000*	39,600*
Total Trucks, U. S.	56,219	37,058	57,999	114,218	1,560,993	1,845,410

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 15, 1983	Week Ended Oct. 16, 1982	Week Ended Oct. 8, 1983	Oct. to Date	Jan. 1 to Oct. 16, 1982	Jan. 1 to Oct. 15, 1983
CHRYSLER CORP.	2,712	2,211	2,251	4,963	82,807	100,530
FORD MOTOR	2,650	2,409	3,273	5,923	109,351	108,285
GENERAL MOTORS	5,112	4,492	5,721	10,833	195,172	201,647
INTERNATIONAL	105	212	125	230	8,936	4,374
Total Trucks, Canada	10,579	9,324	11,370	21,949	396,266	414,836
N. American Trucks	667,798	46,382	69,369	136,167	1,957,259	2,260,246

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 15, 1983	Week Ended Oct. 16, 1982	Week Ended Oct. 8, 1983	Oct. to Date	Jan. 1 to Oct. 16, 1982	Jan. 1 to Oct. 15, 1983
AMERICAN MOTORS	578	923	504	1,082	25,846	22,316
CHRYSLER CORP.	.....	3,476	.....	.....	129,102	104,365
FORD MOTOR	4,560	403	5,809	10,369	231,437	204,135
GENERAL MOTORS	10,233	6,664	12,434	22,667	286,326	410,966
VOLVO	180	225	225	405	8,107	8,277
Total Cars, Canada	15,551	11,691	18,972	34,523	680,818	750,059
N. American Cars	177,820	109,094	182,921	360,741	4,776,644	5,962,950
N. American Trucks	66,798	46,382	69,369	136,167	1,957,259	2,260,246
North American Cars and Trucks	244,618	155,476	252,290	496,908	6,733,903	8,223,196

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

October 24, 1983

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Convertible conversion

Coach Builders chops BMW 633 and 635

Coach Builders Ltd., Inc., High Springs, Fla., has begun converting the BMW 633 and 635. These convertibles feature a fully padded insulated roof, color coordinated interior headliner, power-operated top system and the Coach Builders warranty on materials and craftsmanship. Conversion cost to dealers is $8,900.

X-car brakes worried GM before intro, documents show

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors documents released on court order detail how its own engineers knew of the tendency of the 1980 X-body car brakes to lock up for its own test drivers about two years before the start of production.

A GM Task Force in January, 1979, recommended design changes but stopped short of recommending delay on the start of production.

The government said its entire case against GM for failure to tell NHTSA of its tests, its findings, its running changes and its failure to correct in all aspects problems with brakes, rear and front, rests on GM's own documents.

Federal Judge Thomas P. Jackson ordered early release of almost all of the some 100,000 documents last week.

A GM spokesman said, "We are disappointed that our request to defer the unsealing of the principal documents in the X-car case was not granted.

"The government's case against GM and the X-cars is based on a distorted and one-sided analysis of the record. That exists only because NHTSA failed to follow its own procedures, denying GM the right to defend itself while unfair media publicity was directed against it.

"We had wanted the opportunity to release our position simultaneously with the government's accusations," the spokesman said. "We recognize we will have the opportunity to respond at a later time in court, but the material omissions and misstatements and the failure of the government to understand our internal documents and employes' testimony required us to make available a brief we have filed.

"We are confident a full airing of the facts will show that GM has acted properly in carrying out its safety responsibility. The substantive information in the government documents was taken into account by GM in its past decisions on the production of the X-car.

"Our brief shows why we felt it was necessary to put the government's mischaracterization of our documents and employes' testimony into proper context and perspective," the spokesman concluded.

GM, which had said that the press would misunderstand and tarnish GM's reputation if early release without its side of the story was granted, contends that the documents do not show that rear brake lockup is a safety-related defect and in fact, that other cars may have similar lockup experience — which, in fact, is a good situation sometimes.

• This is the first case the Reagan Administration has brought against an auto company over any alleged defect, and it is the first time that any auto company has been accused — with threat of a $4 million fine — of stonewalling and concealing data from the government.

NHTSA has been criticized by Rep. Tim Wirth, Colorado Democrat, of delay in forcing recall of the X-body cars with brake problems.

But NHTSA says this was GM's fault. Instead of proceeding administratively to force

Continued on Page 8, Col. 1

Refusal to provide data said to put GM venture in jeopardy

Toyota stall perils deal, FTC says

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — In a letter, the FTC has told Toyota that its proposed joint venture with General Motors is jeopardized by Toyota's refusal to give staff investigators financial data.

The $300 million project would involve production of a new car in the Fremont (Calif.) plant, with Toyota managing the production and Chevrolet dealers selling the product.

The letter warns Toyota that its treatment by FTC will be no different than that accorded U. S. companies and it tells Congressmen that any delay in the decision is not the fault of the FTC.

The "one last chance" letter was sent after FTC rejected Toyota's offer to provide data through a third party without actually revealing the documents themselves.

Normally, this kind of cost data is extremely sensitive and all company officials are concerned lest the data be shared with Congressmen for their own "fishing" expeditions.

But in this case, the data is similar — if not identical — to what the Internal Revenue Service is asking from Toyota in a tax audit involving transfer pricing. Litigation is ongoing in California.

At issue is whether prices charged by the parent company to its U. S. distributors are set very high in order to minimize the parent's tax liability.

On another front, critics of the proposed joint venture took aim at FTC Chairman James C. Miller III, claiming that he should excuse himself from all trade commission matters involving GM.

Before Miller went to the FTC, he had his own small consulting firm. Between 1978 and 1980, GM was a client and GM paid him more than $50,000.

In a letter sent to Miller by Chrysler legal counsel Joseph A. Califano Jr., Chrysler asked Miller to disqualify himself from the joint venture proceeding. Califano said Miller's participation in the case would "leave a cloud of suspicion" over the final ruling.

Chrysler has indicated it will challenge a positive finding for the venture in court.

While Miller did recuse himself for two years from any decision involving GM, that period has now passed and he intends to vote on the GM-Toyota joint venture as well as the final decision involving GM transmissions, diesel problems and premature camshaft wear.

Miller's fellow trade commissioner Michael Pertschuk, who has often found himself at odds with the chairman, mentioned Miller's connection with GM in a speech here to the National Economists Club.

Pertschuk, apparently tongue-in-cheek, defended Miller's objectivity, saying, "I don't have the slightest doubt that his decision will be driven solely by

Continued on Page 66, Col. 1

Reagan wants to limit Japan to 1.8 million

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — President Reagan has decided to ask the Japanese Government for a fourth year of "voluntary" restraint on auto exports to the U. S. at a ceiling of 1,800,000 cars, sources say.

The decision was reached by Reagan last week after the Administration's trade policy committee failed to agree on the handling of the sensitive matter.

It is believed that the White House staff persuaded Reagan to take a relatively hard line with the Japanese, largely for political reasons, and to pressure the Nakasone government on a range of other sticky trade issues.

The Administration has prided itself on a normally strong free trade policy, but seems unwilling to back down to the Japanese in the face of a mushrooming trade deficit.

If agreed to by the Japanese, the new limit would take effect

Continued on Page 7, Col. 1

breaking news

GM recalling 479,700 vehicles

DETROIT.—General Motors is recalling 479,700 cars and trucks in four campaigns to correct brake and emission problems. The biggest involves 350,000 '83 front-wheel-drive X-cars, J-cars and A-cars to find 100,000 with improperly manufactured brake system valves. Also 13,000 '83 and '84 Chevrolet S-15 and GMC S-15 four-wheel-drive pickups are being recalled to find 3,000 which may have the right fender skirt contacting a brake pipe. Some 4,700 '83 rear-drive intermediate cars and Chevrolet El Camino and GMC Caballero diesel trucks will be checked for a brake pipe contacting an underhood bracket. Finally, 112,000 '79 Chevettes will be

See BREAKING NEWS, Page 8, Col. 1

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Japanese autos from Puerto Rico joined Guam cars at U. S. outlets

By Kathleen Hamilton
and John A. Russell

More cracks are showing up in the wall keeping Japanese cars from flooding the U. S. market, but the market seems to be plugging some of the holes automatically.

AUTOMOTIVE NEWS has learned that several thousand cars made in Japan and destined for Puerto Rico ended up in U. S. dealerships late last year and early this year.

The source now has all but dried up as the Puerto Rican economy has picked up and Japanese cars have become as scarce there as they are on the mainland.

In addition, one source told AUTOMOTIVE NEWS less than 100 Hondas had been shipped this summer to Hawaiian dealers from Guam but that the shipments have since been halted.

Two Miami dealers are facing a civil class-action suit involving warranties on Hondas they allegedly brought from Guam (AUTOMOTIVE NEWS, Oct. 10). The suit claims the dealers imported 2,000 cars, but one of the dealers said the number was probably half that.

The warranty issue is a sticky one (although apparently solved for Puerto Rican Nissans and Toyotas). But a week of investigation by AUTOMOTIVE NEWS failed to turn up any other legal problems for those reselling the Japanese cars.

• For example, NHTSA said cars from Guam and Puerto Rico meet the same safety stan-

Continued on Page 8, Col. 3

GM to spend $44 million in bias deal

By Marjorie Sorge
Labor Editor

General Motors will spend more than $44.4 million in the next five years to settle a 10-year-old discrimination suit.

The out-of-court settlement announced last week resolves a charge filed in 1973 by the then-commissioner of the Equal Employment Opportunity Commission, William H. Brown III, alleging that GM and the UAW discriminated against minorities and women in hiring, training and promotion practices. The agreement also settles the claims against the UAW.

Under the agreement, GM must spend $15 million over the next five years for educational endowments and scholarships aimed at providing education in engineering and technology for minorities and women currently employed at GM, including those on layoff. GM will disburse the funds at a rate of $3 million a year and workers can choose other areas of education besides engineering and technology.

In addition, the company is spending more than $21 million to increase opportunities for minorities and women at the supervisor, executive, preapprenticeship and salaried levels.

Another $4 million has been earmarked for settling outstanding charges and discrimination suits pending against GM. The remaining $4.4 million is for other education, training and hiring programs.

At the end of 1982, 17.5 percent of GM's workforce was made up of minorities and 17 percent was women, according to Alfred S. Warren Jr., vice president, industrial relations.

• As of the end of July, minorities made up 24.3 percent of the non-skilled hourly workforce while women represented 19.7 percent. In the journeyman category, minorities make up 6.4 percent and women 0.7 percent; among apprentices, minorities were 11.8 percent and women 13 percent, and in the employe in training category, minorities were 16 percent and women 3.4 percent.

In the salaried area, 11.9 percent were minorities and 23.6 percent were women.

Of the new workers hired in the non-skilled area in the next five years, GM hopes to hire 28 percent women.

While the dispute has been settled, both GM and the UAW disputed the validity of the charge and denied that any ac-

Continued on Page 6, Col. 5

NEW-CAR REGISTRATIONS BY PERCENT OF MARKET

Makes	1965	1967	1969	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
AMC	3.49	2.85	2.54	2.50	2.88	3.45	3.79	3.72	2.53	1.69	1.44	1.52	1.72	1.58	1.08
Buick	6.53	6.76	7.17	7.39	6.16	6.13	4.92	5.92	7.19	6.79	6.97	6.64	8.08	8.51	9.20
Cadillac	2.04	2.51	2.58	2.57	2.46	2.52	2.53	3.10	3.01	3.01	3.06	2.97	2.43	2.66	3.10
Chevrolet	26.03	23.68	21.81	22.33	21.83	21.63	22.68	21.18	20.88	23.37	20.97	20.34	19.70	17.02	15.77
Chrysler	2.17	2.47	2.24	1.59	1.71	1.44	1.24	2.58	2.78	2.80	1.73	2.35	1.58	1.03	2.18
Dodge	5.60	5.89	5.70	5.55	5.37	5.18	5.32	4.17	4.72	4.14	3.91	3.55	2.86	3.69	3.25
Ford	21.46	18.20	19.91	19.46	19.63	18.83	20.19	17.93	17.08	16.55	16.16	14.24	11.95	11.55	11.47
Imperial	0.18	0.19	0.20	0.12	0.14	0.11	0.14	0.06	.....	.....	.....	.....	.....	0.06	0.03
Lincoln	0.46	0.42	0.62	0.67	0.90	1.02	0.97	1.11	1.19	1.60	1.63	1.24	0.83	0.73	1.13
Mercury	3.56	3.54	3.73	3.91	3.78	3.64	3.80	4.02	4.19	4.52	5.12	4.81	3.73	4.04	4.08
Oldsmobile	6.54	6.60	6.81	6.78	6.95	7.13	5.97	7.32	8.90	8.81	8.84	8.90	9.21	9.84	10.00
Plymouth	6.71	7.50	6.95	6.99	6.77	5.50	6.86	4.89	5.40	4.03	3.60	3.12	2.70	3.98	3.14
Pontiac	8.93	9.98	8.42	6.92	6.80	7.11	5.79	5.79	7.24	7.39	7.83	7.48	6.99	6.48	5.95
Volkswagen	4.12	5.42	5.69	5.18	4.27	4.13	3.76	3.07	2.04	2.30	2.19	2.76	2.91	2.74	1.93
Toyota	.....	0.40	1.24	2.75	2.45	2.44	2.66	3.13	3.37	4.27	3.91	4.53	6.39	6.70	6.84
Nissan	.....	0.41	0.62	1.85	1.65	2.02	2.12	3.02	2.70	3.39	3.08	4.26	5.78	5.35	5.93
Volvo	0.19	0.41	0.39	0.48	0.46	0.54	0.61	0.71	0.45	.....	0.44	0.52	0.62	0.77	0.94
Mercedes	.....	.....	.....	0.33	0.36	0.37	.....	.....	0.43	0.43	.....	.....	0.60	0.70	0.84
Mazda	.....	.....	.....	.....	0.45	0.92	0.64	0.76	0.35	0.44	0.66	1.41	1.82	2.04	2.06
Subaru	.....	.....	.....	.....	.....	.....	.....	.....	0.45	0.70	0.72	0.94	1.44	1.70	1.82
Honda	.....	.....	.....	.....	.....	.....	0.48	1.20	1.51	1.98	2.36	3.26	4.01	4.33	4.72
Fiat	.....	.....	0.44	0.43	0.49	0.52	0.80	1.13	0.62	0.58	0.53	0.55	.....	.....	.....

Registrations for Oklahoma not available since 1968.
Automotive News analysis of new-car registrations based on statistical reports from R. L. Polk & Co.
Imports included have been major importers throughout most of the timespan of the chart. Market shares are figured where significant.

Both nameplates have dropped drastically in market share since 1965

Import growth has hurt Chevy, Ford the most

By Jenny L. King
Staff Writer

A former Chevrolet dealer called recently from Pennsylvania to express his concern over the giant strides Japanese-built cars have taken in the U. S. market.

"Just look at the registration figures," he said. "Chevy used to have 25 percent of the industry. It looks like GM has put Chevrolet on the block, sacrificing it to the imports."

A chart featuring R. L. Polk & Co. registrations of the major U. S. and import makes from the late 1960s through the 1982 calendar year confirms his alarm. Chevrolet did in fact have more than a quarter of the market at one time — 26.03 percent in 1965. Last year its portion was 15.77 percent. Toyota wasn't even among the more important imports in 1966. It shows up in 1967 with a modest 0.40 percent and has grown every year except one since then.

Toyota's chief import competitor today, Nissan, has been a bit more erratic in its ascent, but likewise has grown from less than one percent of the market in 1965 to a comfortable 5.93 percent for the last calendar year.

Honda doesn't even show up until 1974. That year its sales represented 0.48 percent of the overall market. In less than 10 years, it climbed to 4.72 percent.

• Not only has Chevrolet suffered a dramatic slide, its long-time rival Ford has also been in a tailspin. In 1965, Ford had 21.46 percent of the market. Last year, it earned only 11.47 percent. Other U. S. makes offering lower-price cars — Plymouth, Dodge and Pontiac — have far less of the total than they held 18 years ago.

Volkswagen peaked in 1969 with 5.69 percent of the market. Last year its share had shriveled to 1.93 percent. American Motors had its best year in 1974. In 1982, without the support of Renault Alliance statistics (R. L. Polk separates them as imports), it was down to 1.08 percent, putting it between Lincoln (1.13 percent) and Volvo (0.94 percent).

In the nearly two decades, Buick, Cadillac, Lincoln and Oldsmobile have shown steady growth. Mercury has done all right, Chrysler has had its ups and downs. Total imported cars have gone from 6.30 percent in 1965 to 29.57 percent of the U. S. market in 1982.

Will seek arrangement with Japanese or European company if venture is OK'd

Chrysler eyes foreign links to fight GM-Toyota

By Marjorie Sorge
Labor Editor

WINDSOR, Ont. — Chrysler Corp may set up a three-legged-stool venture with auto companies in Japan and Europe to import small cars if the General Motors-Toyota joint venture is approved, according to M. J. (Moe) Closs, president of Chrysler of Canada, Ltd.

Closs said it is also possible that Chrysler would enter into a relationship with more than one Japanese company. Chrysler owns 15 percent of Mitsubishi and imported 100,000 cars and 33,000 trucks from the Japanese firm in 1982. It also has a 15 percent equity in Peugeot which has a "good small car in the 104," Closs said.

He also said an agreement with Volkswagen is a possibility. Chrysler recently bought VW's idle Sterling Heights (Mich.) plant.

"The only relationship I'm aware of in Japan is with Mitsubishi, but as this thing (GM-Toyota) progresses I wouldn't preclude any kind of an agreement, because then those companies in Japan who don't have a relationship might be forced to do it because of what's happening with GM and Toyota," he said. "The rules of the game change for them, too."

Although Chrysler doesn't want to get out of small-car production, GM may force the issue, Closs said.

"There's no choice if GM does what they are suggesting they are going to do," he said. "Not only Chrysler will do it, but Ford will do it and all of the manufacturers will. It will extend into Canada under the rules of Canada. Ultimately, if there are no quotas and anybody can bring in cars built in the lowest-cost countries, then that is where it is going to be."

• In an interview with Automotive News, Closs also said:

1. The Japanese have taken unfair advantage of the Canadian market, taking almost one-third of that market without making an investment in the country. Chrysler and the other domestic auto companies, along with the UAW, are lobbying in Ottawa for a Canadian content bill and an investment requirement. This group recently formed a task force which made these recommendations to the government.

2. Chrysler Canada has overtaken Ford for the number two sales position in Canada.

3. That Chrysler Corp.'s decision to delay the P-car (replacement for Omni/Horizon) for nine months wouldn't hurt the Canadian company. However, he said a lengthy delay could hurt if an import replacement isn't found and other manufacturers

Continued on Page 7, Col. 1

Ford, Chrysler gain in owner satisfaction

By Kathleen Hamilton
Financial Editor

Ford Motor Co. and Chrysler Corp. are making real progress in car quality, but the U. S. industry still lags behind Europe and especially the Japanese auto makers in the number of problems on delivery of new cars, according to J. D. Powers & Associates.

In a recent newsletter, the California research firm reported Ford and Lincoln-Mercury were the only U. S. auto nameplates rated above average by new-car buyers. Their opinions were based on product quality, sales, service, maintenance, repairs and warranty work and parts availability.

Mercedes-Benz and Toyota took the first and second places, respectively, for the second straight year. Chrysler buyers were happier than General Motors buyers, and American Motors and Renault buyers were least satisfied.

Those polled had owned their 1982 models 12 to 14 months. AMC-Renault's major product, the Alliance, wasn't included.

The annual Power survey is one of the few independent analyses of quality and customer satisfaction in the auto industry.

When considering only problems on delivery, 50 percent of U. S.-made 1982 models, 45 percent of European cars and 34

Continued on Page 6, Col. 1

Customer Satisfaction Index
J. D. Power & Associates

1983 Rank	Score	1982 Rank	Score
1.	159—Mercedes-Benz	1.	155
2.	137—Toyota	2.	149
3	135—Subaru	5.	117
4.	124—Honda	3.	148
5.	118—Mazda	8.	107
6.	115—Volvo	6.	115
7.	114—Lincoln-Mercury	14	92
8.	110—BMW	4.	126
9.	108—Saab		
9.	108—Porsche-Audi	11.	97
11.	107—Ford	18.	89
12.	103—Mitsubishi (sold by Chrysler)	12.	95
13.	101—Jaguar	*	
13.	101—Nissan	9.	106
15.	98—Volkswagen	10.	102
16.	93—Dodge	*	
17.	92—Oldsmobile	13.	92
18.	90—Chrysler-Plymouth	16.	91
19.	83—Chevrolet	17.	89
20.	81—Isuzu	7.	112
20.	81—Cadillac	15.	92
22.	80—Buick	19.	87
23.	77—Pontiac	21.	72
24.	76—American Motors	20.	81
25.	60—Renault	22.	59

*—Did not make list in 1982.

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59th year — No. 4992

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Mercedes, Japanese makes lead customer satisfaction survey

Ford, Chrysler gain with owners

Continued from Page 3

percent of Japanese cars had problems, according to David Pulaski, senior research director.

"Ford has improved a remarkable 29 to 30 percent," Pulaski said. Chrysler-Plymouth, Dodge and Lincoln-Mercury showed "definite increases" in their quality as measured by delivery problems, Pulaski said. Declines at GM, however, brought down the U. S. average, he said.

The latest Power survey showed Ford with the fewest delivery problems: 39 percent of new cars had such problems. Lincoln-Mercury was right behind that figure, with 40 percent.

Other U. S. makes and percentages of problems on delivery: Chevrolet, 50 percent; Dodge, 51 percent; Cadillac, 52 percent; Pontiac and Chrysler-Plymouth, both 53 percent; Oldsmobile, 54 percent, and Buick, 56 percent.

Most delivery problems are either with the body or the engine, Pulaski said.

To some degree, Power's surveys measure how well dealers prep the cars they deliver. But Pulaski pointed out a chick-and-egg syndrome:

"When the factory has product quality under control, its dealerships can concentrate on providing good service because they are not overly occupied with problems arising from shoddily built vehicles. For Ford Division, service recommendations went from second-worst in the industry to above average."

Indeed, in independent surveys by AUTOMOTIVE NEWS, dealers for Ford and Chrysler regularly volunteer praise on the quality improvements they have witnessed in the last three years.

And in its recent Delphi III report, Arthur Andersen & Co. researchers polling vehicle makers and suppliers found the first group said Ford has made the most progress in quality since 1981. Suppliers said Chrysler has made the most progress.

Toyota had the lowest incidence of mechanical problems and recurring repair problems for the second year, according to the Power newsletter. Mercedes-Benz had the lowest rate of problems at delivery.

This is the third year the Power survey was conducted, and industrywide scores on consumer satisfaction have climbed each year. Overall, the industry was rated 9.5 percent higher than three years ago.

One of the biggest gains was recorded by Subaru, which climbed from fifth place to third, mainly on gains in parts availability and warranty work done by its dealers' service departments.

Isuzu fell from the No. 7 spot to No. 20, mainly because of delivery problems and dissatisfaction with servicing, according to the Power newsletter.

A mitigating factor cited by Pulaski in Isuzu's case was the problem caused by trying to start up the Isuzu organization while supplies are reduced by quotas. Discouraged dealers may not stress service, he said.

GM's low scores were attributed primarily to product problems.

"Product quality and poor dealer servicing complaints plague Pontiac," according to the newsletter. "Buick's major problem seems to be delivery defects, and Cadillac's biggest hurdle is recurring repair problems.

"Standards of repair are a particular problem for Chevrolet. And, while Oldsmobile has a closer-to-average overall rating and enjoys strong owner loyalty, it, too, has product and service problems to surmount."

Oldsmobile rated highest among the GM divisions in the Customer Satisfaction Index, followed by Chevrolet, Cadillac, Buick and Pontiac.

Whether these ratings will stay in that order when owners of 1983 models are surveyed is another question.

One GM insider pointed to Pontiac's build-em-right-or-not-at-all edict at the Fiero plant as evidence of a change there. Internal audits show the corporation's overall product quality has been improving for the last three years, he said.

Officially, a spokesman said GM would not comment on the Power survey because "GM does not know the methodology" Power uses.

Only a handful of independent quality auditors exist in the auto industry. One of the most prestigious of these is the Toledo-based Rogers National Research, which provides data for makers' internal use.

AMC said a Rogers study this summer indicated 82 percent of Alliance customers were either "very satisfied" or "completely satisfied" with their cars, compared with an industry average in the 60s.

A spring survey by Popular Mechanix, in which 90 percent of Alliance owners said they would buy that car again, was also cited as evidence of the change at AMC-Renault.

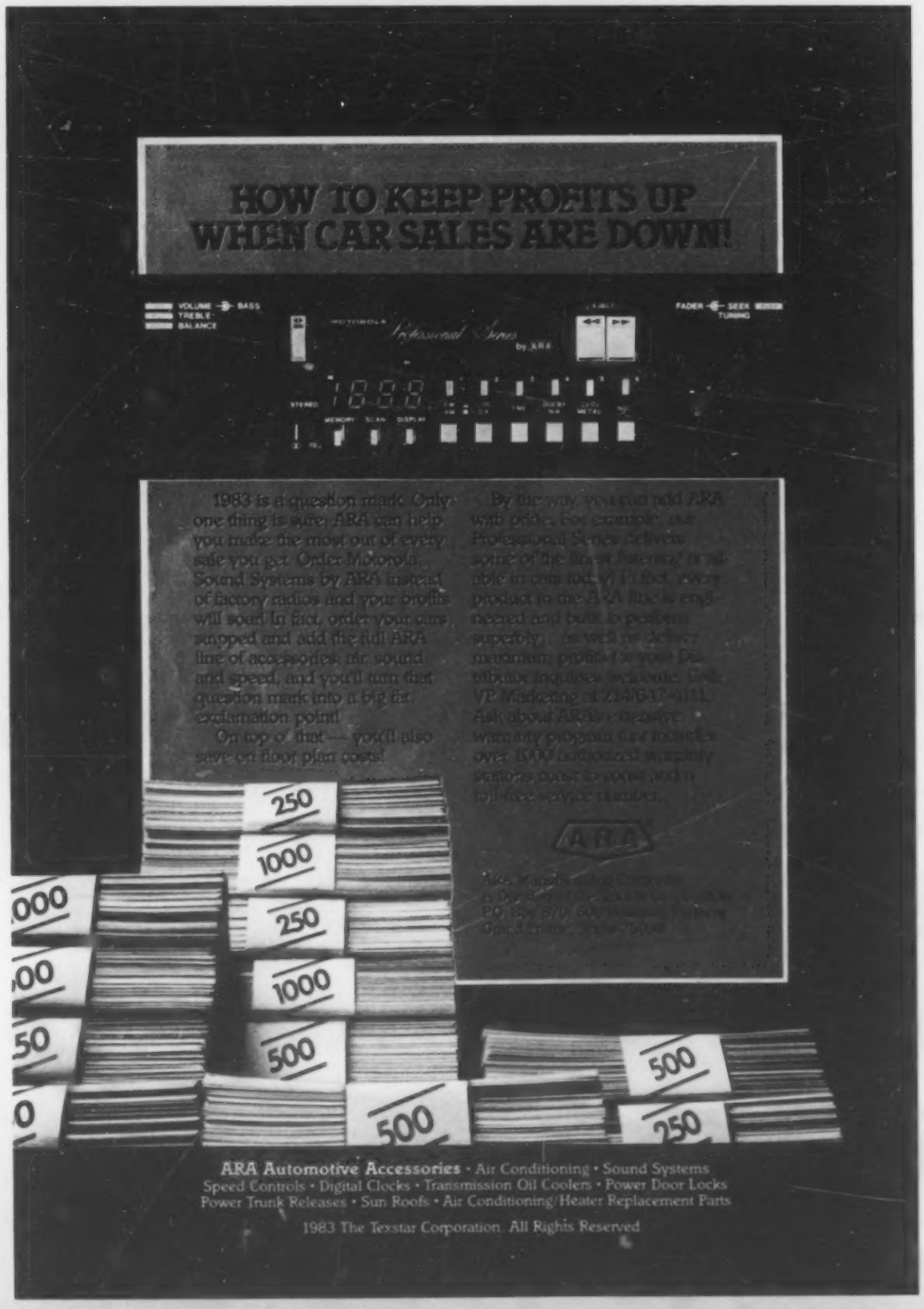
The Power study said AMC had been given low marks for service and product problems; Renault was faulted by buyers for servicing, parts availability and delivery problems.

Ford President Donald Petersen said the Power study confirmed what Ford people had been seeing internally. He predicted another jump for Ford products in 1983, saying Ford's ultimate goal is the No. 1 spot.

But a spokesman for Ford declined to talk about the study by the Southfield (Mich.) based research firm, Product and Consumer Evaluations (PACE). Ford had based its advertising claims of quality leadership among domestic cars on PACE's study of new-car delivery problems.

Chrysler challenged the ads, saying it has the best recall record.

One Ford insider said Ford statistics show it has had no declines in quality on any lines in any quarter during the last year.



GM settles bias lawsuit

Continued from Page 1

tions violated the equal rights laws. According to the union, the settlement recognizes these denials and has never established any violations of the Civil Rights Act on the union's part.

The UAW has no financial obligation under the agreement. According to Donald F. Ephlin, UAW vice president and director of the GM department, the agreement is aimed mainly toward salaried and supervisory personnel. He said the plan does not affect the national and local collective bargaining agreements.

Registrations in August up 32 pct. over '82

August registrations of new trucks of all types in the U. S. were significantly higher than those in the year-earlier comparable month, with gains in two of the three market segments and only a small decline in the third.

During the month, according to R. L. Polk & Co. statistics, 253,939 vehicles were registered, an increase of 31.8 percent over last year's 192,666 units. It was the fourth month in a row in which the count has topped 250,000.

The eight-month total was up 17.8 percent to 1,877,947 units, compared with 1,593,735 in the same period in 1982. Again, there were increases this year in two of the three market segments.

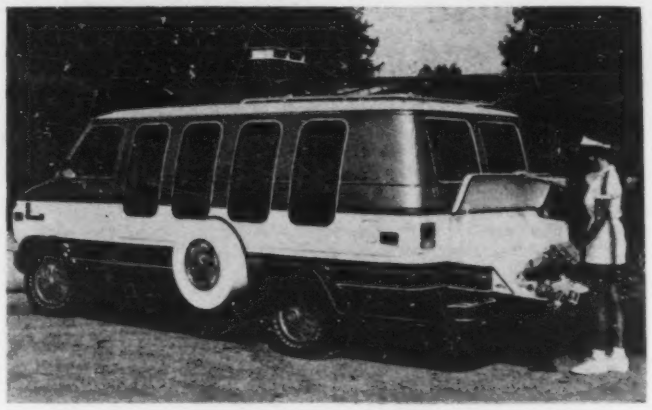
During the month, 238,374 light trucks were registered, an increase of 34.8 percent over last year's 176,872. Mediums totaled 5,800 units, up 2.3 percent over the year-earlier 5,668, while the heavies were off only 3.6 percent, from 10,126 units in 1968 to 9,765.

The light-truck count for the first eight months was up 19.8 percent to 1,770,224 units, compared with 1,477,157 a year ago. Mediums climbed to 29,343 units, 3.1 percent higher than the year-earlier 28,470. Heavies were down 11 percent, from 88,-108 in 1972 to 78,380.

• No. 1 Ford accounted for 31.63 percent of the industry total with 594,009 registrations, an increase of 1.22 percentage points over the year-earlier 484,579, good for 30.41 percent.

Chevrolet was the biggest

Continued on Page 44, Col. 4



Exterior trunk for van conversions

An exterior rear trunk, large enough to hold two sets of golf clubs or the family's luggage, has been introduced by Sterling Systems, Ltd., Union, Mich., for converted Chevrolet and GMC vans. It includes an extended bumper and shroud cover, and is attached to the right-hand door, which still opens in the conventional manner for access to the rear seating area.

Big sales, profits gains reported by Champion

DRYDEN, Mich. — Champion Home Builders Co. reported sharp increases in both sales and profits for its second quarter ended Aug. 26.

Joseph J. Morris, president, said total sales and revenues for the three-month period amounted to approximately $92.5 million, an increase of 36 percent over last year's $67.9 million.

Net profit for the quarter was up 164 percent to approximately $2.2 million, he added, compared with $834,000 a year ago.

For the first six months of the fiscal year, sales and revenues soared to about $178 million, an increase of 23 percent over the $145.3 million achieved in the like period last year.

First-half net profit amounted to almost $4.8 million, up 14.3 percent over the year-ago $4.2 million.

Morris said earnings in last year's first half included a tax credit or $653,000, resulting from utilization of an operating loss carryforward plus an investment tax carryforward of $521,-000.

Excluding the effects of these tax credits, he explained, net income for the first half of the current fiscal year was 57 percent higher than last year.

Morris attributed the improved performance primarily to increased factory shipments of manufactured homes, which rose 26 percent over the same quarter last year.

Unit shipments of the company's larger double-section homes, he noted, were up 55 percent over 1982.

"Current unit shipments are order backlogs for our company's manufactured homes and motor homes, as well as a continuing high demand for these product lines industrywide," he said, "indicate that favorable quarterly comparisons should continue for the last half of our current fiscal year."

For its second quarter, Champion's dollar sales of manufactured homes, representing 86 percent of total revenues, increased 41 percent to about $80 million, compared with about $56 million for the year-ago second quarter.

Unit shipments of the vehicles for the quarter were 448, an increase of 11 percent, from 405 units for the year-earlier second quarter.

HD registrations for eight months down 11 percent

Eight-month registrations of new heavy-trucks in the U. S. totaled 78,380 units, a decline of 11 percent from last year's 88,-108, according to R. L. Polk & Co. statistics.

For August, the count was 9,-765 units, down 3.6 percent from the 10,126 registered in the same month a year ago.

Tallies were lower this year for both the month and the

Continued on Page 42, Col. 1

U. S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1983 VS. 1982★

	8 mos., 1983	Percent Share of '83 market	8 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
Ford	594,009	31.63	484,579	30.41	+ 1.22
Chevrolet	573,010	30.51	502,996	31.56	− 1.05
Dodge	164,620	8.77	149,705	9.39	− 0.62
GMC	160,879	8.57	142,192	8.92	− 0.35
Jeep	43,413	2.31	38,811	2.43	− 0.12
International	31,331	1.67	29,483	1.85	− 0.18
Mack	9,564	0.51	10,421	0.65	− 0.14
Freightliner	6,428	0.34	4,731	0.30	+ 0.04
Plymouth*	6,231	0.33	7,165	0.45	− 0.12
Peterbilt	4,271	0.23	3,736	0.23	.....
Kenworth	4,122	0.22	4,870	0.31	− 0.09
Mercedes-Benz	1,769	0.10	2,006	0.13	− 0.03
White	1,382	0.07	1,490	0.09	− 0.02
Volvo	973	0.05	413	0.03	+ 0.02
Autocar	572	0.03	408	0.03	− 0.02
Western Star	197	0.01	446	0.03	− 0.02
Misc.**	275,176	14.65	210,281	13.19	+ 1.46
TOTALS	1,877,947	100.00	1,593,735	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New Mexico, August, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes Imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY DUTY REGISTRATIONS

EIGHT MONTHS, 1983 VS. 1982★

	8 mos., 1983	Percent Share of '83 market	8 mos., 1982	Percent Share of '82 market	Pct. pt. Change, '83-'82
International	19,157	24.44	19,134	21.72	+ 2.72
Ford	16,902	21.56	20,904	23.72	− 2.16
GMC	10,132	12.93	15,752	17.88	− 4.95
Mack	8,171	10.43	9,019	10.24	+ 0.19
Freightliner	6,428	8.20	4,731	5.37	+ 2.83
Chevrolet	4,727	6.03	5,468	6.20	− 0.17
Peterbilt	4,271	5.45	3,736	4.24	+ 1.21
Kenworth	4,122	5.26	4,870	5.53	− 0.27
White	1,382	1.76	1,490	1.69	+ 0.07
Volvo	973	1.24	413	0.47	+ 0.77
Mercedes-Benz	616	0.79	641	0.73	+ 0.06
Autocar	572	0.73	408	0.46	+ 0.27
Western Star	197	0.25	446	0.51	− 0.26
Misc.	730	0.93	1,096	1.24	− 0.31
TOTALS	78,380	100.00	88,108	100.00	.....

★—No registrations for Oklahoma, 1983 and 1982; New Mexico, August, 1983.

recreation on wheels

8-month total is up 38 pct. over '82

August RV shipments top year ago and July

Shipments of recreation vehicles in August by manufacturers to retail outlets were up significantly over the same month in 1982 and slightly higher than in July.

During the month, according to the Recreation Vehicle Industry Assn., member/manufacturers delivered approximately 30,-300 units of all types, an increase of 37.1 percent over last year's 22,100.

The August count also was 5.2 percent higher than the 28,800 vehicles shipped in July.

"This is only the fourth time in 15 years that sales have increased from July to August, traditionally a 'cooling-down' period for the industry," an RVIA spokesman said.

Eight-month shipments climed to approximately 248,800 units, a gain of 37.8 percent over the year-earlier 180,700, with impressive advances in all types of vehicles.

The Index of Consumer Sentiment in August was 90.9, slightly lower than July's 93.9 but well above the 65.4 recorded in August, 1982.

• Declining unemployment was offset by increased concerns in the August survey ov r rising interest rates, according to Richard Curtin, survey director.

"The one-month decline in consumer sentiment does not itself signal a change in the prevailing optimism among American consumers," he explained. "It does demonstrate the heightened sensitivity of consumers to interest-rate trends.

"These data thus indicate that

Continued on Page 42, Col. 1

RVIA plans to stage '86 show in Atlanta

CHANTILLY, Va. — Recreation Vehicle Industry Assn. is working out the final details of a contract with the Georgia World Congress Center in Atlanta, to move the 24th annual national RV show to Atlanta in 1986. Negotiations have been underway since May.

The annual show has been held at the Kentucky Exposition Center in Louisville for the last 19 years and will be held there through 1985. The move to Atlanta will offer exhibitors more space, said Dennis Corcoran, director of RVIA's Shows and Membership Department.

Seminars slated for RV dealers at Louisville show

CHANTILLY, Va. — Four informational seminars and one motivational seminar will be conducted for dealers at Recreation Vehicle Industry Assn.'s 21st annual national RV show Nov. 29-Dec. 2 at the Kentucky Exposition Center in Louisville.

The four information seminars will feature expert speakers on advertising and promotion; rentals, parts and accessories, and towing.

The advertising and promotion seminar will be held Tuesday (Nov. 29) at noon, rentals on Wednesday (Nov. 30) at noon, and parts and accessories on Thursday (Dec. 1) at noon.

The towing seminar will be held on three days at 3 p.m., with Chevrolet conducting it on Tuesday, Ford on Wednesday and Chrysler on Thursday.

The motivational seminar/breakfast is scheduled Thursday, Dec. 3, at 8 a.m. Featured speaker Don Hutson will talk about successful salesmanship and leadership techniques.

A sixth seminar, designed exclusively for loan officers, is scheduled Wednesday Nov. 30) at 1 p.m. at the Executive West Hotel. Dr. William Freund, senior vice president and chief economist of the New York Stock Exchange, will be the featured speaker.

"The lenders program is designed entirely for lenders, to provide them with information and insight into the profit opportunities the RV industry presents to the lending community," said Robert L. Berner, Citicorp vice president and chairman of RVIA's Finance Committee.

Supercab for compact trucks

Galaxie Corp., Bristol, Ind., has introduced its new Cab-Hi Supercab, an all-fiberglass top for imported or domestic compact trucks. It has two locking handles, gas props and stainless-steel hinges.

Vialle, a Dutch company, has U. S. subsidiary

Volvo unit acquires propane firm

By Matt DeLorenzo
Los Angeles Reporter

GARDEN GROVE, Calif. — Vialle B.V., Europe's largest supplier of propane carburetion equipment, has been acquired by a subsidiary of Volvo B.V., according to officials of Vialle's U. S. subsidiary headquartered here.

Jeff Stern, vice president of Vialle-USA, said his company's parent, Vialle B.V., of Eindhoven, Holland, "has been acquired by Car Finance International, a subsidiary of Volvo B.V."

Volvo B.V. is 30 percent owned by AB Volvo, however, according to Stern, there will be no direct influence on the day-to-day operations of Vialle by either company and there is no relationship between Vialle-USA and Volvo of America.

Stern said that the acquisition, however, lends credibility to propane as an alternate fuel source. In Europe, Vialle supplies 50 percent of the propane carburetion systems in use.

Ad Van Vroenhoven, managing director of Vialle B.V., said in a telephone interview that the acquisition of Vialle by Volvo B.V. "fits in with the strategic plans" of the new parent.

"Volvo is looking at all kinds of energy-related activities," Vroenhoven said.

The European company is working with 21 manufacturers there to fit various models with the Vialle carburetion system, which has the capability of using either propane or gasoline.

Vroenhoven said that while Vialle will work with its new parent on automotive applications, it will be important to maintain autonomy from Volvo in order to maintain the contracts it has with other manufacturers.

• While Vialle is well-established in Europe, the U. S. subsidiary is still building, using the fleet business as a starting point. "It is our intention to establish a 30 percent market share in the U. S. by the end of 1984," Stern said of Vialle's goal in the propane field.

Stern said one reason propane growth has been slower in the U. S. than in Europe is the lack of a retail distribution system similar to that for gasoline or diesel. Consequently, Stern said the school bus, taxi and commercial fleet market is the logical place to start.

"There are about 150,000 service stations in the U. S. and only 6,000 propane," Stern said. "So we're looking at return-base fleets."

A program called the Vialle Challenge has been set up to compare costs of gasoline versus propane power. Although propane does not deliver the same power or fuel economy as gasoline, Stern said the tradeoffs in better drivability, reduced engine maintenance and elimination of fuel pilferage more than compensate for the transition.

In addition to the Challenge, Vialle has developed a leasing package tailored specifically to schoolbus operators who do not have the capital to purchase a system outright. The package includes the carburetion system as well as on-site storage tanks and fueling facilities.

Another boost was given to Vialle's fleet program when Crown Division of the Allen Group signed on as an installer of Vialle propane systems.

Crown, which works closely with auto manufacturers, can pull units off the production line, install the propane system and reinsert the vehicle into the manufacturer's distribution pipeline. It is a first step toward developing an OEM program, according to Stern.

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GM gives $100,000 to Hall of Fame

MIDLAND, Mich.—The General Motors Foundation has approved a contribution of $100,000 to the expansion fund of the Automotive Hall of Fame, Inc., according to Drex D. Minshall, hall of fame president.

Ground was broken for the expansion late in September. Construction is scheduled to begin next spring with completion slated for late in 1984 or early in 1985.

Minshall said the GM pledge, plus pledges and contributions previously received, brings the Hall of Fame fund drive to one-half of its goal of $2.5 million. The money will be used for expansion of the Hall of Fame, its library, space for memorabilia and continuation of educational programs.

Registrations up 32 pct. in August

Continued from Page 16

loser in penetration in the January-August period. Its share was off 1.05 points to 30.51 percent on 573,010 registrations. At the same time in 1982, Chevrolet was the leader with 502,998 tallies, which accounted for 31.56 percent of the total.

Import tallies were up sharply in the first eight months, enabling the miscellaneous group to achieve the biggest increase in market share.

Through August, the miscellaneous group had 275,176 registrations, good for 14.65 percent of the total. The count was 1.46 points higher than last year's 13.19 percent on 210,281 tallies.

Volvo honors Parkway as 20-year dealership

VESTAL, N. Y.—Arnold Romaldini and Earl Sephton, of Parkway Auto Sales & Service, Inc., here, have been honored for 20 years of service as Volvo dealers.

Parkway has a staff of 27 people and sells 70 Volvos annually.

Moretto Ford closes

BREMAN, Ind. — After 30 years of operation, Moretto Ford Sales, Inc., is going out of business. James Moretto is retiring.

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More money on fewer cars

Restrictions, downturns don't stop Japan

By Kathleen Hamilton
Financial Editor

Despite import restrictions throughout most Western developed nations and severe economic downturns in the auto markets of less-developed nations, Japan's auto industry is finding it can make more money on fewer cars.

The low value of the yen compared to the dollar has been a boon for Japan's motor vehicle manufacturers. Richer model mixes and higher prices — both possible because of volume restrictions — also have padded profits.

New products and manufacturing cost-cutting also have contributed to what amounted to a good year for the industry.

Now that the world economy, led by Japan's biggest automotive export market, the U.S., is moving into a recovery phase, the short-term outlook is bright for Japan's auto makers.

The auto industry is still viewed as stagnant by many of Japan's stock market watchers. To the contrary, several makers are proving to be true growth opportunities, according to Mori Matsumoto, vice president — institutional sales of Yamaichi International (America) Inc., New York-based unit of one of the major Japanese securities firms.

Matsumoto is particularly bullish on Toyota, by virtue of its potential tieup with General Motors for U.S. production, and Honda, because it is the sole Japanese maker now able to expand its U.S. share beyond the quota limit with its Ohio-assembled Accords. Honda is also allowed into restricted European markets through a joint venture with BL P.L.C.

With decisions imminent on both the 1984-1985 quotas by the Japanese government and on the GM-Toyota venture by the FTC, auto stocks could prove to be Japan's most active issue this month and next, Matsumoto said.

Growth in stock prices is even more important in Tokyo than in the U.S., where low-growth stocks frequently attract investors with comparatively high dividends.

With the exception of Mitsubishi, all of Japan's major auto makers — Toyota, Nissan, Honda, Toyo Kogyo (Mazda), Fuji Heavy Industries (Subaru), Suzuki and Isuzu — are publicly traded in Japan, Matsumoto said. Stock for Mitsubishi's auto operations is held by the parent company, he said.

In the U.S., only the stock of Toyota, Nissan and Honda are traded on the New York Stock Exchange, through American Depository Receipts. Subaru of America, Fuji's U.S. importer, is a publicly held corporation traded over the counter.

• The Japanese economy has grown at an annual rate of about three percent during the 1980s, according to Hisao Kanamori, president of The Japan Economic Research Center, a private research group.

Kanamori, formerly an economic advisor to the prime minister, is more optimistic than many about the country's growth prospects for the rest of the decade.

Challenging a government forecast of four percent annual growth for the rest of the period, Kanamori predicted the rate could be closer to five percent with what he sees as a liklihood of stable oil prices.

The Japanese home market for automobiles, although mature, is likely to continue to grow, according to most analysts.

The latest Automotive News World Forecast, generated by Data Resources Inc., calls for two percent growth in car registrations over the period, with the biggest jump coming in 1984, when the Japanese car market is expected to expand 5.3 percent from an estimated 7.0 million units to 7.4 million.

In its annual report to stockholders, Toyota forecast its fiscal-year sales in its domestic market would rise 5.4 percent to 1.63 million vehicles. (Its fiscal year runs from July to June.) In the late 1980s, it plans to sell 2 million a year, according to Daiwa Securities Co. Ltd., another major Japanese securities firm with U.S. offices.

On the other hand, Toyota sees exports remaining flat next year, a trend economist Kanamori said could last through the decade.

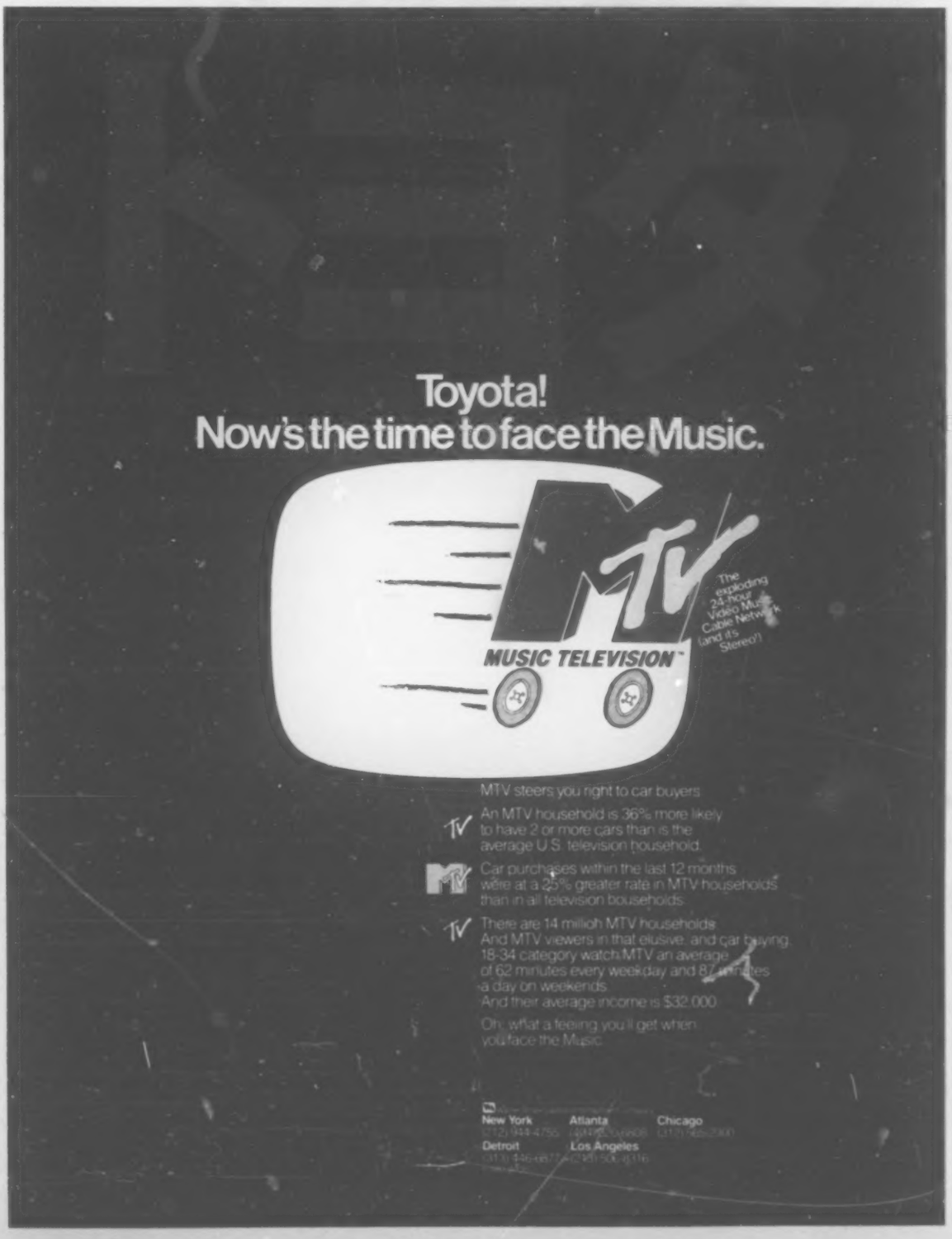
Trade restraints are part of the cause for a slow growth rate in exports, but Japanese makers' strong ties to the world economy also contribute.

Attempts to expand their sales in oil-producing markets have

Financial Results for Japan's auto makers

	Yen Sales (billions)	Dollar Sales (millions)	Pct. Change	Unit Sales	Pct. Change	Net Income Yen (billions)	Net Income Dollars (millions)	Pct. Change
Toyota	4,892.6	$20,385	+27%	3,183,000	+ 1%	201.3	$839	+42%
For fiscal year ended June 30.								
Nissan	3,187.7	$13,282	0	2,462,000	− 4%	95.5	$398	+11%
For fiscal year ended March 31.								
Honda	2,247.3	$ 9,364	+16%	1,097,000*	+ 4%	75.7	$315	+25%
For 12 months ended May 31.								
Toyo Kogyo (Mazda)	1,256.7	$ 5,236	+ 7%	1,129,700	− 8%	25.7	$107	+21%
For 12 months ended April 30.								
Mitsubishi	1,061.0	$ 4,421	− 2%	960,600	−11%	12.7	$ 53	− 4%
For fiscal year ended March 31.								
Fuji Heavy Industries (Subaru)	580.0	$ 2,417	n/a	522,200*	n/a	14.3	$ 60	n/a
For fiscal year ended March 31.								
Isuzu	719.0	$ 2,615	− 1%	424,700	− 7%	6.0	$ 22	− 3%
For fiscal year ended Oct. 31, 1982.								

Notes: *Honda total for cars only; does not include motorcycles. Fuji/Subaru total for cars only; does not include trucks. All other totals include cars, trucks and buses where applicable. KD kits not included.
Dollar figures translated at 240 yen equal $1.00.



run afoul as oil revenues dried up, taking with them the demand for their products in developed countries and by high interest payments on heavy debt, are also in no mood to buy automobiles.

The developing nations will not feel the effects of the recovery in the U.S. in 1984, according to a new analysis by Predicasts Inc., Cleveland-based research firm.

Predicasts predicted most of Latin America, all of Europe and Oceania will trail growth in the world economy through 1987.

Japanese auto makers had been aiming much of their hopes for future growth in the less-developed nations. These plans may have to be re-examined, especially in light of emerging competition from Korea and China, both expected to be high-growth economies.

• Because the Japanese auto industry is so export-oriented, it has benefited from the low value of the yen. Japan's Big Four auto manufacturers all make more than half their vehicle sales from exports.

Toyota sells 51 percent of its vehicles abroad, representing 46 percent of its yen sales; Nissan, 54 percent of unit sales and 36 percent of yen sales; Honda, 64 percent of vehicle sales and 68 percent of yen sales; and Mazda's maker, Toyo Kogyo, 69 percent of vehicle sales.

Almost 38 percent of Japan's car, truck and bus exports ended up in the U.S. in 1982, according to the Japan Automobile Mfgrs. Assn.

With those kinds of export levels, currency valuations become major factors in the profit picture.

The yen is hovering at about 233 per U.S. dollar now, down from about 277 per dollar one year ago. Nevertheless, buying parity is about 200 yen per dollar, according to economist Kanamori. He expects the yen to slip to about 220 per dollar by the end of the year.

Even that would be no problem, said Matsumota, the securities analyst.

"Japanese car prices here are more than 20 percent higher than prices of comparable cars in Japan," he said.

Hondas, for example, are bringing $600 to $1,000 over list price in New York, he said. It wouldn't cause any problem if the factory took a portion of that, he said.

For every 10 percent decline in the yen's value, Japanese auto makers have to raise prices only 6.5 percent to break even, Matsumoto said.

The yen has increased in value in some European nations during the year, slicing Japanese profits from those sales.

But few analysts believe the U.S. dollar's value is likely to increase significantly. Lofty U.S. government debt is likely to keep interest rates in the U.S. high for at least the short term.

That makes the U.S. an attractive haven for investors from all over the world, and their investments are likely to keep the dollar's value high.

• Best guesses at this time are that Japanese "voluntary" or involuntary quotas will remain in some fashion throughout much of the auto-producing nations of the world.

Canada has just negotiated a decrease in its quotas. The European car-producing nations can be expected to keep Japanese imports at about their current levels, although inroads are being made through tieups with Motor Iberica (Spain), BL P.L.C. (Great Britain) and Alfa Romeo (Italy).

The Japanese are expected to announce a higher level of car quotas for the U.S. before President Reagan visits Japan next month. But at this point the outcome of any decision is speculative.

"Maybe the number will be close to two million units," Matsumoto said. "GM and Ford would like to increase their imports (with partners Isuzu and Suzuki for GM and Toyo Kogyo for Ford). I don't know how much the increase will be for the pure importers — Honda, Toyota, Nissan — maybe 10 percent."

Economist Kanamori said the Japanese auto industry should start concentrating on exporting parts, not cars, in light of the restraints.

"The quotas proved to be not as bad as expected because of price increases and the exchange rate," he said. The negative effects of restraints have been in the Japanese labor force and in prices paid by U.S. car buyers, he said.

Nissan appointment

CARSON, Calif. — John Borgen has been promoted to import director at Nissan U.S.A. He will be responsible for forecasting and ordering all vehicles for the company. Borgen formerly was Norfolk regional sales manager.

In other changes, Gene Quinn becomes director of port operations and transportation, responsible for vehicle movement from Japan and Smyrna, Tenn., to dealers, and Gary Holland has been appointed director of distribution.

Subaru dividends climb

PENNSAUKEN, N. J. — Subaru of America Inc. directors have declared a quarterly cash dividend of 31 cents per common share, payable Dec. 31 to stockholders of record Nov. 25. The company has declared dividends of 77 cents in the first three quarters of its fiscal year; for all of fiscal 1982, its dividends totaled 52 cents.

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Canada's content war

Outcome will shape industry's future

By Marjorie Sorge
Labor Editor

A content war is blazing in the Canadian theater.

Japanese manufacturers and their dealers are squaring off against domestic manufacturers and the UAW, knowing the outcome will shape the future of Canada's automotive industry.

The conflict, which has simmered for a number of years, was brought to a head earlier this year after a Federal Task Force on Canadian Motor Vehicle and Automotive Parts Industries made a recommendation calling for 60 percent local content by 1987.

The task force also recommended that corporations with over 28,000 vehicle sales annually not only have 60 percent Canadian content but also make arrangements to build cars in Canada at the same level they are selling them — a relationship similar to the U.S.-Canadian Auto Pact, under which companies selling in Canada are required to build as many cars in Canada as they sell; the cars, however, are not necessarily destined for the Canadian market.

"We don't suggest that if the Japanese don't meet these regulations they would be allowed to pay a tariff and stay in because they would eat that with no problem at all," says Robert White, UAW vice president and director of the Canadian region, who co-chaired the task force. "We are really saying those are the rules of access to our marketplace."

The recommendations are now being studied at Ottawa with a decision expected before the end of this year. Both sides are lobbying heavily to sway the outcome.

According to Tom Buchanan, executive director of The Canadian Assn. of Japanese Automobile Dealers (CAJAD), many dealers are afraid some Japanese manufacturers will pull out of Canada if forced to assemble there. They also see a massive jump in car prices.

In a recently published story, Robert Attrell, president of CAJAD, said Canada's leading Japanese car importers, Toyota Canada Inc. and Nissan Automobile Co. (Canada) Ltd. would have to pull out of the Canadian market if the recommendations are accepted.

White disagrees with this scenario. "They aren't going to write off this very lucrative market. The real test here is whether or not the Canadian government has the guts to act —that's the test," he said.

The CAJAD is also worried that the recommendations would cause a surge in prices. For example, a $9,000 Japanese import could jump to $13,500 if it was Canadian-made with 60 percent Canadian content, Buchanan said.

White said he believes these figures are too high.

Domestic manufacturers see a massive loss of jobs without content legislation and a massive job increase with them. According to White, if the Canadian government doesn't take action, 80,000 jobs could be effected, 40,000 jobs lost without the recommendations and a gain of 40,000 if they are accepted.

Buchanan, on the other hand, said the recommendations would result in a net loss of jobs. The new employment estimate is a "ludicrous figure," he said.

According to Buchanan, the 937 Japanese dealers in Canada have lost 5,000 of their 12,500 workers since restraints were initiated in 1980. Under the import restraint formula which began in 1981 the Japanese were allowed to import only enough cars to allow them to maintain the current percentage of the market they had in 1980. Those restraints are due to expire in March 1984.

From April, 1983 to March, 1984 that amounts to 153,000, all of which are pre-sold, Buchanan said, with another 15,000 on back order, proving customers would rather wait for Japanese products than turn to domestic makes.

Other task force recommendations include:

1. Corporations selling less than 3,000 vehicles a year will be excluded from the regulations but face the current tariff and duty-remission options. Those with 3,001 to 28,000 sales should meet a content provision providing for 10 percent content plus an additional 2 percent for each 1,000 units over 3,000.

2. By 1987 the minimum level of Canadian commitment should be increased for all corporations selling in Canada — even those covered under the Auto Pact.

3. Recommendations for companies with over 3,000 sales not covered under the Auto Pact would be phased-in over three years with no legislated content in 1984 but continued import restraints. By 1985 content should increase to 10 percent, plus one-half percent for each 1,000 units over 3,000, plus continued overall import restraint, and for 1986 10 percent content, plus 1 percent for each 1,000 units over 3,000, plus continued overall import restraints.

4. The federal sales tax would be levied on all vehicles sold in Canada on the basis of purchase price paid by the dealer. It also suggests dropping that tax from 9 to 8 percent. The task force maintains that offshore imports enjoy a $100 to $200 tax advantage over Canadian-produced vehicles because the tax is levied on imports before everything is made ready at the dealer level.

5. The preferential tariff treatment for developing nations would be limited to two-thirds of the Most Favored Nations tariff rate for automotive goods.

Canada currently gives preferential tariff treatment to less developed nations — two-thirds of the Most Favored Nation rate of duty or the British Preferential Rate, whichever is lower, the report said. The British rate is zero for automotive products, so all eligible nations may export vehicles and parts to Canada duty-free, allowing companies such as Mercedes-Benz to import trucks duty-free from Brazil. It will also allow import of the new subcompact Hyundai Pony from Korea duty-free.

CAJAD is worried about the Pony competition. The Korean car will go on sale for less than $6,000 late this year. "We have gone to the Canadian Ministers but they said the numbers are so small, forget about it," Buchanan said. "They said the same thing about the Japanese 15 years ago."

But the task force report basically is limited to conquering competition from major Japanese importers.

"What the task force report really says is that we are currently operating under an automotive trade agreement with the U.S. that has some built-in protection for Canada — an assembly to sales ratio — and has some levels of commitment to Canadian content; for free access to the Canadian market you have to meet those obligations," White said. "We are now turning to those other companies which are now operating in the Canadian market, particularly the Japanese, and saying that the rules we have with U.S. producers are the same rules we have with others. We put a step-by-step procedure in place that would require them to meet a Canadian content level of at least 60 percent. After reaching a certain percentage of the car market, they then have to meet an assembly-to-sales ratio. This is the way we have treated everybody else here."

A major point of the task force recommendation is to insure Canadian firms a percentage of parts manufacturing. According to White, the Japanese purchase $10 million worth of parts from Canada out of $1.5 billion worth of cars, trucks and parts it shipped.

Buchanan says the Japanese are willing to get their parts from Canada, but Canadian manufacturers cannot meet the criteria of quality, on-time delivery and price. He said Japanese auto makers held a seminar in Toronto last year for Canadian parts manufacturers, but few attended. At the meeting, representatives of Canadian parts companies got information on how to obtain orders from the Japanese; but when the time came to approach the Japanese auto makers to make sales, few did so.

The task force report disputes the CAJAD assumption that Canadian parts manufacturers cannot meet the Japanese criteria.

The report said automotive productivity and quality improvements in Canada are equal to or better than those of similar plants in the U.S., but still are lower than Japanese plants. It also said Canadians currently have a parts network that would act as a springboard for further product development. Those manufacturers have already captured 60 percent of the U.S. import market for 1982 in interior trim, sealed beam headlights, radiators, wheels, springs and suspension parts, brakes and brake parts, mufflers and tailpipes.

Although the U.S. has solved some of its problems with Japan, moves by Japanese companies to build vehicles in the U.S. cause problems for Canada, White says. For example, when Nissan built a new truck-making plant in Smyrna, Tenn., it brought over many of its Japanese suppliers, locating them closeby.

"That takes a piece of the U.S. market," White said. "Before that the U.S. market was serviced by North American vehicle manufacturers, and we would get a share of the parts production. With the Japanese taking that piece out of the U.S., it is a smaller market for us to get a piece of."

Another basic concern of CAJAD is that the Japanese will retaliate against other sectors of the Canadian economy such as the lumber business, by purchasing less.

However, the report takes a stand that the Japanese "buy our resources because it is in their best interest to do so. Why would they penalize themselves by buying higher-priced resources of lower quality from others?"

Many critics of the task force indicate Japan could buy resources from Australia. But according to the report, Australia has a tighter content legislation than that being suggested in Canada.

The report further asserts that over 30 countries have limited Japanese imports, and Japan has not retaliated.

Buchanan maintains that Canada's auto industry is regional, limited mostly to Ontario. Other provinces that sell resources to the Japanese fear retaliation against their business.

Canada's export of resources shows an overall trade surplus with Japan, but auto industry officials want to change the mix of exported resources and imported manufactured goods. According to the report, acceptance of the recommendations could help Canadian provinces that don't have automotive ties. It said content legislation will encourage the creation of facilities in Eastern and Western Canada. It is likely Japanese companies forced to source in Canada would build facilities in British Columbia for export to Japan or California, the report said.

The report maintains that export to California is likely, especially if the proposed General Motors-Toyota joint venture to build small cars starting in the 1986 model year is approved by the FTC.

Although a decision on the Canadian-Japanese issue is expected by year-end, the skirmish will go on. One problem facing the domestic industry is a recent turnaround in the vehicle market. Of Canada's Big Three auto makers, only Chrysler made a profit in 1982 — $16.8 million on sales of $3.6 billion. Ford lost $108 million on sales of $7.3 billion. GM lost $71.7 million on sales of $9.5 billion.

With sales improving, it is likely the Big Three will all show profits in 1983. CAJAD is hopeful the profit turnaround will work in its favor.

"The domestic business is booming," said Buchanan. "So what's the problem? We were initially told domestic companies needed breathing room; they've breathed enough."

Members of the task force included White; Patrick J. Lavelle, president, Automotive Parts Manufacturers' Assn. of Canada; Moe Closs, president, Chrysler Canada Ltd.; James Dykes, president, Motor Vehicle Manufacturers' Assn.; Sam Gindin, director of research for Canada, UAW; Donald E. Hackworth, president, General Motors of Canada Ltd.; Kenneth W. Harrigan, president, Ford Motor Co. of Canada Ltd.; and Douglas L. Sedgwick, vice president-planning, Magna International Inc.

ACTUAL CANADAIAN VALUE ADDED AS A PERCENTAGE OF SALES COMPARED TO CVA COMMITMENTS OF ALL AUTO PACT PRODUCERS (1974-1982)

(Canadian $ millions)

	1974	1975	1976	1977	1978	1979	1980	1981	1982
Cost of Vehicle Sales in Canada of all Auto Pact Producers (model year)	3,795	4,545	5,345	6,007	6,727	8,554	8,757	8,659	6,327
Total Canadian Value Added Produced (model year)	2,687	2,987	3,606	4,337	4,951	5,491	4,659	5,368	5,759
Difference Between Cost of Sales and CVA Produced	1,108	1,558	1,739	1,664	1,776	3,063	4,020	3,235	568
Total Achieved CVA as % of Cost of Sales	71%	66%	67%	72%	74%	64%	53%	62%	91%
Total CVA as a % of Cost of Sales Committed to by all Auto Pact Producers	62%	61%	61%	60%	59%	58%	57%	58%	59%

Source: Auto Pact Company Reports to Department of Industry, Trade and Commerce and Regional Economic Expansion.

Toyo Kogyo profits up

LOS ANGELES. — Toyo Kogyo Co. Ltd. reported its operating revenue rose 13 percent to a record $2.81 billion in the first half of its fiscal year.

Ordinary before-tax income for the period ended April 30 also set a first-half record at $93.3 million, an increase of 2.9 percent from a year earlier. Net after-tax earnings rose 2.6 percent to $46.1 million.

The Japanese company attributed the gains to strong sales of its new Mazda 626 and GLC and to cost reductions.

Car and truck unit sales for the period increased 7.5 percent to 654,865, including 73,540 KD kits. Export sales rose 7.9 percent to 450,068, representing a 68.7-percent share of total unit sales. Domestic sales of 204,797 were up 6.6 percent and represented a 31.3-percent share.

Truck export sales set a record at 11,169, up 12.1 percent from a year earlier. Exports to Syria and Egypt and kits to South Korea were the biggest contributors. Total truck sales climbed 8 percent to 182,583.

Auto sales of 472,282 were up 7.2 percent.

Vehicle production rose 6.2 percent to 647,893, including 73,540 KDs. Cars represented 465,906 units of that total; trucks, 181,987.

Huey is new owner of Carlson Olds-Honda

FRONTENAC, Mo. — William R. (Dick) Huey is the new owner of Carlson Olds-Honda here.

Huey succeeds George Carlson as president and owner. Carlson's family started in the auto business in 1928 with a Chevrolet dealership in Wheaton, Ill. In 1960, the Carlsons took over Evens Oldsmobile in Clayton and later relocated here.

Toyota

Continued from Page E-12

affect the cost of owning its vehicles.

These factors, he said, include initial purchase price, fuel economy, unscheduled maintenance costs, depreciation, scheduled maintenance costs, collision repair costs and insurance costs.

As an example of the program's success, Schrandt noted that scheduled maintenance costs for Toyota's entire 1983 model lineup have been reduced from the 1982 level by 31.7 percent.

Schrandt said collision repair is a big area that "hadn't been addressed by Toyota until the government started crashing our cars a little bit beyond what the standards called for."

"We suddenly focused our attention on it and, in an effort to lower collision and insurance costs of our vehicles, we began to work with insurance companies," he said. "We have a big effort with Tech-Cor, a division of All-State Insurance Co., which has a big research group.

"We said 'Hey, here is our 1986 products. Take a look at them and tell us where you see high repairability costs in case of collision,' " he said.

"We have been doing this for a number of years," Schrandt said. "We started this in 1979 and they were looking at 1982.

"As a result of the recommendations they made and the changes Toyota made, the 1982 Toyota Cressida and Starlet got an insurance discount," he said.

During the 1980s, Schrandt said Toyota will continue to build on its "already developed solid foundation in both service and parts."

He revealed that, on January 1, 1984, a new Toyota Customer Relations Network will be implemented with the following features: Direct on-line entry with batch entry as backup; handling of customer concerns in a more expedient manner; emphasis on dealer involvement in resolution of customer problems by providing customer contacts directly to dealer; expanded reporting capabilities; message communications to national headquarters, distributors and dealers, and automatic selection of customer files for followup satisfaction surveys.

Toyota deal for Murray

ROCKY MOUNT, N. C.—Bobby Murray, owner of Bobby Murray Chevrolet, Inc., Raleigh, N. C., has purchased Rocky Mount Toyota and has renamed it Bobby Murray Toyota, Inc.

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Car-truck figures climb

Japanese boost output, sales, exports

The Japanese motor vehicle industry is undergoing ups and downs in 1983.

In the first eight months of 1983 (January through August), passenger car production in Japan was up 3.0 percent over the corresponding period in 1982. Truck output was up 2.9 percent, and bus output was down 19.9 percent. Total production of motor vehicles showed a 2.8 percent boost over last year.

Production of regular-size Japanese cars dropped 12.2 percent from a year earlier, but small cars showed a 3.8 percent increase and mini models were up 23.7 percent.

New vehicle registrations in the first eight months of 1983 showed a 3.1 percent improvement over a year earlier, with passenger cars up 3.4 percent, trucks up 2.9 percent and buses down 8.4 percent.

Japanese vehicle exports showed a 0.2 percent increase in this year's eight-month period, with cars up 1.1 percent, but trucks down 1.3 percent and buses down 12.5 percent.

Despite Japan's voluntary restraint agreement (VRA) with the U. S., vehicle shipments to the U. S. in the first eight months of 1983 were up 1.8 percent, on the strength of truck exports which were up 10.1 percent. Passenger car exports to the U. S. were down 0.5 percent.

Japanese motor vehicle production increased 6.0 percent in August 1983 to 723,661 units compared to 682,848 in August 1982. Output of passenger cars rose 9.4 percent to 469,832 units and truck production inched up 1.0 percent from the previous year to 250,354 units. Bus production remained down, 36.5 percent from the 1982 level.

Total worldwide exports were 410,833 units as compared to 397,492 in August 1982, a 3.4 percent increase. This total includes a 4.6 percent increase in passenger cars, a 1.4 percent increase in trucks and a 12.7 percent decrease in bus exports. Exports to the U.S. in August 1983 were 160,759 units compared to 154,479 units in August 1982, a 4.1 percent increase on a month-to-month comparison.

Japan's domestic motor vehicle market showed an 8.5 percent improvement in sales compared with August 1982, from 285,826 units to 310,025 units in 1983. A 12.3 percent increase in passenger car sales and a 3.9 percent increase in truck sales reportedly was due in part to positive consumer response to the introduction of new models.

Statistics follow:

Production (1)

	Passenger cars	Trucks	Buses	Total
August, 1983	469,832	250,354	3,475	723,661
August, 1982	429,422	247,950	5,476	682,848
% Change	9.4%	1.0%	−36.5%	6.0%
Year to date '83	4,679,746	2,582,104	38,147	7,299,997
Year to date '82	4,542,474	2,509,500	47,639	7,099,613
% Change	3.0%	2.9%	−19.9%	2.8%

Production Passenger Cars by Size (2)

	Regular	Small	Mini	Total
August, 1983	30,385	418,978	20,469	469,832
August, 1982	32,256	384,033	13,133	429,422
% Change	5.8%	9.1%	55.9%	9.4%
Year to date '83	315,223	4,223,728	140,795	4,679,746
Year to date '82	358,934	4,069,732	113,808	4,542,474
% Change	−12.2%	3.8%	23.7%	3.0%

New Vehicle Registration (in Japan) (3)

	Passenger cars	Trucks	Buses	Total
August, 1983	175,262	133,481	1,282	310,025
August, 1982	156,019	128,495	1,312	285,826
% Change	12.3%	3.9%	−2.3%	8.5%
Year to date '83	2,042,251	1,474,866	14,536	3,531,653
Year to date '82	1,975,628	1,432,992	15,872	3,424,492
% Change	3.4%	2.9%	−8.4%	3.1%

Export (4) (5)

	Passenger cars	Trucks	Buses	Total
August, 1983	274,570	132,976	3,287	410,833
August, 1982	262,561	131,164	3,767	397,492
% Change	4.6%	1.4%	−12.7%	3.4%
Year to date '83	2,574,164	1,189,316	27,382	3,790,862
Year to date '82	2,545,765	1,205,050	31,299	3,782,114
% Change	1.1%	−1.3%	−12.5%	0.2%

Export to U.S. (6)

	Passenger cars	Trucks	Buses	Total
August, 1983	125,066	35,693	0	160,759
August, 1982	120,700	33,779	0	154,479
% Change	3.6%	5.7%	0.0%	4.1%
Year to date '83	1,119,563	335,345	6	1,454,914
Year to date '82	1,124,840	340,491	0	1,429,331
% Change	−0.5%	10.1%	0.0%	1.8%

Export by Major World Market Areas (August, 1983)

	Passenger cars	Trucks	Buses	Total
S.E. Asia	21,461	22,306	639	44,406
M.E. Asia	11,905	26,456	822	39,183
Europe	71,332	16,545	17	87,894
N. America	138,156	38,703	0	176,859
C.S. America	8,697	5,475	196	14,368
Africa	4,417	12,621	987	18,025
Oceania	18,151	10,752	618	29,521
Others	451	118	8	577
TOTAL	274,570	132,976	3,287	410,833

All figures are on unit basis. (1) Production figures are as reported by all automobile manufacturers in Japan. (2) Size definitions are according to Japanese classification by piston displacement as follows: Regular 2,001 cc and more; Small 551 to 2,000 cc; Mini 550 cc and less. (3) New vehicle registration (in Japan) figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA. (4) All export figures are as reported by individual manufacturers on a constant basis for each month. (5) Export figures include the number of automobile in "knock-down" form exported to overseas countries for assembly. (6) Export figures to include Alaska and Hawaii. They do not include Puerto Rico and other island territories governed by the U.S. Government.

'Cheap' gasoline, engine woes hurt market

Diesel-car sales slump continues

By Jim Plegue
Staff Writer

The diesel-car market continued its disappearing act during the 1983 model year.

Domestic and import makers sold 195,041 diesel-powered cars during the period, a staggering 44.92-percent plunge from the 354,128 sold during the '82 model year and a far cry from 1981's peak sales of 536,440 cars.

The diesel cars accounted for a paltry 2.21-percent of total 1983-model sales, less than half the 4.59-percent penetration of 1982 and well below the 5.98-percent share that diesel cars held during the 1981 model year.

The fading popularity of the diesel engine can be blamed on stabilized or lower gasoline prices, the renewed consumer interest in performance cars and problems — be they real or perceived — with some diesel engines, particularly those sold by General Motors dealers.

There were plenty of losers, only a few winners.

Winner: Mercedes-Benz, which supplanted Oldsmobile to become the number one individual retailer of diesel cars in the U. S. and the maker holding the biggest chunk of the market.

The German maker sold 55,903 diesel cars during the 1983 season, up 10.73 percent from the 50,484 sold in '82. Mercedes doubled its market share — from 14.26 percent last year to 28.66 percent in 1983.

Loser Number One: General Motors. Its 1983-model diesel sales of 74,846 units represented a 60.28-percent drop from the 188,444 sold during 1982.

GM market penetration hit the skids, too. The company's 38.38-percent share of the diesel market was down 14.83 percentage points from the 53.21-percent share of the '82 model year. In 1981, GM's diesel market share topped 63 percent.

All GM divisions reported major drops, both in volume and in market penetration. Oldsmobile, GM's diesel volume leader, sold 44,136 diesel cars during 1983, down 49.27 percent from 87,015 during 1982. Oldsmobile market penetration slipped nearly two percentage points — from 24.57 percent to 22.63 percent in 1983.

Loser Number Two: Volkswagen-Audi. Despite a 17.28-percent increase in diesel sales by Audi, the VW-Audi aggregate dropped 51.61 percent because of poor diesel sales by Volkswagen.

VW-Audi sold 35,756 diesel cars during the 1983 model year, compared with 73,888 in 1982. VW-Audi market share dropped from 20.86 percent in 1982 to 18.33 percent in 1983.

Audi is dropping out of the diesel market entirely during 1984. Its 4000 and 5000 models will not be offered with diesel engines.

Volkswagen diesel sales of 27,857 during the '83 model year were off 58.52 percent from the 67,153 sold during '82. VW's decline is a result of sluggish Rabbit diesel sales.

Only 21 percent of Rabbit sales during the 1983 model year were diesel models, compared with more than 60 percent during the car's heyday in 1981. For the current calendar year, the Rabbit diesel installation rate is even lower: 17 percent.

Volkswagen has made the diesel engine the standard power in its 1984-model Rabbit and Jetta models. Gasoline engines are now an extra-cost option in those cars.

Datsun and Peugeot diesel sales during 1983 were nearly halved, while Isuzu diesel sales were down 26.9 percent. Despite those reductions, each company made slight gains in market penetration during 1983.

Datsun has dropped its diesel-powered Maxima model for the '84 model year, but will continue to sell a diesel-powered version of the Sentra.

Volvo was the only other maker to record a year-to-year improvement in diesel sales. The company sold 6,925 diesel cars, up 4.64 percent from 6,618 sold during 1982. Volvo market share of 3.55 percent was up 1.68 percentage points from 1982's share of 1.87 percent.

Despite the shrinking diesel market, there are several new diesel entries for 1984.

Mercedes-Benz has just introduced its new 190-D 2.2 diesel model. Ford Motor Co. has added a 2.0-liter Toyo Kogyo-built diesel as an option in Ford Escort and Tempo and Mercury Lynx and Topaz, as well as a BMW-made six-cylinder turbocharged diesel as an option in Lincoln Mark VII. Toyota has introduced a Camry 1.8-liter turbo diesel model and a 1.8-liter diesel-powered Corolla for 1984.

Diesel percentages of makers' sales

	M.Y. 1983	M.Y. 1982
Cadillac	2.48	10.11
Buick	1.30	5.01
Pontiac	0.50	2.23
Chevrolet	1.00	3.40
Oldsmobile	4.62	11.46
GM Total	1.93	5.54
VW	19.53	38.92
Audi	17.36	14.38
VW-Audi Total	19.00	33.68
Mercedes-Benz	77.80	78.81
Peugeot	43.10	73.87
Volvo	8.55	9.26
Datsun	1.26	2.57
Isuzu	43.15	79.61
Grand Total	2.21	4.59

Sales of diesel-powered cars in the U. S.

	Model Year 1983	Percent Share of Market	Model Year 1982	Percent Share of Market
Cadillac	7,194	3.69	23,973	6.77
Buick	10,680	5.48	35,062	9.90
Pontiac	2,584	1.32	10,316	2.91
Chevrolet	10,252	5.26	32,078	9.06
Oldsmobile	44,136	22.63	87,015	24.57
General Motors Total	74,846	38.38	188,444	53.21
Volkswagen	27,857	14.28	67,153	18.96
Audi	7,899	4.05	6,735	1.90
VW-Audi-Total	35,756	18.33	73,888	20.86
Mercedes-Benz	55,903	28.66	50,484	14.26
Peugeot	6,208	3.18	11,019	3.11
Volvo	6,925	3.55	6,618	1.87
Datsun	6,581	3.38	11,600	3.28
Isuzu	8,822	4.52	12,075	3.41
TOTAL	195,041	.....	354,128	.....

Model year is Oct. 1 to Sept. 30.

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Ford splits stock 3 for 2; cash dividend maintained

DEARBORN. — Ford Motor Co. directors declared a three-for-two stock split and a cash dividend, to take place Dec. 1 for stockholders of record on Nov. 1.

The cash dividend will be 45 cents on shares outstanding before the split, effectively maintaining the 30-cent rate paid in the third quarter. Before that, no dividends had been paid for six quarters.

Ford stock had been trading in the neighborhood of $66 prior to the split and dividend announcement.

"The rule on Wall Street is, as the price nears $75, you should begin thinking about splitting it," said Arvid Jouppi, independent analyst based in Grosse Pointe, Mich.

Jouppi said Ford should have no problem maintaining a 30-cent-a-share dividend on the 181.5 million shares that will be outstanding after the split. That would represent an annual dividend outlay of about $218 million for Ford.

"Their earnings are coming through very strongly," he said.

"The board of directors is saying: (Chairman Philip) Caldwell has done it: North America is profitable. And the general automotive outlook is good.

"Farther down the road, stockholders are going to remember this when Ford is seeking new money; that is, selling equity," Jouppi said.

Ford last split its stock in May, 1977, when it issued stockholders one extra share for every four owned. There was also a two-for-one split in May, 1962.

Chrysler names Dellas Huntsville plant manager

HUNTSVILLE, Ala. — George J. Dellas has been named manager of Chrysler Corp.'s Huntsville Automotive Electronics Plant. He formerly was manufacturing staff executive — Stamping, Assembly and Diversified Operations Group.

At Huntsville, Dellas succeeds Bryan P. Prucher, who has been appointed manager of production engineering for Chrysler's Stamping, Assembly and Diversified Operations.

Buick adds 4 dealers in its Memphis zone

MEMPHIS. — Buick has added four dealers in its Memphis zone. They are:

Richard Layton, Dick Layton Buick, Little Rock; Ray Smith, Ray Smith Chevrolet-Buick, Camden, Tenn.; Howard Davidson, Davidson Chevrolet-Buick, Booneville, Miss., and Joseph Bonura, Heritage Buick, New Orleans.

obituaries

Emil Mazey

DETROIT.—Emil Mazey, 70, retired UAW secretary-treasurer, died Oct. 9. Mr. Mazey, who held that position for 33 years, retired in 1980. He played a leading role in many UAW organizing campaigns including the effort at the Ford Rouge Plant in 1941. His slogan was, "Consider the turtle. He makes no progress until he sticks his neck out."

Allen W. Merrell

DETROIT. — Allen W. Merrell, 67, retired Ford Motor Co. vice president for civic and governmental affairs, died Oct. 6 in Charlottsville, Va. Mr. Merrell joined Ford in 1941, became assistant to the president in 1945 and was named civic and governmental affairs director in 1959. He was elected a vice president in 1963 and retired in 1972.

George B. Good

EASTON, Pa.—George B. Good, 89, who from 1920 to 1971 was associated with his late brother, Harold, in the operation of Good Brothers Ford in suburban Ottsville, Pa., died Sept. 14.

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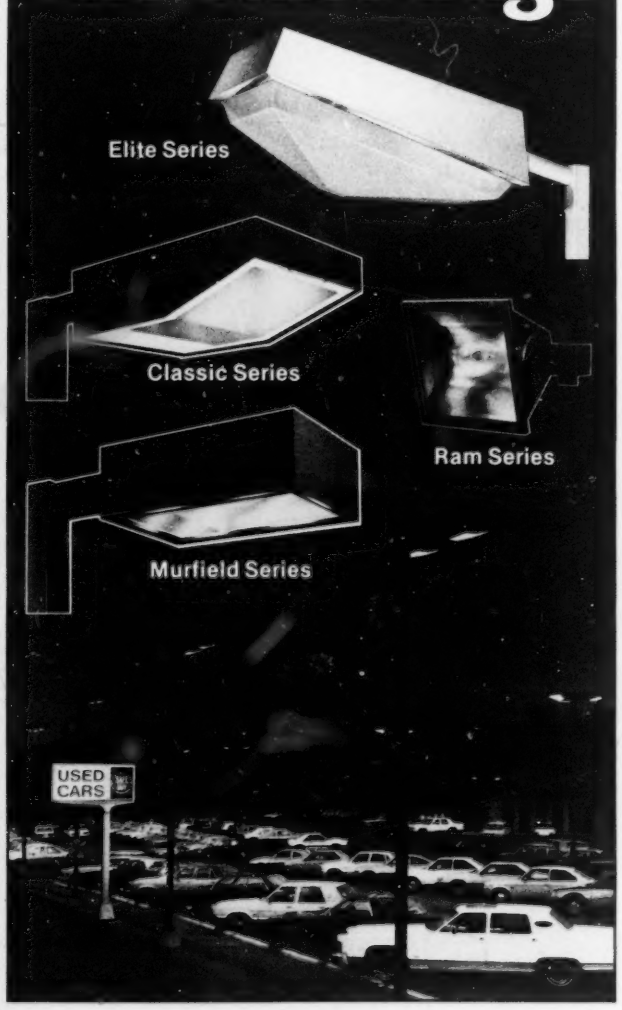

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FTC initial decision finds discrimination in ad allowances

GM told to treat rental firms evenly

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — General Motors illegally discriminated against small car-rental firms by giving them smaller advertising subsidies than it gave to larger ones, according to an initial decision by FTC law judge James P. Timony.

GM was ordered to provide even treatment under the judge's order and it must advertise its advertising program in at least two publications for five years.

GM is reviewing the decision and expects to appeal.

The case is a companion to another also brought against Ford Motor Co.

The Ford case was tentatively settled last June in a similar fashion, but at that time, the consent settlement stipulated that Ford was not bound if GM — through its litigation — received a better deal. Thus, Ford has an opportunity to challenge the initial decision against GM if it is dissatisfied.

The judge's order in the GM case can be reviewed by the five FTC commissioners on their own initiative or on appeal. If neither occurs, then the judge's initial decision becomes final within 30 days.

• After dropping the Robinson-Patman Act charges which he found did not obtain, Timony ruled that GM's payments of millions of dollars in advertising allowances to a few large rental and leasing firms and not to smaller competitors was an unfair method of competition, in violation of the FTC Act.

He noted that the large firms could "shift to GM a substantial portion of their advertising expenditures, while smaller competitors are unable to command such allowances."

According to the initial decision, GM in 1978 favored 15 rental and leasing firms and even among those, "GM does not make proportionally equal advertising payments." For example, "National Car Rental System received about $160 per GM car purchased during 1976-78 while other favored customers received less, ranging down to $6 or $7 per car."

Under the agreement, GM would have to make payments available on proportionally equal terms to all competing rental and leasing firms. GM could terminate advertising agreements under certain conditions — if a firm were using false or deceptive advertising, or advertising in a manner that reflects negatively on GM, or fails to do a reasonable job of vehicle maintenance.

Under similar circumstances, GM could also refuse to enter into joint advertising agreements. But in all circumstances, treatment must be consistent among renters and leasers.

Keep curbs, don't raise 'em, UAW tells Reagan, Japan

By Marjorie Sorge
Labor Editor

DETROIT.—The UAW continued to badger the Reagan Administration on the import issue as union President Owen Bieber called for the continuation of auto export restraints by the Japanese auto makers at current levels or below for at least two more years.

In a letter to President Reagan, Bieber also urged the Administration "to do everything possible to see that no separate quotas are provided for General Motors' planned import of cars produced for them by Isuzu and Suzuki in Japan."

GM would like to have the quotas raised from 1.68 million to perhaps 2 million. The current Voluntary Restraint Agreement (VRA) expires March 31, 1984.

GM is planning to sell about 100,000 subcompacts imported from Isuzu and is also planning to import between 80,000 and 100,000 small cars from Suzuki for the 1985 model year. In addition, the company is awaiting FTC approval of a joint venture with Toyota to produce 200,000 small cars annually at its idle Fremont (Calif.) assembly plant starting with the 1986 model year.

Bieber's statement was well orchestrated, coming the same week as an announcement from Chrysler Corp. that if the restraints are raised or eliminated, it will likely scrap plans for its American-built small cars and begin importing them from Japan.

• According to Bieber, raising the VRA level from 1.68 million to 2 million would cost the U. S. nearly 100,000 jobs and that would double if the quotas were increased to 2.3 million.

In calling for an extension of at least two years, he said one more year is "unacceptable. (It) will not spur additional Japanese investment here nor prevent the U. S. companies from making a headlong rush to bring in imports themselves. In fact, it would appear to be playing politics, given the election-year timing and the one year of restraint expiring just 10 weeks after the 1985 inauguration."

While some observers have said the restraints would make the U. S. auto industry "fat and lazy," Bieber pointed to the concessions made by the auto workers to save jobs, the reinvestment programs of the domestic companies and the price restraints exercised by the companies during the first three years of the VRA.

He said the nation and the industry "need the stability of continued restraints by the Japanese to consolidate these gains."

The Japanese currently are taking 21.4 percent of the U. S. market.

Peugeot's president to head Citroen, too

PARIS. — Jacques Calvet, president of Automobiles Peugeot, has also become president of Automobiles Citroen.

Both are subsidiaries of Peugeot S.A. At Citroen, Calvet succeeds Jean Barratre, who has been assigned to an executive post at PSA.

L-M deal for Cherek

MILWAUKEE. — Duane Cherek has opened Cherek Lincoln-Mercury here.

Where Auto Market was in 1983 model year

	Total Sales	Pct. of Total
SUBCOMPACT	1,162,385	13.19
COMPACT	1,443,501	16.37
INTERMEDIATE	2,224,391	25.23
STANDARD	1,148,583	13.03
LUXURY	496,290	5.63
IMPORT	2,340,878	26.55
TOTAL	8,816,028	100.00

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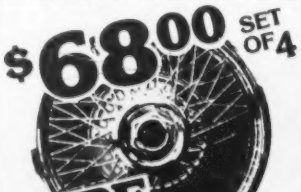

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Costs outweigh benefits, report finds

Smog controls called unpopular

ST. LOUIS. — A working paper published by the Washington University Center for the Study of American Business, asserts that "the cost per car of pollution control through 1978 enforcement levels outweigh the most complete benefit estimates available."

The report was derived from the dissertation of Dr. James Langerfield, assistant to the director of the bureau of competition at the FTC.

It was funded by the center, which pointed out that "the analysis and conclusions set forth are those of the author and do not necessarily reflect the views of other members of the FTC staff or the commission itself."

The conclusion of the paper, entitled The Costs and Benefits of Automobile Emissions Controls and Safety Regulation, "was arrived at by comparing production costs and social benefits, as well as by estimating, in dollar terms, auto buyers' responses to these regulations."

Langerfield said that the public expresses strong support for environmental regulation in poll after poll. Yet, when the cost of these controls becomes more personal — as in reduced fuel efficiency, higher operating costs and poorer engine performance due to auto emission standards — the consumer's enthusiasm wanes."

Were it possible to do so, consumers would have been willing to pay an additional $355 (in 1982 dollars) in order to purchase an auto free of pollution control devices in 1978, according to Langerfield. Morever, he said, this cost is in addition to the new-car price increase due to original installation of pollution control devices.

• By adding this cost to pay for removal of the pollution control devices ($355 per new 1978 vehicle) to the estimated cost of installing all the equipment required by federal environmental regulation ($438 per car), the study estimates the total cost per vehicle for federal pollution controls at $793 (in 1983 dollars).

Consumer response to pollution controls, herefore, plus the production costs of achieving the required levels of pollution control, came to $8.9 billion (in 1982 dollars).

That outweighs the best estimates of benefits of $6.8 billion by approximately $2 billion a year, computed in 1982 dollars, Langenfield said.

"This analysis finds also that federal safety regulations through 1978 did not significantly improve the value of new cars, as perceived by consumers. Apparently, car buyers considered whatever benefits brought about by the safety standards to be offset by the associated inconveniences and extra operating costs," the study said.

"While Americans continue to be concerned with environmental and safety issues regarding autos, it is clear that when the cost of these programs becomes personalized, the consumer is willing to make tradeoffs," Langenfield said.

Given that pollution control regulations have not been relaxed since 1978, this research implies that current pollution control levels are "too strict and fail the cost/benefit test," the report said.

The results do not suggest that the automobile emissions controls should be abolished, but the results do suggest that a rollback of federal standards is appropriate, Langenfield said.

Mexican workers consider aiding plants by selling cars

MEXICO CITY. — The latest twist in the unstable Mexican automotive sector is that workers are considering pitching in to help assembly plants' efforts to increase sales.

The novel idea was broached by General Motors of Mexico workers as a means of overcoming slumping sales and guaranteeing jobs for assembly plant personnel.

According to the plan worked out by the GM union and revealed by Jose Garcia, who handles worker public relations, it would be possible for assembly plants to increase sales if they cooperate in allocating an unspecified part of their production to workers.

Workers would then be on the order of "mini-distributors," selling cars to friends, relatives and acquaintances.

Workers are in accord with the idea, seeing it not only as a means of protecting jobs and increasing car sales, but also providing additional income.

Garcia explained that if workers, who obtain price concessions, could have two or three units on the same terms, sales could spurt.

While the suggestion is under study, no definite commitment has been made by management, and other car producers have not given any signs of approval or rejection of the labor offer.

• Commenting on the industry uncertainties, the Independent Union of Workers of the National Automotive Industry said that workers are worried because they can see no possibility of major improvement over the near, and possibly medium, term.

As Tomas Guevara, secretary of the union expressed it, workers are not expecting the situation to improve, but only hoping that "it won't get worse."

According to Guevara, whose union includes Renault and Diesel Nacional (Dina) workers, there is no certainty that despite the already sharp production-sales slumps that a "bottoming out" is in sight.

Informed industry sources, meanwhile, have said that apparently assembly plants will continue producing bigger cars, but with four-cylinder and six-cylinder engines.

The Chrysler plant has already taken steps in this direction, planning to produce four-cylinder engines with compressors to increase power yields and possibly reduce gas costs.

Reportedly, eight-cylinder engine production will continue in Mexico, but these will be used only for trucks.

Motor vehicle litigation declines in California

SAN FRANCISCO, Calif. — A slight decline in the motor-vehicle litigation index during the 1981-1982 fiscal year has been reported by the Insurance Information Institute. The 1981-1982 index was 205.1, compared with 209.6 for fiscal 1980-1981.

The index represents the number of motor-vehicle cases filed in California Superior Courts per 100,000 population. Cases filed in fiscal 1981-1982 totaled 50,180 vs. 50,723 in the prior period.

factories list auction dates

American Motors

Oct. 25—Aptco Auto Auction, Taylor, Mich.

Oct. 26—Kansas City Auto Auction, 1100 Elmwood Ave., Kansas City, Mo.; Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Oct. 27—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Oct. 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Arena Auto Auction, Chicago, Ill., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Oct. 26—Southern Auto Auction, Warehouse Point, Conn., and Minneapolis Auto Auction, Plymouth, Minn.

Ford Motor Co.

Oct. 25—Dallas Auto Auction, Grand Prairie, Tex.

Oct. 26—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Oct. 26—Metro Auto Auction of Kansas City, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Oct. 27 — Indianapolis Auto Auction, Indianapolis, Ind., and Butler Auto Auction, Gibsonia, Pa.

Model breakdown
Auction Averages

	OCTOBER TO DATE	SEPTEMBER	AUGUST
1983	$10,673	$ 9,960	$10,166
1982	7,703	7,629	7,702
1981	6,023	5,179	6,158
1980	5,468	5,193	5,129
1979	4,425	4,613	4,577
1978	3,562	3,405	3,579
1977	2,175	2,523	2,781
1976	1,855	1,811	1,926
Overall Average	$ 5,287	$ 5,190	$ 5,159

Used Car Sales
Auction Averages

October to date	$5,287
Month ago	$5,197
Year ago	$4,484

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

EIGHT MONTHS, 1983 VS. 1982★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**56**	**56**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	59	59
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**572**	**572**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	408	408
CHEVROLET	**Aug., '83**	**41,292**	**30,353**	**2,662**	.....	**26**	**854**	**697**	**31**	**75,916**
	Aug., '82	28,827	22,832	1,315	.....	28	686	633	57	54,378
	Year to Date '83	**310,861**	**242,777**	**10,895**	.....	**175**	**3,555**	**4,422**	**305**	**573,010**
	Year to Date '82	269,994	211,355	12,587	.....	270	3,324	5,007	461	502,998
(Memo Units) #	**Aug., '83**	**26,841**	**13,242**	.....	.....	.....	.....	.....	.....	**40,083**
	Aug., '82	16,700	8,828	.....	.....	.....	.....	.....	.....	25,528
	Year to Date '83	**210,321**	**101,487**	.....	.....	.....	.....	.....	.....	**311,808**
	Year to Date '82	161,821	72,565	.....	.....	.....	.....	.....	.....	234,386
DODGE	**Aug., '83**	**12,209**	**7,826**	.....	.....	.....	.....	.....	.....	**20,035**
	Aug., '82	12,242	6,453	1	.....	.....	.....	.....	.....	**18,696**
	Year to Date '83	**98,206**	**66,414**	.....	.....	.....	.....	.....	.....	**164,620**
	Year to Date '82	97,946	51,740	.....	.....	.....	.....	.....	.....	149,705
(Memo Units) #	**Aug., '83**	**8,400**	**6,236**	.....	.....	.....	.....	.....	.....	**14,636**
	Aug., '82	6,911	4,791	.....	.....	.....	.....	.....	.....	**11,702**
	Year to Date '83	**62,149**	**48,408**	.....	.....	.....	.....	.....	.....	**110,557**
	Year to Date '82	60,936	36,056	.....	.....	.....	.....	.....	.....	96,992
FORD	**Aug., '83**	**28,774**	**43,526**	.....	.....	.....	**1,089**	**1,487**	**612**	**75,488**
	Aug., '82	22,154	32,736	.....	.....	.....	1,940	1,867	879	59,576
	Year to Date '83	**217,639**	**352,706**	.....	.....	.....	**6,762**	**11,994**	**4,908**	**594,009**
	Year to Date '82	164,868	290,601	.....	.....	.....	8,206	14,825	6,079	484,579
(Memo Units) #	**Aug., '83**	**22,1110**	**16,149**	.....	.....	.....	.....	.....	.....	**38,259**
	Aug., '82	13,741	13,682	.....	.....	.....	.....	.....	.....	27,423
	Year to Date '83	**166,943**	**135,904**	.....	.....	.....	.....	.....	.....	**302,847**
	Year to Date '82	91,772	109,946	.....	.....	.....	.....	.....	.....	201,718
FREIGHTLINER	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**564**	**564**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	624	624
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**6,428**	**6,428**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,731	4,731
GMC	**Aug., '83**	**9,075**	**9,699**	**110**	.....	**20**	**716**	**754**	**753**	**21,127**
	Aug., '82	6,857	7,777	11	.....	133	555	765	713	16,805
	Year to Date '83	**69,959**	**76,539**	**336**	.....	**179**	**3,732**	**5,868**	**4,264**	**160,879**
	Year to Date '82	57,386	64,791	725	.....	817	2,721	9,930	5,822	142,192
(Memo Units) #	**Aug., '83**	**5,373**	**4,218**	.....	.....	.....	.....	.....	.....	**9,591**
	Aug., '82	3,319	2,553	.....	.....	.....	.....	.....	.....	5,872
	Year to Date '83	**42,700**	**31,798**	.....	.....	.....	.....	.....	.....	**74,498**
	Year to Date '82	28,466	19,346	.....	.....	.....	.....	.....	.....	47,812
INTERNATIONAL	**Aug., '83**	.....	.....	.....	.....	.....	**2,685**	**947**	**1,385**	**5,017**
	Aug., '82	.....	.....	.....	.....	.....	2,042	1,024	1,049	4,115
	Year to Date '83	.....	.....	.....	.....	.....	**12,174**	**7,279**	**11,878**	**31,331**
	Year to Date '82	.....	.....	.....	.....	.....	10,349	8,031	11,103	29,483
JEEP	**Aug., '83**	**3,161**	**1,814**	.....	.....	.....	.....	.....	.....	**4,975**
	Aug., '82	3,003	1,429	.....	.....	.....	.....	.....	.....	4,432
	Year to Date '83	**26,175**	**17,238**	.....	.....	.....	.....	.....	.....	**43,413**
	Year to Date '82	23,249	15,562	.....	.....	.....	.....	.....	.....	38,811
(Memo Units) #	**Aug., '83**	**3,161**	**1,618**	.....	.....	.....	.....	.....	.....	**4,779**
	Aug., '82	3,003	1,131	.....	.....	.....	.....	.....	.....	4,134
	Year to Date '83	**26,175**	**14,528**	.....	.....	.....	.....	.....	.....	**40,703**
	Year to Date '82	23,249	11,713	.....	.....	.....	.....	.....	.....	34,962
KENWORTH	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**460**	**460**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	530	530
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,122**	**4,122**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	4,870	4,870
MACK	**Aug., '83**	.....	.....	.....	.....	.....	**221**	**85**	**876**	**1,182**
	Aug., '82	.....	.....	.....	.....	.....	138	64	867	1,069
	Year to Date '83	.....	.....	.....	.....	.....	**1,393**	**657**	**7,514**	**9,564**
	Year to Date '82	.....	.....	.....	.....	.....	1,402	410	8,609	10,421
MERCEDES-BENZ	**Aug., '83**	.....	.....	.....	.....	.....	**155**	**99**	.....	**254**
	Aug., '82	.....	.....	.....	.....	.....	142	88	.....	230
	Year to Date '83	.....	.....	.....	.....	.....	**1,153**	**616**	.....	**1,769**
	Year to Date '82	.....	.....	.....	.....	.....	1,365	641	.....	2,006
PETERBILT	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**548**	**548**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	359	359
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**4,271**	**4,271**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	3,736	3,736
PLYMOUTH	**Aug., '83**	**323**	**378**	.....	.....	.....	.....	.....	.....	**701**
	Aug., '82	446	261	.....	.....	.....	.....	.....	.....	707
	Year to Date '83	**3,279**	**2,952**	.....	.....	.....	.....	.....	.....	**6,231**
	Year to Date '82	4,444	2,721	.....	.....	.....	.....	.....	.....	7,165
VOLVO	**Aug., '83**	.....	.....	.....	.....	.....	.....	**115**	**33**	**148**
	Aug., '82	.....	.....	.....	.....	.....	.....	66	13	79
	Year to Date '83	.....	.....	.....	.....	.....	.....	**596**	**377**	**973**
	Year to Date '82	.....	.....	.....	.....	.....	.....	290	123	413
WESTERN STAR	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**27**	**27**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	38	38
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**197**	**197**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	446	446
WHITE	**Aug., '83**	.....	.....	.....	.....	.....	.....	.....	**148**	**148**
	Aug., '82	.....	.....	.....	.....	.....	.....	.....	312	312
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	**1,382**	**1,382**
	Year to Date '82	.....	.....	.....	.....	.....	.....	.....	1,490	1,490
MISCELLANEOUS*	**Aug., '83**	**46,313**	**856**	**2**	**33**	**1**	.....	**23**	**65**	**47,293**
	Aug., '82	29,996	538	.....	2	2	.....	15	104	30,657
	Year to Date '83	**268,966**	**5,258**	**2**	**214**	**6**	.....	**165**	**565**	**275,176**
	Year to Date '82	204,881	4,288	.....	7	9	.....	109	987	210,281
TOTALS	**Aug., '83**	**141,147**	**94,452**	**2,775**	**33**	**47**	**5,720**	**4,207**	**5,558**	**253,939**
	Aug., '82	103,519	72,026	1,327	2	163	5,503	4,522	5,604	192,666
	Year to Date '83	**995,105**	**763,884**	**11,235**	**214**	**360**	**28,769**	**31,597**	**45,783**	**1,877,947**
	Year to Date '82	822,768	641,058	13,331	7	1,096	27,367	39,243	48,865	1,593,735

★—No Oklahoma registrations, 1983 and 1982; New Mexico, August, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are vans, El Camino, LUV and S-10 compacts; Ford, vans, Bronco, Courier, Ranger and Bronco II; GMC, vans, Jimmy, Caballero and S-15 compacts; Dodge, Ram 50, Ramcharger, Ram Van and Rampage; Jeep, CJs, Cherokee, Wagoneer and Scrambler. Plymouth trucks are Voyager, Arrow, Trail Duster and Scamp.

—Compiled from R. L. Polk & Co. data

With ½ pct. of Dodge ad dollars

Magazines are urged to support promotion

By Joseph Bohn
Marketing Editor

BBD&O Detroit asked magazines with which it does business to return one-half of one percent of their gross Dodge ad revenues for a special trade paper campaign, aimed at telling car dealers why and how it uses the print medium.

It is the third recent effort by an auto division to gain merchandising support from magazines and appears to have more support from publications than previous programs by Chevrolet and Ford.

Some major publications still expressed private reservations about the proposal, though, and were still debating whether to go along at presstime.

In concept, the magazine community feels that a program like this, aimed at promoting their medium, is a good one. But some major books object to the concept of providing merchandising support, no matter what form it takes.

Apparently, auto dealers are heavily addicted to TV as the best medium for factory advertising and have on occasion questioned why car companies spend as much as they do in the magazines, even though magazines typically only take 20 to 30 percent of Detroit's budgets.

Eugene McCarthy, senior vice president - media division, BBD&O Detroit, apparently feels he can run a campaign that will educate them while benefitting the print community, his client and agency.

McCarthy declined comment on his program. Industry sources said it may be because the proposal is still under consideration at some publications, and because word hasn't gotten out to all of them yet.

• BBD&O runs Dodge ads in an estimated 70 to 80 publications, and Dodge is said to have a higher percentage of dollars in print than many other car divisions.

Generally, the magazine reps who privately opposed the idea were those whose publications had no merchandising policy.

McCarthy ran his idea by the Magazine Publishers Assn. committee in Detroit before announcing it generally.

A member of that group said, "We're 100 percent in favor of it. We talked about it at a meeting, and we thought it was a helluva thing for magazines.

"There are some magazines they're (Dodge) using that aren't part of the MPA, so it can't officially be endorsed by the MPA," he said.

His own publication, he added, one of the top 10 nationally, contributes a certain number of dollars per page to any advertiser for merchandising support and that's how much it would contribute to the BBD&O program.

Similarly, another MPA member thought the program "might be a success" and indicated that several magazines which he represented supported it.

"It's not a big nut to swallow," he concluded.

Those who favored the idea pointed out that the MPA spends promotional money yearly to reach dealers at the NADA convention in an effort to do what BBD&O is seeking to do.

They also pointed to the merchandising money given for "premiums, ducks, posters . . . meaningless crap," which had no benefit to the print community.

• One rep whose publication had little Dodge business said monthlies in Detroit were lucky to get "six, eight, 10 pages" of ads (from a division like Dodge), and one-half percent of the gross of what they got could scarcely buy them a trade page ad. He felt combining money would improve the efficiency of the pitch for everyone.

On the other hand, however, are those publications who generate a lot of auto ad dollars and have no merchandising allowance policies. They are opposed to giveback on principle and feel that publications should be chosen for their media value rather than support allowance.

Such reps questioned where it would all lead. Would a Sears and Seagram's begin asking for one-half percent back for their own promotional plans. Would the ante go up to one percent next year? And so forth.

A publication that grossed $1 million yearly, for example, might be required to give back $5,000.

Part of McCarthy's idea is to run a variety of Dodge model ads, listing the magazines in which they appeared on the right-hand side.

This led a rep to query that, if one publication ended up contributing a larger dollar amount than another, would its name appear in larger logotype.

Any request for merchandising support appears destined to touch off a measure of controversy. And BBD&O may not be the last to ask for such support.

Its program bears close watching, however, since it offers to do more for the print community than anything yet. If this one runs into opposition, future proposals most certainly will.

NADA to feature 2nd exhibit hall at Dallas convention

WASHINGTON. — For the first time in its 67-year history, the NADA Convention and Exposition, to be held Feb. 4-7 in Dallas, will include a second exhibition hall devoted entirely to one product.

While NADA's convention in Las Vegas last year set a record level for exhibit floor space, the 1984 total of 137,000 exceeds that by 23,000 square feet.

The unprecedented demand for additional space has resulted in an exhibit hall featuring only van conversions. Over 200 automotive and automotive-related services and manufacturers have reserved space in the Dallas Convention Center.

The convention program has been revised to allow more exclusive, non-competitive time in the exposition.

Advance registration for the 1984 convention closes Friday, Dec. 23. Registration forms and fees must be postmarked by Dec. 23 to receive discount registration fees. Additional information is available at (703) 821-7143.

18 assembly plants work overtime

Auto production steady at 160,000

By Mary Beth Mayer
Staff Writer

Although 18 auto assembly facilities worked overtime last week, production just missed matching the tally of the week before, when 16 plants operated extra hours.

The car makers targeted last week's output at 160,180, down slightly from 160,938 the prior week, but 41.01 percent ahead of the year-ago week's 113,598.

Breakdown for the week by company was: General Motors, 55.90 percent; Ford Motor Co., 23.46 percent; Chrysler Corp., 15.54 percent; American Motors, 2.81 percent; Volkswagen of America, 1.47 percent, and Honda, 0.82 percent.

So far this year, there have been 5,367,281 cars completed, up 27.54 percent from 4,208,314 finished at this time last year.

GM's Tarrytown, N. Y. (Citation, Phoenix), and Willow Run, Mich. (Skylark, Omega), plants are in the midst of two weeks of downtime because of a parts shortage. On temporary layoff are 8,500 workers from the facilities. Both are slated to return next Monday (Oct. 31).

GM had eight points working two shifts Saturday (Oct. 22). Working extra hours were: Detroit, Doraville (Ga.), Fairfax (Kans.), Flint (B, D and G lines), Janesville (Wis.), Lansing (B, D and G lines), Linden (N. J.) and Oklahoma City.

Working extra daily hours for Ford last week were: Atlanta, Chicago, Dearborn, Edison (N. J.), Kansas City, Lorain (O.) and St. Louis. Chicago, Edison and Kansas City also worked Saturday.

Chrysler's Belvidere (Ill.) and Newark (N. J.) facilities operated two daily 9-hour shifts last week and its Jefferson (Detroit) plant worked two daily 8½-hour shifts. All three points operated two eight-hour shifts Saturday.

Seven Ford facilities are slated to work overtime this week. Working both daily and Saturday (Oct. 29) are Atlanta, Chicago, Edison, Kansas City, Lorain and St. Louis. Ford's Wayne plant is scheduled for daily overtime only.

This week, Chrysler plans overtime at all four of its car plants. Belvidere, Newark and St. Louis No. 1 will work two nine-hour daily shifts while Jefferson is slated for two 8½-hour daily shifts.

Toyota's stalling threatens GM venture FTC warns

Continued from Page 1

his economic philosophy, and his view of the law, not by any lingering fondness for General Motors. That doesn't mean I think his economic philosophy and its implementation are any less a hazard to the public good."

Pertschuk asserted that under Miller's leadership, the FTC's economic philosophy tends to favor actions of the GM-Toyota type.

• "Take merger analysis," he said. "When we are faced with a proposed merger between the third- and fourth-ranking companies in a major industry, our economists astutely perceive this merger to be a competitive goad to numbers one and two.

"If America's giants, numbers one and two in an industry, prepare to join hands, the economist quickly perceives that the relevant geographic market is not the U. S., but the world or, given the prospects of interplanetary commerce, the universe," Pertschuk said.

Meanwhile, the Fremont plant's future remains at an impasse. Under the Hart-Scott-Rodino Act, GM and Toyota may not move any assets into the plant — although GM can continue to spend its own money on the adjacent stamping plant. If they were to do so, FTC would go to court immediately to freeze the status.

Until Toyota provides the data requested, the 20-day clock under the Hart-Scott-Rodino Act does not start to tick, and FTC cannot be expected to make a decision.

Rumors abound that while GM remains eager for the venture, Toyota's fervor may have cooled. The threat of enactment of domestic-content legislation is not so great since car sales have improved.

Rep. John Dingell, Michigan Democrat, explained his views on the GM-Toyota venture with a story about a mother who was busy cooking dinner and upon hearing a tremendous racket from the children, asked what the problem was. After hearing them quiet down, she said, "That's nice children, don't fight."

Dingell's story was a reference to the division among the auto companies.

Truck production now tops total for all of 1982

With two months of 1983 remaining, domestic truck production has topped the total 1982 output.

This year's production is 19.28 percent ahead of the 1,596,935 trucks completed at this time last year.

Overtime schedules at 11 assembly plants put last week's estimated truck production at 58,688, up 3.31 percent from 56,808 built the week before and 63.65 percent better than the year-ago week's 35,863.

General Motors' Pontiac No. 6 point returns to work today (Oct. 24) after being closed for a week for inventory adjustment.

Four GM points worked two shifts Saturday (Oct. 22). Working Saturday were: Janesville (Wis.), Lordstown (O.), Pontiac No. 5 and St. Louis. GM's Detroit plant worked one shift Saturday.

Six Ford facilities worked both daily and Saturday overtime last week. They were: Kansas City, Lorain (O.), Louisville, Norfolk (Va.), Michigan and Twin Cities (Minn.). The overtime schedule for this week is the same, except Louisville is slated for daily overtime only.

Full work week hikes car-truck output in Canada

Estimated Canadian auto and truck production last week rose over the previous week, which was shortened by the Thanksgiving holiday.

Car production last week was targeted at 18,725, a 22.63 percent gain over the 15,270 units assembled the week before, and leading the year-ago week's output of 11,538 by 62.29 percent.

The truck makers estimated production at 12,131 last week, 19.33 percent above the 10,166 built the previous week, and 3.48 percent ahead of the 11,724 units assembled in the year-ago week.

Production of the full-size Mercury Grand Marquis at Ford Motor Co.'s St. Thomas (Ont.) facility is slated to begin today (Oct. 24) and Ford Crown Victoria output is scheduled to begin there Nov. 7.

So far, there have been 572 T-115 minivans built at Chrysler Corp.'s Windsor (Ont.) facility, the company said. It was estimated that 500 Dodge Caravans, Mini Ram Vans and Plymouth Voyagers were built there last week.

U. S. CAR PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
AMERICAN MOTORS	4,500	3,760*	4,229	13,364	74,229*	151,954
AMC Total	.....	760*	.....	.....	44,529*	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	4,500	3,000*	4,229	13,364	29,700*	147,883
Alliance	2,900	3,000*	2,928	8,906	29,700*	127,504
Encore	1,600	.....	1,301	4,458	.....	20,379
CHRYSLER CORP.	24,900	15,245	21,528	70,455	482,688	713,273
Plymouth Total	8,300	6,287	7,124	23,149	194,976	251,803
Horizon	3,500	2,318	3,007	9,660	63,138	95,523
Reliant	4,600	3,877	3,889	12,758	130,915	151,772
Caravelle	150	92	190	564	923	4,255
Gran Fury	50	.....	38	167	.....	253
Chrysler Total	6,800	2,180	6,430	19,859	93,396	175,493
LeBaron	1,800	1,113	1,667	5,449	83,917	70,344
Laser	1,400	.....	1,478	3,998	.....	10,408
Chrysler	2,400	1,067	2,093	7,049	9,479	90,057
Fifth Avenue	1,200	.....	1,192	3,363	.....	4,684
Dodge Total	9,800	6,778	7,974	27,447	194,316	285,977
Omni	3,400	2,213	2,639	9,546	59,318	104,208
Aries	3,800	3,646	2,981	10,333	102,297	114,797
Daytona	1,100	.....	1,082	3,295	.....	8,045
Dodge 400	.....	342	.....	.....	26,233	18,478
Dodge 600	1,400	577	1,205	4,001	6,468	39,955
Diplomat	100	.....	67	272	.....	494
FORD MOTOR	37,571	26,708	37,597	110,733	891,420	1,223,658
Ford Division	25,543	16,166	26,752	77,691	560,595	791,608
Escort	6,441	6,946	7,816	21,259	224,586	219,592
Fairmont	.....	2,970	.....	.....	100,673	23,728
Mustang	3,649	1,835	3,702	10,734	104,949	94,033
LTD/Granada	4,808	4,253	4,112	12,838	94,739	140,372
Thunderbird	3,824	.....	5,002	13,017	29,326	155,820
Crown Victoria/Ford	2,037	.....	2,392	6,812	.....	76,871
EXP	264	162	.....	264	5,822	1,448
Tempo	4,520	.....	3,728	12,767	.....	79,744
L-M Division	12,028	10,542	10,845	33,042	331,325	432,050
Mercury Total	10,653	8,474	10,237	30,782	253,124	348,183
Lynx	1,359	2,315	1,621	4,983	70,038	61,115
Capri	642	421	676	2,001	29,129	19,997
Zephyr	.....	910	.....	.....	32,216	8,601
Marquis/Cougar	1,963	1,825	1,891	5,356	43,931	59,966
Cougar/XR7	3,748	.....	2,743	8,790	10,580	100,361
Gr. Marquis/Marquis	1,593	2,916	1,875	5,335	65,679	75,618
LN7	.....	87	.....	.....	1,551	290
Topaz	1,348	.....	1,431	4,317	.....	22,235
Lincoln Total	1,375	2,086	608	2,260	78,201	83,867
Continental	260	415	112	454	16,167	9,247
Lincoln	340	1,240	153	547	36,826	53,170
Mark VI/VII	775	413	343	1,259	25,208	21,450
GENERAL MOTORS	89,546	64,769	93,714	279,416	2,690,022	3,163,548
Buick Division	17,992	16,723	20,359	59,589	626,645	719,456
Skylark	.....	3,668	3,718	7,478	117,884	88,323
Skyhawk J	1,255	1,314	1,278	3,794	56,554	57,271
Century	4,455	1,738	4,380	13,094	96,728	135,387
Regal	4,862	4,253	4,872	14,536	171,625	198,821
Buick	5,932	4,315	4,865	16,464	149,505	198,136
Riviera	1,488	1,435	1,246	4,223	34,349	41,518
Cadillac Division	7,875	6,246	6,997	22,585	192,791	247,237
Cimarron	504	.....	527	1,508	6,246	16,363
Seville	909	485	757	2,578	18,103	28,241
Eldorado	1,730	1,084	1,450	4,915	46,390	60,081
Cadillac	4,732	4,677	4,263	13,584	122,052	142,552
Chevrolet Division	31,253	17,444	32,068	93,553	864,838	1,046,799
Chevette	4,055	4,804	4,079	11,991	180,033	166,916
Cavalier	8,468	.....	9,145	24,926	74,272	241,958
Celebrity	5,725	1,393	4,783	15,348	58,384	128,816
Camaro	4,865	3,834	4,684	13,515	184,177	155,175
Citation	.....	2,459	1,963	3,859	142,612	72,668
Malibu/El Camino	601	2,516	568	1,783	102,190	96,706
Monte Carlo	3,819	1,904	3,705	11,268	64,380	90,427
Chevrolet	2,970	534	2,366	8,518	36,278	72,471
Corvette	750	.....	775	2,345	22,514	21,662
Oldsmobile Division	20,923	18,311	22,129	67,611	634,542	815,798
Omega	1,401	1,516	.....	2,744	65,617	46,885
Firenza	904	826	915	2,759	37,833	36,189
Cutlass	6,519	5,324	7,440	21,327	170,454	242,440
Cutlass/Ciera	4,541	3,523	4,720	14,930	103,098	176,217
Oldsmobile	6,638	6,260	7,956	22,736	229,967	286,420
Toronado	920	862	1,098	3,115	27,573	33,647
Pontiac Division	11,503	6,045	12,161	36,078	371,206	334,258
Acadian†	.....	44	342	665	9,359	12,226
2000	2,833	.....	3,331	9,445	33,698	88,024
1000	1,005	862	1,011	3,254	31,305	34,847
Firebird	2,835	2,598	2,682	8,117	110,592	79,043
Phoenix	.....	802	506	983	40,734	21,291
G. Prix/Bonneville	1,880	1,739	1,885	5,732	115,176	78,323
Parisienne	850	.....	740	2,442	.....	8,040
Fiero	2,100	.....	1,664	5,440	.....	12,464
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,313	.....	1,500	4,016	.....	38,719
VOLKSWAGEN	2,350	3,116	2,370	7,083	67,792	76,129
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	160,180	113,598	160,938	485,067	4,208,314	5,367,281

CANADIAN CAR PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
AMERICAN MOTORS	720	.....	576	1,800	25,815	23,034
CHRYSLER CORP.	.....	4,112	.....	.....	133,266	104,365
FORD MOTOR	4,600	3,789	4,615	15,024	235,221	208,790
GENERAL MOTORS	13,180	3,412	9,899	35,513	289,870	423,812
VOLVO	225	225	180	630	8,377	8,502
Total Cars, Canada	18,725	11,538	15,270	52,967	692,549	768,503
N. American Cars	178,905	125,136	176,208	538,034	4,900,863	6,135,784
N. American Trucks	70,819	47,587	66,974	207,162	2,004,841	2,331,241
North American Cars and Trucks	249,724	172,723	234,182	745,196	6,905,704	8,467,025

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
CHEVROLET	17,926	10,311	18,026	54,426	552,267	667,821
DODGE	3,900	2,359	3,637	10,048	104,586	112,548
FORD	24,564	15,900	22,880	72,045	579,162	742,460
GMC	6,317	3,464	6,267	19,028	193,117	210,304
INTERNATIONAL	1,181	1,029	1,181	3,690	39,881	40,815
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	2,850	1,750*	2,825	8,406	71,839*	78,757
NISSAN	900	.....	942	2,702	.....	7,273
AM GENERAL	50	50*	50*	150*	1,980*	2,030*
MISCELLANEOUS	1,000	1,000*	1,000*	3,000*	46,000*	40,600*
Total Trucks, U. S.	58,688	35,863	56,808	173,495	1,596,935	1,904,687

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 22, 1983	Week Ended Oct. 23, 1982	Week Ended Oct. 15, 1983	Oct. to Date	Jan. 1 to Oct. 23, 1982	Jan. 1 to Oct. 22, 1983
CHRYSLER CORP.	3,152	2,653	2,379	7,782	85,450	103,349
FORD MOTOR	2,600	3,088	2,644	8,517	112,272	110,879
GENERAL MOTORS	6,248	5,715	5,039	17,008	200,984	207,822
INTERNATIONAL	131	268	104	1,360	9,200	4,504
Total Trucks, Canada	12,131	11,724	10,166	33,667	407,906	426,554
N. American Trucks	70,819	47,587	66,974	207,162	2,004,841	2,331,241

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

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Auto maker profits break records for third quarter

By Kathleen Hamilton
Financial Editor

The U.S. auto industry smashed its 1977 third-quarter profits record by turning in earnings of $1.16 billion and made the feat even more pleasant by making its profit on far fewer cars than it built in 1977.

Its latest showing is a $1.38 billion turnaround from the third quarter of 1982 when the Big Four reported losses of $218 million. It also was the first profitable third quarter in five years.

Back in 1977, when the Big Four set the old third-quarter record of $706 million in net income, U.S. car production was 9.3 million units. This year, the makers will be lucky if they turn out 7 million cars.

Individual company reports on Pages 6 and 50.

In the third quarter of 1977, the Big Four sold $24.01 billion worth of vehicles; in the latest quarter, their sales were 31 percent higher: $31.48 billion.

"There has been an improvement in productivity, no doubt about it," said Ann Knight, auto analyst of Paine Webber Mitchell Hutchins, Inc.

"All three (General Motors, Ford Motor Co. and Chrysler) had various measurements, such as gross margins and pretax earnings, substantially higher than in 1976" when the industry was at a similar stage of recovery, she said. The recovery is now a sure bet, according to Knight.

The auto makers' bottom lines also profited from low materials costs—the biggest cost factor in auto manufacturing, she said.

• Biggest contributor to the profits turnaround for 1983 was Ford, whose earnings of $333 million were $658 million better than in 1982.

GM's profits of $737 million showed a $608 million improvement. Chrysler's profits of $100 million were $91 billion better than a year earlier. And, thanks to the sale of its defense subsidiary, American Motors' loss of only $9 million was $22 million less than in 1982.

Ford also led the group in relative sales gains: Up 28 percent for the quarter to $10.29 billion. GM had the biggest dollar-value gain: $3.34 billion to $17.62 billion.

Part of the reason for the profits record lies in the fact that this wasn't a typical third quarter. Traditionally the least profitable quarter because of

Continued on Page 8, Col. 2

BIG FOUR THIRD-QUARTER RESULTS
(In Millions)

	Sales		Profits (Loss)	
	1983	1982	1983	1982
American Motors*	$ 776	$ 754	($ 9)	($ 31)
Chrysler Corp.	2,796	2,464	100	9
Ford Motor Co.	10,287	8,055	333	(325)
General Motors	17,619	14,283	737	129
TOTAL	$31,478	$25,556	$1,161	($218)

* AMC's 1982 sales and loss include AM General. Its 1982 sales restated to reflect the sale of AM General would be $641 million.

GLC convertible

Mazda concept car debuts in Tokyo

A convertible version of the Mazda Familia (GLC in the U.S.) was introduced to the public at the Tokyo Auto Show. The concept car was developed by Mazda North America's product planning and research group in Irvine, Calif. The car was built for Japan with right-hand drive by Richard Straman, a Newport Beach (Calif.) coachbuilder.

Documents said to show DeLorean diverted cash

By Edward Lapham
Senior Editor

DETROIT. — John Z. DeLorean "wrongfully misappropriated" and "diverted" at least $8.5 million of the $17.65 million which disappeared from his sports-car project, according to documents filed in federal court here last week.

"This new evidence is the smoking gun that solves the GPD mystery," said Malcolm Schade, chairman of the creditors committee of bankrupt DeLorean Motor Co.

The documents purportedly show how and when John DeLorean caused funds to be removed from the project and where he had the funds transferred.

This "new and compelling evidence" presented to U.S. District Judge Philip Pratt showed that DeLorean used an escrow account and several financial institutions to cover the trail of the missing money and that he "wrongfully secreted" in one of his homes certain company documents relating to the missing money.

As a result of the new evidence, uncovered by court-appointed bankruptcy examiner Price Waterhouse and the creditors committee, Judge Pratt issued a temporary restraining order to keep any of the missing funds which might still be in U.S. banks from being removed from the court's jurisdiction.

The order was sought by attorneys for the creditors com-

Continued on Page 8, Col. 1

Symes to be first vice president for 1984

Jennings named NADA president

WASHINGTON.. — James P. Jennings, a Chevrolet dealer in Glenview, Ill., has been named president-elect of NADA. He will become president following the NADA convention in Dallas in February.

NADA directors elected Jennings last week. He will succeed William C. Turnbull Sr., a GMC-International Harvester dealer in Huntington, W. Va.

Jennings formerly was first vice president of NADA. Succeeding him in that post is William J. Symes, president of Symes Cadillac, Inc., Pasadena, Calif. This puts Symes in line for the NADA presidency in 1985.

Robert M. Burd, a Volkswagen-Audi dealer in Washington, N. J., was elected NADA secretary for 1984, and Anthony Ursomarso, president of Union Park Pontiac, Wilmington, Del., was elected treasurer.

Jennings, who heads Jennings Chevrolet, Inc., has been a new-car dealer and an NADA member since 1957.

He is chairman of the 1983 NADA Industry Relations Committee and is a member of the Executive and Nominating committees. He also is a member of the board of governors of the NADA Automobility Foundation and is a trustee of the NADA Insurance Trust and the NADA Retirement Fund.

Symes is serving his third term as NADA director for Southern California. He is a past president of the Motor Car Dealers Assn. of Southern California.

Burd is president of Warren Volkswagen, Inc., Washington, N. J., and vice president of Burd Chevrolet-Oldsmobile, Washington, N. J., and Pocono Volkswagen, Inc., Stroudsburg, Pa. He is a 1975 Time Magazine Quality Dealer Award winner.

Ursomarso is serving his third terms as NADA director for Delaware. He was a Time Magazine Quality Dealer Award winner in 1971, and he is a past chairman of the Delaware Automobile Dealers Assn. and the Pontiac Dealer Council. His dealership also handles Honda and BMW.

James P. Jennings

William J. Symes

breaking news

Catalyst is the catch for Mercedes 500-SL

DETROIT.—Mercedes-Benz will not sell its 5.0-liter V-8-powered 500-SL coupe/roadster model in the U.S., despite recent introduction of the V-8 sedan and four-seat coupe versions (500-SEL and 500-SEC). A spokesman said the convertible's limited chassis space prohibits use of the required catalytic converter. The 500-SL has entered the U.S. as a popular "gray-market" car.

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New York firm readies Italian diesel for Lincoln

By Roger Rowand
Engineering Editor

Lincoln-Mercury dealers soon are going to be able to satisfy their high-mileage customers who want something other than factory power in the big cars they like to buy.

Those dealers will be offering a power package to meet the different needs of that kind of driver. High-mileage driving does indeed produce different needs and a large, diesel-powered car that can meet most of those needs has been missing from the Lincoln-Mercury product lineup.

The diesel engine itself is different in construction and performance, too, and a different type of company, Vehicle Technology, Inc., College Point, N.Y., is about to start marketing full-size Lincolns with turbocharged 3.6-liter, six-cylinder diesel engines.

L-M, of course, is offering turbocharged diesel power by Toyo Kogyo in 1984 in its small Lynx and Topaz. Later in the model year, it will offer a BMW turbodiesel for the Continental and Mark VII. But it is the Lincoln Town Car that Vehicle Technology is working with.

The standard engine in that line is Ford's 5-liter V-8 with electronic fuel injection. The power plant to be installed by Vehicle Technology is an Italian model called the VMHR6-92. It is a true diesel.

VM engines are marketed in the U.S. by Avco Corp.'s Industrial Engine Operation.

• The involvement of the New York firm in L-M car operations is no flash in the pan. In 1980, the car division planned on using BMW diesels in this '84 model year in the Continental which—back in 1980—was to be the full-size car of 1984.

It was at that point the division and Vehicle Technology started the project expected to run through the life of cars in the Panther Series — LTD, Crown Victoria, Grand Marquis and the Town Car, said Richard H. Thaler, managing director of Vehicle Technology.

His company is widely known in the taxicab trade as a builder of cabs. Thaler, a former New York University professor, holds a Ph.D degree in me-

Continued on Page 6, Col. 1

Bieber says U. S. small-car production is at stake

UAW urges 2-year Japanese curb

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—UAW President Owen Bieber has warned U. S. Trade Representative Bill Brock that the future of small-car production in the U. S. hinges on the terms of a new Japanese voluntary restraint agreement.

Bieber sent Brock a last-minute letter before the trade representative left for Tokyo last week, urging a two-year extension of the agreement that limits Japanese car exports to the U. S.

Both the U. S. and Japanese governments are said to be working toward a final settlement of the auto trade issue.

Bieber's letter was apparently in reaction to press reports that the Reagan Administration is pressing for a single year of restraint at the 1.8 million level.

Bieber told Brock that anything less than a two-year extension at the current 1.68 million cars, would represent a "serious failure" by the Administration because it will provide "no real impetus" for continued Japanese investment in U. S. production.

Bieber said the Administration's decision not to push for a two-year extension of the restraint agreement would "in all likelihood" prompt Ford and Chrysler to seek replacement vehicles for the Escort/Lynx and Omni/Horizon models from Japanese or other foreign sources.

General Motors would be able to supply the subcompact market with 200,000 Isuzus and 100,000 Suzukis annually on a delayed timetable, Bieber said.

If the Administration is successful in negotiating for a 1.8 million ceiling on Japanese cars, the number would not allow GM to bring its full complement of Japanese cars to the U. S.

But GM would be free to import after March of 1985, when a fourth year of restraint would expire.

Chrysler Corp. has already indicated that a decision by GM to import small cars in large numbers could adversely effect Chrysler's U. S. small-car production plans.

In a related move, Robert McElwaine, president of the American International Automobile Dealers Assn., told a Senate subcommittee last week that his organization would take legal action if a new voluntary restraint agreement allows GM to bring in Japanese cars, while keeping other Japanese car dealers at restricted inventories.

McElwaine said, "Restricting the supply of merchandise for franchised Japanese-make dealers, while permitting an increase in shipments for distribution through competing GM dealers, constitutes restraint of competition."

He said GM, the U. S. Government and the Japanese Government could be the target of such a suit.

FTC orders Ford to prove quality claim

By Joseph Bohn
Marketing Editor

The FTC's Cleveland office is investigating Ford's advertising claims to superior quality — at the prompting of Chrysler.

An FTC spokesman was noncommittal about the investigation. But Ford confirmed it has been asked to turn over a study, made in January, 1983, of 14,000 new-vehicle owners who had had their vehicles for three months—upon which Ford's claim is based.

Ford Division has claimed its cars have 36 percent better quality than Chrysler's and 10 percent better quality than General Motors', based on the study.

Chrysler had earlier sought to consider the claim with a short-lived ad program and had also complained to the TV networks. Ford made minor modifications—adding a little more detailed explanation—in its TV commercials, as a result.

It still uses the signoff "Best Built American Cars" and "Best

Continued on Page 8, Col. 4

Chrysler beats the Big Apple

New York City Mayor Ed Koch, standing right, settled his debt with Chrysler Corp. Chairman Lee Iacocca, standing left, at the Alfred E. Smith Memorial Foundation's annual dinner at the Waldorf Astoria in New York. Koch and Iacocca bet about who would pay off their federally guaranteed loans first. Iacocca won in August and here Koch presents the payoff—a bushel of apples.

Domestic total is 235,334, up 40 pct. over '82

Auto sales strong in mid-October

By Jenny L. King
Staff Writer

Mid-October domestic new-car sales stayed in overdrive, with a 40.51-percent increase in volume following a 45.07-percent improvement the first 10 days of the month. General Motors sales, up by 45,000 units, provided the greatest boost for the combined surge.

This year's total climbed to 235,334 from the year-ago 167,485. It was best for the period since 1979 when 269,547 new cars were delivered. Alltime high for mid-October was 334,290 in 1971, and 1958 was the worst in modern times: 82,470.

In the nine-selling-days period, General Motors dealers retailed 143,368 new passenger cars, up 46.08 percent from 98,141 last year. Ford Motor Co. turned in a total of 55,658, up 36.01 percent from 40,922. Chrysler Corp. was up 23.51 percent, to 27,175 from 22,003.

American Motors released a sales estimate of 4,800, up 17.07 percent from the Automotive News estimate of 4,100 for the period in 1982. Volkswagen was up 10.69 percent, to 2,567 from 2,319, and Honda sales added to 1,766 in its first year on the domestic market.

• GM climbed to 60.92 percent of the market from 58.60 percent. Ford had 23.65 percent, down from 24.43 percent. Chrysler cornered 11.55 percent, down from 13.14 percent.

AMC dropped to 2.04 percent from 2.45 percent. VW claimed 1.09 percent, compared with 1.38 percent a year ago, and Honda held 0.75 percent of the current market.

AMC and Imperial were the only domestic makes with sales declines — 41.47 percent and 90.38 percent, respectively, and Imperial figures are sellouts as the cars and two AMC nameplates are no longer being built.

Chrysler sales were up 58.46 percent for mid-October, Dodge was up 32.80 percent and Plymouth was up 0.32 percent. Ford was up 32.80 percent, Mercury was up 57.52 percent and Lincoln was up 3.46 percent.

Buick was up 82.25 percent, Cadillac was up 9.95 percent, Chevrolet was up 29.27 percent, Oldsmobile was up 44.59 percent and Pontiac was up 69.07 percent.

Renault was up an estimated 56.10 percent and VW was up 10.69 percent in the mid-month period.

With nine selling days both this year and last, the daily rate was up 40.51 percent, to 26,148 from 18,609. Year-to-date sales were up 18.54 percent, to 5,408,459.

Annualized sales based on the Oct. 11-20 total were running at a rate of 8,039,000.

DOMESTIC SALES

	Oct. 11-20, 1983	Oct. 11-20, 1982
Renault Alliance	3,840†	2,460†
AMC	960†	1,640†
AMERICAN MOTORS	4,800†	4,100†
Chrysler	9,221	5,819
Imperial	5	52
Plymouth	7,456	7,432
Dodge	10,493	8,700
CHRYSLER CORP.	27,175	22,003
Ford	38,304	28,844
Mercury	14,156	8,987
Lincoln	3,198	3,091
FORD MOTOR	55,658	40,922
Buick	31,705	17,396
Cadillac	9,610	8,740
Chevrolet	43,114	33,351
Oldsmobile	37,888	26,203
Pontiac	21,051	12,451
GENERAL MOTORS	143,368	98,141
VOLKSWAGEN	2,567	2,319
HONDA	1,766	.....
U. S. INDUSTRY TOTAL	235,334	167,485

† Estimate

O'Gara shuts down showroom where it sold limos, exotic cars

By Matt DeLorenzo
Los Angeles Reporter

BEVERLY HILLS, Calif. — O'Gara Coach Co., which for the past 5½ years has sold limousines and exotic cars from its showroom on the corner of Rodeo Drive and Wilshire Blvd., is closing its doors forever Nov. 1.

It's not that the store is unprofitable, according to Ed O'Gara, the firm's owner. He estimates that the operation takes in between $7 million and $10 million a year.

"It's simply a matter of not being able to renegotiate the lease," O'Gara explained. And O'Gara Coach Co.'s closure does not mean O'Gara is getting out of the transportation business. The money used to run the store will be allocated elsewhere in businesses spawned by the coach company.

"We just feel our interest would be well served to concentrate on other things we have — the things over which we have some manufacturing control rather than being the intermediary," O'Gara said.

These "other things" are limousine and armored vehicle manufacturing, an aftermarket parts operation and an aircraft interior business, all of which began with selling high priced cars to the well-to-do from one of the most exclusive shopping areas in the heart of Beverly Hills.

"The business (O'Gara Coach Co.) served its purpose, it launched all these other activities," O'Gara said. "It made us aware of markets, customers and products. You don't find these things out by sitting in a vacuum."

• Although the flow of revenues from the retail store has been relatively constant, its contribution to the total revenues generated by all of O'Gara's enterprises has been shrinking.

That declining role, along with the fact the store was operating on a year-to-year lease arrangement, resulted in the decision to close. O'Gara admits it was a difficult decision.

O'Gara said the profit potential of the operation had limitations. "It's not like you're going to expand that activity. I doubt we could have done a $20 mil-

Continued on Page 5, Col. 1

Dingell wants to encourage states with financial carrot, stick

Bill would push seat-belt use laws

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — A bill to encourage states to enact and enforce seat belt use laws and regulations and to require federal employes to use the seat belts in federal cars while on the job has been introduced by Rep. John Dingell, Michigan Democrat.

The Dingell bill authorizes $15 million for fiscal 1984. For fiscal years through 1990, the amount is $30 million and thereafter it is $20 million until fiscal 1996. A formula is used to allocate funds among the states.

While the bill does not mandate safety belt use laws, it does provide for a reduction in grants in fiscal year 1987 of 25 percent and in fiscal 1988 of 50 percent if a state fails to enact such a law and a total cutoff of grants in fiscal 1989 for such failure.

It is the states, not the federal Transportation Department, that developed the law, except there is to be a common denominator in some means of enforcement including reasonable fines and their mitigation at a court's discretion in the case of a traffic accident where a belt was used.

A condition of a grant to a state is that the appropriate state agency will work with insurance companies to negotiate a meaningful reduction in premiums for those committing themselves to wear safety belts while driving or riding in a car.

Dingell also commended the announcement of the Automobile Club of Michigan and League General Insurance Co. in Michigan to reduce rates for those who use seat belts. A proposed safety belt use law is being debated by the legislature in Michigan.

Dingell also stressed that using belts remained extremely important whatever the government might decide to do about passive restraints, especially because air bags cost much more and protect only in frontal or off-frontal collisions.

The Dingell bill also directs DOT to develop and carry out a broad educational program to encourage belt use.

This would stress the benefits to employers in cost savings from their workers who use belts and would call for public service promotional campaigns drawn from the "conscience and goodwill" of auto makers, insurance firms, TV, radio, newspapers, movies, magazines, labor, consumers, legal organizations, health care groups and assorted national and community groups.

It also provides a procedure to educate the public on the use of belts to ensure safety and comfort.

One of the problems with the Dingell bill that is likely to be raised is that it is drafted to be

Continued on Page 4, Col. 1

TOP CARS

U. S. registrations for the first seven months of 1983. Registrations not available for Oklahoma.

1983 Position				1982 Position
1—	741,897	Chevrolet	707,150—	1
2—	576,394	Ford	520,441—	2
3—	546,349	Oldsmobile	437,914—	3
4—	461,888	Buick	395,178—	4
5—	316,900	Toyota	305,201—	5
6—	304,343	Nissan	257,314—	7
7—	283,845	Pontiac	265,541—	6
8—	222,054	Honda	212,654—	8
9—	216,948	Mercury	184,599—	9
10—	181,024	Dodge	143,201—	11
11—	161,806	Plymouth	146,993—	10
12—	160,991	Cadillac	130,136—	12
13—	143,446	Chrysler	91,681—	13
14—	99,153	Mazda	86,824—	14
15—	83,198	Subaru	77,770—	16
16—	79,791	Volkswagen	85,181—	15
17—	77,295	Alliance	.....	...
18—	54,542	Volvo	44,704—	19
19—	53,056	Lincoln	45,183—	18
20—	40,888	Mercedes	37,089—	20
21—	34,040	AMC	51,774—	17
22—	31,453	BMW	27,572—	21
....	.....	Audi	25,470—	22
	176,129	Other Imports	123,253	
	443	Misc. Dom.	1,607	
	5,047,873	TOTAL	4,404,430	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Riviera roof from SKY-TOP

SKY-TOP Sunroofs, Ltd., St. Louis, is marketing this power moonroof to fit the 1984 Buick Riviera. The electric moonroof includes features such as an automatic wind deflector, stainless steel frame and matching trim ring and a privacy sunshade.

DeLorean drug trial postponed indefinitely

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. —U. S. District Judge Robert M. Takasugi indefinitely postponed John Z. DeLorean's drug-trafficking trial here after CBS News and its local affiliate, KNXT, showed government videotapes of the sting operation.

Takasugi also suspended a hearing into the admissibility of two lie detector tests, one administered to the former auto maker by a defense-hired expert and the other by the FBI at the behest of the government.

The hearing will be resumed Nov. 8, at which time Takasugi is expected to decide on a new trial date.

In postponing the trial, Takasugi criticized CBS for showing the tapes and said the network's interference may have "a devastating effect" on the case.

The network and local station allegedly received the tapes from Hustler magazine publisher Larry Flynt. Flynt told a news conference that he got the tapes from someone within the government.

The U. S. Attorney's office vigorously denied that allegation and countered that the tapes may have come from the defense.

As part of the discovery process in the case, the government had given copies of the videotapes showing DeLorean dealing with undercover agents to the defense so DeLorean's attorneys could prepare their case.

Copies of the tapes are also reportedly in the possession of

Continued on Page 4, Col. 1

2 federal groups sued; 55-MPH laxity charged

WASHINGTON. — Two consumer groups and a resident of Massachusetts have sued NHTSA and the Federal Highway Administration (FHWA) over failure to enforce the national 55-MPH speed limit and assess penalties against Massachusetts.

The Center for Auto Safety and Ralph Nader's Public Citizen group have asked a federal district court in the District of Columbia to force FHWA to withhold up to 5 percent of certain classes of federal highway money from Massachusetts for fiscal 1984 and not to approve future federal-aid projects for the state.

In the alternative, says the suit, NHTSA and FHWA should decide within 10 days whether to accept the state's certification that it enforced the national speed limit in fiscal 1982. Under the law, states must certify that no more than half the vehicles exceed the national speed limit or risk certain penalties.

Last March, former NHTSA head Raymond A. Peck and FHWA head Ray Barnhart told the state that the level of noncompliance could be as high as 56.3 percent and proposed to find the state in violation of the law.

Despite this finding, says the suit, FHWA in early October apportioned to Massachusetts its full share of federal highway money. FHWA and NHTSA acted illegally by failing to decide whether financial sanctions were needed before making that apportionment, according to the suit.

The Reagan Administration came into office with the promise to repeal the 55-MPH national speed limit, but the speed limit is still part of the Federal-Aid Highway Act.

The suit contends that FHWA and NHTSA failed to reach a decision on the Massachusetts certification, failed to assess penalties or get the state to comply and that this increases the risk of death and injury to people living or traveling in the state.

The suit was filed on the eve of the Senate confirmation hearing about Diane Steed becoming the head of NHTSA.

American Center sold by AMC for $51 million

SOUTHFIELD. — American Motors received $51 million for its corporate headquarters building here. The sale was finalized Oct. 21.

Purchasers were the Hall Real Estate Group, Dallas, owned by Craig Hall; Michigan developer Martin Ross, and Detroit attorney Erwin Ziegelman.

AMC agreed to the sale to help finance its future product plans. It will continue to occupy about 35 percent of the 25-story American Center complex.

Other offices occupy the rest of the building. Ninety-four acres of adjacent land were included in the sale.

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59th year — No. 4993

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August total tops '82 by 23 pct.

Month's registrations best since '79

By Jenny L. King
Staff Writer

New-car registrations in August were highest for that month in four years and they beat out August, 1982, by the wide margin of 23.27 percent.

The August total was third best so far this calendar year, behind June and July, according to figures compiled by R. L. Polk & Co.

Registrations of new domestic and imported cars reached 773,362 in August, up 23.27 percent over 627,374 a year earlier, and down 1.98 percent from 789,016 in July of this year.

It was the strongest showing for an August since 1979 when 877,157 cars were registered. In 1978, the record for the month was established: 1,060,588 units.

Domestic registrations numbered 527,282, up 27.65 percent from 413,084 a year earlier. However, they were down more than 34,000 units from July, 1983, when 561,481 new cars were registered.

Imports were up 14.83 percent in numbers — to 246,080 from 214,290—but dropped 2.34 percentage points in penetration, to 31.82 percent from 34.16 percent.

General Motors, Ford Motor Co. and Chrysler Corp. were quick to snap up that lost share. GM was up 2.09 percentage points this August compared with 1982, Ford gained 0.28 percentage points and Chrysler was up 0.35 percentage points.

• American Motors, for which R. L. Polk records only AMC products and no U. S. Renaults as domestics, was down to 0.36 of the total from 0.71 percent,

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NEW-CAR MARKET SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1983	Percent Share of Market	Regis., 8 mos., 1983	Percent Share of Market	Pct. Pt. Change '83 vs. '82	Regis., August, 1982	Percent Share of Market	Regis., 8 mos., 1982	Percent Share of Market	Pct. Pt. Change '83 vs. '82
Chevrolet	115,306	14.91	94,765	15.11	— 0.20	557,203	14.73	801,915	15.94	— 1.21
Ford	84,572	10.93	71,548	11.40	— 0.47	660,966	11.36	591,989	11.77	— 0.41
Oldsmobile	77,894	10.07	55,481	8.84	+ 1.23	624,243	10.72	493,395	9.81	+ 0.91
Buick	68,854	8.90	54,770	8.73	+ 0.17	530,742	9.12	449,948	8.94	+ 0.18
Pontiac	47,200	6.11	35,449	5.65	+ 0.46	331,045	5.69	300,990	5.97	— 0.28
Mercury	35,312	4.57	23,885	3.81	+ 0.76	252,260	4.33	208,484	4.14	+ 0.19
Dodge	24,289	3.14	18,346	2.93	+ 0.21	205,313	3.52	161,547	3.21	+ 0.31
Cadillac	23,746	3.07	16,566	2.64	+ 0.43	184,737	3.17	146,702	2.92	+ 0.25
Plymouth	21,189	2.74	14,146	2.25	+ 0.49	164,635	2.83	105,827	2.10	+ 0.73
Chrysler	19,172	2.48	17,742	2.83	— 0.40	180,978	3.11	164,735	3.28	— 0.17
Lincoln	6,932	0.90	5,724	0.91	— 0.01	59,988	1.03	50,907	1.01	+ 0.02
AMC	2,778	0.36	4,444	0.71	— 0.35	36,818	0.63	56,218	1.12	— 0.49
GENERAL MOTORS	333,000	43.06	257,031	40.97	+ 2.09	2,527,970	43.43	2,192,950	43.58	— 0.15
FORD MOTOR CO.	126,816	16.40	101,157	16.12	+ 0.28	973,214	16.72	861,380	16.92	— 0.20
CHRYSLER CORP.	64,650	8.36	50,234	8.01	+ 0.35	550,926	9.46	432,109	8.59	+ 0.87
AMC	2,778	0.36	4,444	0.71	— 0.35	36,818	0.63	56,218	1.12	— 0.49
IMPORTS	246,080	31.82	214,290	34.16	— 2.34	1,731,826	29.75	1,497,322	29.75	.....
MISCELLANEOUS	38	.....	218	0.30	— 0.03	481	0.01	1,825	0.04	— 0.03
TOTAL	773,362		627,374			5,821,235		5,031,804		

Automotive News analysis of new-car registration based on R. L. Polk & Co. statistical report.

He 'diverted' $8.5 million, court papers say

Documents trace DeLorean funds

Continued from Page 1

mittee as part of an adversary proceeding arising from the bankruptcy matter. In that suit DeLorean, several of his companies and attorney Thomas W. Kimmerly were charged with fraud and conversion in connection with the missing money.

• In the lawsuit, the creditors committee has sought to keep the assets of DeLorean - owned Logan Mfg. Co. frozen. Investigators have for some time suspected John DeLorean used funds diverted from the sports-car project to acquire Logan in 1979 (Automotive News, March 28, 1983).

In 1978, 132 investors assembled by Oppenheimer & Co. formed the DeLorean Research Limited Partnership (DRLP) and raised about $18.5 million for development work on the sports car, then codenamed the DMC-12.

DRLP then paid $12.5 million to a mysterious Panamanian company, GPD Services, Inc., which was contracted to perform the work.

The British government, through DMC's Belfast subsidiary DeLorean Motor Cars, Ltd., paid an additional $5.15 million to GPD. GPD then subcontracted the work to Colin Chapman and Lotus Cars, but none of the $17.65 million paid to GPD ever found its way into the car project or Lotus coffers.

Much of the evidence presented in court last week came from the files of Swiss attorney Jacques Wittmer. Wittmer represented DMC, DRLP and DMCL in the October, 1978, negotiations.

He became the subject of a legal battle earlier this year in U.S. Bankruptcy Court here. The creditors committee of bankrupt DMC sought court permission to waive the attorney-client privilege.

His files were made available to Price Waterhouse, the creditors committee and DRLP attorneys only after the partnership removed DMC as general partner and appointed a trustee who then waived the client-attorney privilege on behalf of DRLP.

Other evidence came from more than 60 cartons of company files which were hidden in John DeLorean's Bedminster (N. J.) estate and were obtained by the creditors committee last month after a federal judge in New York issued a subpena authorizing the committee to search the house and remove hidden company documents.

Based on the new evidence from the Wittmer files and Bedminster files plus previously introduced evidence, it appears the GPD mystery is all but solved.

DRLP paid GPD $8.5 million in October, 1978, and an additional $4.0 million the following January. In October, John DeLorean and GPD's Marie-Denise Juhan - Perrin established an $8.5 million escrow account which Wittmer administered.

In June, 1979, John DeLorean acquired Logan from Thiokol Corp. with a $6 million loan from Continental Illinois Bank & Trust Co.

In September, 1979, DeLorean gave Swiss bank Rothschild A.G. documents authorizing it to receive the $8.5 million plus accrued interest from the escrow account from Wittmer.

Rothschild presented the documents to Wittmer and he complied with DeLorean's instructions and wire-transferred $9.3 million to a Rothschild account at Chase Mahattan Bank in New York.

The next month, DeLorean obtained an $8.9 million loan from Rothschild in Zurich, through its correspondent bank Pierson, Heldring & Pierson in The Netherlands. The very favorable loan terms, 4.5 percent interest with no payments on either principal or interest due for 10 years, is known as a "super balloon" loan.

Price Waterhouse partner Yale Levin last week filed an affidavit which said there is "probable cause" to believe the sports-car money which went to Rothschild was used as security for the loan to DeLorean.

DeLorean used the $8.9 million to pay off an outstanding personal loan and to pay in $7.5 million in newly created preferred stock to his wholly owned company Cristina, a Nevada corporation. Cristina owns Logan, and used the $7.5 million to pay off the Continental loan and reduce the outstanding working capital loan the company had with Continental.

The creditors committee and DRLP each believe they may have a claim on Logan and other personal assets of John DeLorean because it appears company money may have been used for the purchase of Logan.

Investigators believe Colin Chapman, late founder and chairman of Lotus, pocketed at least the $5.15 million paid to GPD by the British government. That leaves no more than $4.0 million of the missing $17.65 million unaccounted for. Some investigators now believe that associates of DeLorean and Chapman may have divided the remaining money.

Automotive News has learned there is additional evidence, purported to be notes handwritten by John DeLorean in October, 1978, which details a plan whereby a DeLorean-owned company would have used DRLP money to acquire Lotus. The plan was either one that never came to fruition or "an elaborate ruse" to cover the real deal, according to Automotive News sources.

Although the examiner and the creditors committee have been successful in finding the "smoking gun," the federal grand jury investigation into GPD and other DMC matters is bogged down in paperwork and making little or no progress, according to Automotive News sources.

Big Three report record earnings

Continued from Page 1

heavy launch costs, the two volume leaders—Ford and GM—didn't bring out any big-volume all-new cars in the U.S. last quarter.

And demand was so heavy that all the auto makers kept downtime to a minimum and shipped every car they could build, adding to profits.

Auto analysts generally agree the fourth quarter will see another round of record profits, but they hedge on whether the full year will be an alltime high.

Auto Historians elect Conde, present awards

HARRISBURG, Pa. — John A. Conde was elected president of the Society of Automotive Historians at the group's annual dinner meeting here.

Conde is a retired American Motors public relations executive and curator of the Transportation Section of the Henry Ford Museum. He succeeds Dr. David L. Lewis, of the University of Michigan.

Walter E. Gosden was elected vice president. Reelected secretary and treasurer, respectively, were Charles L. Betts Jr. and George B. P. Ward Jr. Elected to the board of directors were: Lewis; Thomas E. Warth, of Osceola, Wis., and R. Perry Zavitz, of London, Ont.

Henry Austin Clark Jr. was the recipient of the Automotive History Award.

The James J. Bradley Award was presented to Helen Jones Early, of Oldsmobile, for her more than 40 years of collecting and preserving automotive historical material.

GM and UAW may begin talks early in Canada

By Marjorie Sorge
Labor Editor

General Motors of Canada and the UAW may begin bargaining early on non-economic issues.

The current contract expires in September, 1984. Bargaining would normally begin in June or July. No date has been set for early talks.

The major non-economic issue is the need for an affirmative action program in the GM plants, according to the UAW.

"Women are under-represented in most of the GM plants," said Robert Nickerson, UAW administrative assistant. "An affirmative action program with input from the union can help make up that difference."

According to a UAW spokesperson, if the issue is raised at GM, it is likely it will be raised at Ford. However, Ford has not yet been contacted, she said.

Rod Andrew, GM of Canada director of personnel, said the company is trying to get more women in the plants and is also trying to meet more frequently with the UAW to solve potential problems.

The number of women employed in the auto industry in Canada dropped from 12.3 percent in March, 1982, to 6.2 percent in March, 1983, according to UAW reports.

Other issues likely to be discussed if early talks are called include the union counseling program and preferential hiring.

6 dealerships join Chicago C-P group

CHICAGO. — Six dealerships, five of them new outlets, have joined the Chicagoland Chrysler-Plymouth Dealers Assn. The group now has 45 members, highest since the mid-1970s.

The new dealerships are Hanley Dawson Chrysler-Plymouth, Ed & Sam Motors, Quality Chrysler - Plymouth and Marquette Park Chrysler-Plymouth, all of Chicago, and Harvey Chrysler-Plymouth, Harvey. The established outlet joining the group for the first time is Bozak Motors, Merriville, Ind.

Connecticut questions BBB procedures

Doubt cast on mediation programs

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The Connecticut attorney general has given the state's Better Business Bureau 60 days to bring its mediation and arbitration program into compliance with FTC regulations under the 1975 Magnuson-Moss warranty law.

Currently using BBBs for arbitration are Nissan, Volkswagen of America, Jaguar and possibly General Motors for its '84 models.

BBBs also are scheduled to be used if and when the FTC gives final approval to a major tentative settlement with GM over problems involving Type 200 transmissions, diesel engines and premature camshaft wear potentially involving some four million cars.

Joseph L. Lieberman, Connecticut attorney general, wrote FTC Chairman James Miller III that this raised serious questions about the advisability of final acceptance of the GM consent order.

While the consent order does not require the BBB to meet warranty requirements, Lieberman urged reconsideration of the decree because it will put too much stress on BBBs while they are struggling to meet federal standards, especially because millions of car owners may be involved in technically complicated product decisions.

• Meanwhile, Connecticut consumers wishing to exercise their rights under the lemon law or the federal warranty law must be told of the inadequacy of the state BBB program.

The Connecticut lemon law went into effect Oct. 1, 1982.

Lieberman warned that unless the BBB acts to improve its arbitration procedures, consumers may be misled or deceived as to their legal rights and this would be a deceptive trade practice under both Connecticut and federal law.

Assistant Attorney General Garry Desjardins issued an evaluation of the procedure, and its recommendations have been accepted by Lieberman.

The report deals with the second program operated by the BBB—one that purports to meet the FTC warranty regulations issued in July, 1976, under which Nissan, VW and Jaguar operate and the one which GM plans for its '84 models.

But the report notes that that program is not mandatory and neither GM nor the BBB claim that the procedure is in accord with either the lemon law or the FTC warranty regulations.

The lengthy report finds that the state BBB program — the same as the the BBB national program—fails in a number of areas: In its written operating procedures, compliance with the 40-day time limit, giving the consumer adequate notice of alternatives to the oral hearing, exclusion of consequential damages, sufficiency and training of arbitration pools, use of technical advisers and record keeping.

The report notes that the program is nationwide, not statewide. Therefore, the report says, before resorting to litigation, the FTC in Washington "may be the proper agency to make ultimate decisions as to program compliance," especially since certain issues "are not dealt with explicitly in the regulation and involve questions of interpretation." FTC has the authority to take remedial action.

Two major problems found by the state investigators were delay and potential shortage of volunteer arbitrators especially needed to handle complaints about GM defects for transmission and diesel problems which are so complex as to require technical assistance for consumers facing the expertise of manufacturers and dealers.

FTC orders Ford to back up ad claim of higher quality

Continued from Page 2

Built American trucks" in all its ads.

Thomas Gorcyca, consumer research manager of Ford's North American Automotive Operations, said various studies for the past three years showed it topping competitors in quality—and the company finally decided to go public with the claim.

Chrysler had tried to get a copy of Ford's survey, but Ford refused to turn it over. Ford has, however, complied with the FTC request for the study and other data backing its claim.

Gorcyca said the FTC was only doing its job by reviewing comparative claims like Ford's. He added that the questionnaire had been reviewed by the Better Business Bureau and others, which ok'd it.

He added that Ford didn't send the questionnaire out for purposes of making an ad claim. It is a routine, yearly study "paid for by our manufacturing people (parts and service)" to check on the company's own quality progress.

Ford's study was handled by Product and Consumer Evaluation, Farmington Hills, Mich., an independent firm. It was basically commissioned to confirm an earlier study by Rogers National Research, a confidential researcher used by other auto firms.

Chrysler still feels that — no matter how accurate the survey—the 170 individual points covered don't justify the general conclusion drawn.

General Motors stayed out of the fray, but did launch a new ad in its ongoing corporate campaign, the seventh in a series, which uses the headline, "In the ultimate test of quality, people choose GM."

The ad could be interpreted as a rebuttal to Ford. A GM spokesman pointed out that six other ads were all geared to quality.

New-car total hits 773,362

August registrations are highest since '79

Continued from Page 3

and the final category, miscellaneous domestics, with 38 August registrations, lost all its wind and dropped from 0.03 percent to zero percent.

Of note was the ascent of Chrysler over Plymouth for the month: Chrysler pushed into ninth place, Plymouth was in 10th.

In spite of their drop, imports still accounted for the largest segment of the total market in August, 31.82 percent (246,080 in number). Intermediates were next with 26.18 percent (202,477), followed by compacts at 16.36 percent (126,643), standards at 12.11 percent (93,643), subcompacts at 8.54 percent (66,069) and luxury cars at 4.97 percent (38,450).

Of the domestics-only market, intermediates had 38.40 percent, compacts had 24.02 percent, standards had 17.76 percent, subcompacts had 12.53 percent and luxury models had 7.29 percent.

In August, 1982, market class alignment featured imports with 34.16 percent (214,290 units); intermediates at 20.08 percent (125,993); compacts at 15.82 percent (99,254); subcompacts at 14.70 percent (92,220); standards at 10.65 percent (66,811), and luxuries at 4.59 percent (28,806).

New-car registrations for the first eight months of this calendar year were up 15.69 percent from the 1982 level, climbing to 5,821,235 from 5,031,804. Two years ago the total was 5,801,537, making the current sum up 0.34 percent in comparison.

Domestic year-to-date registrations of 4,089,409 were up 15.70 percent from 3,534,482 a year earlier, and off 0.63 percent from 4,114,206 two years ago.

Chrysler Corp. was the only maker to improve its standing for the period. It was up 0.87 percentage points, to 9.46 percent from 8.59 percent. GM was off 0.15 percentage points, Ford was down 0.20 percentage points, AMC dropped 0.49 percentage points and miscellaneous domestics shrank to 0.01 percent from 0.04 percent. Imports remained at 29.75 percent of the total market.

Excluding imports, GM products represented 61.82 percent of the total, Ford had 23.80 percent, Chrysler had 13.47 percent, AMC had 0.90 percent and miscellaneous domestics had 0.01 percent.

factories list auction dates

General Motors

Nov. 1—South Seattle Auto Auction, Kent, Wash.

Nov. 3—Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Orlando.

Nov. 9—Golden Gate Auto Auction, Fremont, Calif.; Arena Auto Auction, Chicago, Ill., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 10—166 Auto Auction, Springfield, Mo.

Nov. 15—Southern Auto Auction, E. Windsor, Conn.

Nov. 16—Northstar Auto Auction, Shakopee, Minn.

Nov. 17—Nashville Auto Auction, Nashville, Tenn., and Dallas Auto Auction, Dallas, Tex.

Nov. 30—Metro Auto Auction, Kansas City, Mo.; Clanton's Auto Auction, Darlington, S. C., and Brasher's Auto Auction, Fontana, Calif.

Used Car Sales
Auction Averages

October	$5,241
Month ago	$5,190
Year ago	$4,513

Model breakdown
Auction Averages

	OCTOBER	SEPTEMBER	AUGUST
1983	$10,112	$ 9,960	$10,166
1982	7,653	7,629	7,702
1981	6,114	6,179	6,158
1980	5,185	5,193	5,129
1979	4,386	4,613	4,577
1978	3,316	3,405	3,579
1977	2,365	2,523	2,781
1976	1,868	1,811	1,926
Overall Average	$ 5,241	$ 5,190	$ 5,159

GMAC profits are $242 million, 3rd-quarter peak

DETROIT. — General Motors Acceptance Corp. reported another record-setting quarter, with improvement in all its segments: Financing, insurance and leasing.

Net income of $242.5 million set a record for the third quarter and was the third-highest quarter ever. The two more profitable quarters were the first quarter of this year ($257.1 million) and the second quarter of this year ($250.9 million).

That means GMAC has made profits of $750.5 million this year — more than it made in its first 45 years of operations combined, a GMAC spokesman said. GMAC is now in its 64th year.

Earnings for the third quarter were 22 percent higher than 1982's $198.9 million, the previous third-quarter record. GMAC credited lower borrowing costs, higher levels of earning assets, higher investment income from Motors Insurance Corp. and improved underwriting results.

GMAC financed 40 percent of GM dealers' retail sales during the third quarter.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

AUGUST '83 VS. AUGUST '82

	1983 Month	1983 Year	1982 Month	1982 Year
AMC Spirit	266	4,434	905	12,954
Concord	336	8,777	1,161	14,219
Concord SW	191	3,931	435	5,777
Eagle 4WD	240	2,404	317	4,023
Eagle 4WD SW	1,243	12,757	1,141	11,647
Eagle SX4 4WD	502	4,515	485	7,598
TOTAL AMC	2,778	36,818	4,444	56,218
Chrysler LeBaron FWD	5,168	46,442	6,309	52,609
LeBaron SW FWD	1,203	7,266	1,037	4,802
E-Class/NY FWD	7,384	46,783		
Cordoba	729	9,301	1,259	9,731
NY Fifth Ave.	6,646	53,676	5,418	36,818
Imperial	59	1,167	123	1,867
Total	21,189	164,635	14,146	105,827
Plymouth Horizon FWD	5,046	35,149	5,670	51,701
Turismo FWD	2,916	23,470	550	3,791
Reliant FWD	7,030	80,015	7,274	69,361
Reliant SW FWD	3,522	31,532	2,950	27,847
Gran Fury	658	10,812	1,298	12,035
Total	19,172	180,978	17,742	164,735
Dodge Omni FWD	4,489	31,502	4,990	43,894
Charger FWD	4,279	29,124	854	7,365
Aries FWD	5,240	57,362	5,096	49,422
Aries SW FWD	2,768	25,066	2,410	22,456
Dodge 400 FWD	2,312	22,037	2,364	16,852
Diplomat	2,136	17,457	2,095	16,713
Diplomat SW			5	67
Mirada	365	3,616	532	4,778
Dodge 600 FWD	2,700	19,149		
Total	24,289	205,313	18,346	161,547
TOTAL CHRYSLER CORP.	64,650	550,926	50,234	432,109
Ford Escort FWD	16,882	168,836	20,926	171,381
Escort SW FWD	5,338	57,827	6,089	53,994
EXP FWD	2,045	16,614	2,558	26,985
Fairmont	1,409	44,570	8,639	81,108
Fairmont SW			32	1,997
Tempo FWD	16,922	39,348		
Granada			5,034	48,450
Granada SW			3,677	26,802
LTD	8,541	75,205		
LTD SW	3,524	30,444		
LTD '82			6,754	34,967
LTD Crn. Victoria	5,952	66,769	3,867	28,612
LTD Crn. Victoria SW	1,177	14,281	1,534	13,887
Mustang	8,743	77,660	8,774	75,430
Thunderbird	13,979	69,412	3,564	28,376
Total	84,572	660,966	71,548	591,989
Lincoln Town Car	3,534	31,450	2,842	21,499
Mark VI	2,450	18,760	1,768	15,725
Continental	948	9,778	1,114	13,683
Total	6,932	59,988	5,724	50,907
Mercury Lynx FWD	5,612	43,141	6,198	50,538
Lynx SW FWD	1,300	12,157	1,394	13,428
LN7 FWD	323	4,375	744	9,386
Capri	1,735	15,379	2,119	18,940
Zephyr	270	12,891	2,023	25,661
Zephyr SW			11	785
Topaz FWD	5,473	12,293		
Marquis '82			2,636	22,459
Cougar '82			1,195	10,954
Cougar '82 SW	3,754	31,920		
Marquis '83 SW	1,351	10,661		
Marquis '83			799	5,860
Marquis Brougham '82			1,570	11,806
Grand Marquis	5,345	57,273	3,045	22,005
Marquis '82 SW/G Marquis SW	787	8,645	867	6,407
XR7	9,332	43,525	1,284	10,255
Total	35,312	252,860	23,885	208,484
Lincoln Mercury Div. Total	42,244	312,248	29,609	259,391
TOTAL FORD MOTOR CO.	126,816	973,214	101,157	851,300

	1983 Month	1983 Year	1982 Month	1982 Year
Buick Skylark FWD	7,827	70,930	10,737	98,340
Skyhawk FWD	5,201	42,747	4,294	23,603
Skyhawk SW FWD	810	7,343		
Century FWD	13,779	85,816	7,503	53,704
Regal	16,471	139,448	15,306	135,246
Regal SW	1,245	10,240	1,239	9,765
LeSabre	3,674	26,266	2,703	19,164
LeSabre Limited	8,171	56,746	5,498	38,558
Electra	6,465	48,890	3,724	34,922
Buick SW	1,464	12,729	1,191	9,701
Riviera FWD	3,747	29,587	2,575	26,945
Total	68,854	530,742	54,770	449,948
Cadillac deVille	11,124	83,706	8,506	67,233
Cimarron FWD	1,492	13,196	926	8,073
Fleetwood & Chas.	2,885	26,948	2,309	23,507
Eldorado FWD	5,770	41,972	3,777	34,574
Seville FWD	2,475	18,915	1,148	13,315
Total	23,746	184,737	16,566	146,702
Chevrolet Chevette	14,055	118,401	19,905	151,425
Camaro	15,130	115,388	16,160	115,870
Cavalier FWD	16,582	112,447	5,550	56,574
Cavalier SW FWD	7,327	43,387	1,666	16,443
Citation FWD	5,400	68,309	12,753	127,530
Malibu	4,862	35,977	4,710	46,890
Malibu SW	4,613	36,090	3,419	27,379
Celebrity FWD	16,221	98,525	6,584	51,977
Monte Carlo	7,946	61,906	6,870	54,669
Impala	4,858	32,048	4,077	36,245
Caprice	10,751	80,254	7,739	63,233
Chevrolet SW	4,937	37,989	3,578	28,849
Corvette	2,624	16,482	1,754	14,831
Total	115,306	857,203	94,765	801,915
Oldsmobile Omega FWD	3,906	36,995	5,159	48,580
Firenza FWD	2,334	21,462	2,322	14,220
Firenza SW FWD	1,005	8,668		
Cutlass Ciera FWD	16,823	107,963	6,573	47,005
Cutlass Sup/Calais	22,493	190,810	18,446	170,655
Cutlass SW	1,951	15,153	1,445	13,920
Delta 88	594	5,884	598	6,106
Delta Royale	14,706	126,083	12,642	94,608
98	9,319	70,788	4,855	51,028
Oldsmobile SW	1,929	17,035	1,377	12,907
Toronado FWD	2,834	23,402	2,064	20,466
Total	77,894	624,243	55,481	493,395
Pontiac 1000	3,016	23,049	3,547	32,771
Firebird	7,413	59,635	8,470	63,956
2000 FWD	6,143	49,380	3,475	29,291
2000 SW FWD	1,381	8,320	583	4,917
Phoenix FWD	1,712	18,530	3,108	33,327
Bonneville	6,174	42,058	4,768	39,463
Bonneville SW	1,571	10,284	1,139	9,723
6000 FWD	8,621	53,154	3,842	27,233
Grand Prix	8,257	57,149	6,442	56,382
Catalina			6	433
Bonneville '81	921	2,126	25	1,631
Bonneville Brougham '81	1,402	5,216	40	1,412
Pontiac SW	589	2,144	5	451
Total	47,200	331,045	35,449	300,990
TOTAL GM CORP.	333,000	2,527,970	257,031	2,192,950
(Checker)	3	242	201	1,611
Miscellaneous Domestic	38	481	218	1,825
Domestic Station Wagon Total	51,226	423,949	38,518	334,905
Domestic Grand Total	527,282	4,089,409	413,084	3,534,482
Import Total	246,080	1,731,826	214,290	1,497,322
Grand Total All Registrations	773,362	5,821,235	627,374	5,031,804

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Makers schedule 167,452 for week

Car production highest in 2½ years

By Mary Beth Mayer
Staff Writer

Estimates by the domestic auto makers made last week the best week for car production in nearly 2½ years.

Output was targeted at 167,-452, the highest total for any week since 172,443 cars were completed the week ending May 16, 1981.

The week's total topped the previous week's output of 160,-611 by 4.26 percent and was 58.61 percent above the year-ago week's 105,580.

Breakdown for the week by company was: General Motors, 54.05 percent; Ford Motor Co., 24.73 percent; Chrysler Corp., 15.05 percent; American Motors, 3.73 percent; Volkswagen of America, 1.54 percent, and Honda, 0.90 percent.

So far this year, there have been 5,535,164 cars completed, up 28.29 percent from 4,314,574 units finished at this time in 1982.

GM's Tarrytown, N. Y. (Citation, Phoenix), and Willow Run, Mich. (Skylark, Omega), plants are due back today (Oct. 31) after two weeks of downtime because of a parts shortage.

Sixteen auto assembly points worked overtime last week.

GM had four facilities working two shifts last Saturday (Oct. 29). Working Saturday hours were Detroit, Flint (B-D line), Lansing (B-D and G lines) and Oklahoma City.

Working extra daily and Saturday hours for Ford last week were Atlanta, Chicago, Edison (N. J.), Kansas City, Lorain (O.) and St. Louis. Ford's Wayne point worked extra daily hours only.

Chrysler's four facilities put in extra daily time last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 operated two 9-hour shifts while Jefferson (Detroit) worked two 8½-hour shifts.

AMC had its Kenosha plant working last Saturday. AMC has increased its Alliance and Encore output from 900 per day to 1,150.

Ford plans daily extra hours this week for Atlanta, Chicago, Edison, Kansas City, Lorain, St. Louis and Wayne. Chicago, Edison, St. Louis and Wayne are also slated to work Saturday (Nov. 5).

This week, Chrysler has scheduled its four plants to follow the same daily overtime schedules as last week. In addition, two 8-hour Saturday (Nov. 5) shifts will be worked at Belvidere, Newark and St. Louis.

Nissan hike averages $399 on 1984 cars and trucks

CARSON, Calif. — Nissan U.S.A. has raised prices an average of $399, or 4.2 percent, on its 1984 cars and trucks.

The average would be considerably lower were it not for substantial boosts of $600 to $1,200 on the high-volume 300-ZX sports cars and hikes of $530 and $640 on the Maxima four-door sedan and wagon.

Aside from those models, most of the Nissan increases range from $200 to $350.

Nissan's price leader for '84 is the Standard two-door sedan in the best-selling Sentra line. It's $5,199, up $200. The Deluxe two-door is $6,349 and the Deluxe four-door is $6,549. Both are up $250.

Biggest increase in the Sentra line is $450 on the XE two-door hatchback. The '84 model is $7,-449, a boost of $450.

There were hikes of $400 on the XE hatchbacks in the Stanza series. The two-door is $8,299 and the four-door is $8,499. The new Stanza GL four-door sedan is $9,099. The Pulsar NX coupe is $7,749, up $350.

The Maxima four-door sedan is $11,399 (up $530) and the Maxima four-door wagon is $12,799 (up $640).

Prices of the 300-ZX (Automotive News, Oct. 24) are $15,-799 for the coupe, $16,999 for the 2+2 coupe and $18,199 for the Turbo Coupe. The increases are $1,000, $1,200 and $600, respectively.

The 200-SX will be priced when it is introduced next spring.

Nissan's lowest-priced pickup truck is a regular-bed model at $5,999. Other models range from $7,195 to $9,745.

The Deluxe regular bed is $7,195 and the Deluxe long bed is $7,345. Both are up $350. The Deluxe King Cab, at $7,795, is also up $350.

On four-wheel-drive pickups, there were hikes of $250 each on the Deluxe regular bed, now $8,-995; the Deluxe long bed, now $9,145, and the Deluxe King Cab, now $9,595.

At the top of the line is the 4x4 regular bed Sport Truck at $9,745, unchanged from '83.

Truck production climbs; 10 plants work overtime

With 10 assembly plants working extra hours last week, domestic truck production was targeted at 57,465, leading both the week-ago and year-ago totals.

The week's total was 2.94 percent better than 55,826 trucks finished in the previous week and 48.48 percent ahead of 38,-703 units built last year.

Year-to-date, there have been 1,959,290 trucks built, a 19.75 percent improvement over the 1,636,282 last year.

General Motors' Pontiac No. 6 point returned to work last week after being closed a week for inventory adjustment.

GM had three truck plants working last Saturday (Oct. 29). GM's Flint No. 1 and Detroit plants were on one shift Saturday, while Lordstown (O.) and Flint No. 2 put in two shifts.

All six of Ford's truck facilities were on overtime last week. Kansas City, Lorain (O.), Norfolk (Va.), Wayne (Mich.) and Twin Cities (Minn.) put in daily and Saturday extra hours last week, while Louisville worked extra daily hours only.

This week, Ford plans overtime during the week at Kansas City, Lorain, Norfolk, Wayne and Twin Cities. Lorain and Wayne will work Saturday (Nov. 5) as well.

Ford has announced that it will boost production at its Louisville plant in mid-February by 35 percent.

Canadian output of cars, trucks rises for week

Last week's Canadian car production was targeted at 20,289, up 1.86 percent from the 19,919 units assembled the week before, but down 7.85 percent from the 22,016 built in the year-ago period.

So far this year, the manufacturers have completed 789,986 cars, leading the year-ago output of 711,176 by 11.09 percent.

The truck makers estimated last week's production at 13,384, a 3.20 percent improvement over the 12,970 units finished the previous week and 41.54 percent better than the 9,456 trucks built in the year-ago week.

Year-to-date, the truck makers have assembled 440,777 units, up 5.56 percent over the 417,570 at this time last year.

So far, there have been 1,665 T-115 minivans built at Chrysler Corp.'s Windsor (Ont.) facility, the company said. It was estimated that 994 minivans were assembled last week, up from the 599 built the week before. Last week's T-115 estimate includes 426 Plymouth Voyagers, 431 Dodge Caravans and 137 Mini Ram Vans.

U. S. CAR PRODUCTION

	Week Ended Oct. 29, 1983	Week Ended Oct. 30, 1982	Week Ended Oct. 22, 1983	Oct. to Date	Jan. 1 to Oct. 30, 1982	Jan. 1 to Oct. 29, 1983
AMERICAN MOTORS	6,250	3,932*	5,098	20,212	77,989*	158,802
AMC Total	.....	809*	.....	.....	45,289*	4,068
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	.....	.....	.....	.....	3
Renault Total	6,250	3,123*	5,098	20,212	32,700*	154,731
Alliance	4,300	3,123*	3,518	13,824	32,700*	132,422
Encore	1,750	.....	1,580	6,388	.....	22,309
CHRYSLER CORP.	25,200	15,254	24,784	95,539	498,883	738,357
Plymouth Total	7,550	6,243	8,282	30,681	201,613	259,335
Horizon	2,800	2,369	3,204	12,164	65,656	98,027
Reliant	4,500	3,786	4,851	17,509	134,892	156,523
Caravelle	200	88	193	807	1,065	4,498
Gran Fury	50	.....	34	201	.....	287
Chrysler Total	7,500	2,225	7,023	27,582	95,976	183,216
LeBaron	2,000	1,297	1,832	7,481	85,130	72,376
Laser	2,100	.....	1,417	6,115	.....	12,525
Chrysler	2,000	928	2,473	9,122	10,846	92,130
Fifth Avenue	1,400	.....	1,301	4,864	.....	6,185
Dodge Total	10,150	6,786	9,479	37,276	201,294	295,806
Omni	3,800	2,169	3,547	13,493	61,431	108,155
Aries	3,600	3,459	3,394	13,527	105,743	117,991
Daytona	1,300	.....	1,192	4,687	.....	9,437
Dodge 400	.....	318	.....	.....	26,575	18,478
Dodge 600	1,400	840	1,256	5,257	7,545	41,211
Diplomat	50	.....	90	312	.....	534
FORD MOTOR	41,403	23,040	37,723	152,288	914,469	1,265,213
Ford Division	27,776	13,466	25,650	105,574	573,514	819,491
Escort	7,907	4,082	6,767	29,492	228,579	227,825
Fairmont	.....	2,936	.....	.....	103,611	23,728
Mustang	3,432	1,916	3,397	13,914	106,833	97,213
LTD/Granada	4,979	4,532	4,875	17,884	99,343	145,418
Thunderbird	4,162	.....	3,880	17,235	29,326	160,038
Crown Victoria/Ford	2,360	.....	2,037	9,172	.....	79,231
EXP	389	.....	164	1,873	5,822	1,737
Tempo	4,547	.....	4,530	17,324	.....	84,301
L-M Division	13,627	9,574	12,073	46,714	340,955	445,722
Mercury Total	11,872	7,519	10,698	42,699	260,678	360,100
Lynx	1,423	1,198	1,216	6,263	71,346	62,395
Capri	641	353	613	2,613	29,496	20,609
Zephyr	.....	944	.....	.....	33,158	8,601
Marquis/Cougar	1,930	2,086	1,937	7,260	45,941	61,870
Cougar/XR7	4,690	.....	3,819	13,551	10,580	105,122
Gr. Marquis/Marquis	1,843	2,938	1,607	7,192	68,605	77,475
LN7	.....	.....	.....	.....	1,552	290
Topaz	1,345	.....	1,506	5,820	.....	23,738
Lincoln Total	1,755	2,055	1,375	4,015	80,277	85,622
Continental	327	411	253	774	16,584	9,567
Lincoln	437	1,232	353	997	38,071	53,620
Mark VI/VII	991	412	769	2,244	25,622	22,435
GENERAL MOTORS	90,513	63,354	89,226	369,609	2,753,412	3,253,741
Buick Division	18,207	14,624	16,994	76,798	641,592	736,665
Skylark	.....	3,709	.....	7,478	121,554	88,323
Skyhawk J	2,215	1,245	1,278	6,032	57,869	59,509
Century	4,453	1	4,401	17,493	96,686	139,786
Regal	4,122	4,039	4,321	18,117	175,878	202,402
Buick	6,157	4,151	5,487	22,176	153,821	203,848
Riviera	1,260	1,479	1,507	5,502	35,784	42,797
Cadillac Division	7,392	5,925	8,102	30,204	198,702	254,856
Cimarron	425	425	469	1,898	6,636	16,753
Seville	770	465	921	3,360	18,583	29,023
Eldorado	1,465	1,076	1,754	6,404	47,474	61,570
Cadillac	4,732	3,959	4,958	18,542	126,009	147,510
Chevrolet Division	30,826	19,803	30,701	123,827	884,868	1,077,073
Chevette	4,055	4,853	4,466	16,457	184,834	171,382
Cavalier	8,230	3,863	7,952	32,640	78,222	249,672
Celebrity	5,727	.....	5,688	21,038	58,477	134,506
Camaro	4,865	4,681	4,884	18,399	189,019	160,059
Citation	.....	1,406	.....	3,859	143,871	72,758
Malibu/El Camino	599	2,536	587	2,368	104,571	97,291
Monte Carlo	3,970	1,955	3,923	15,342	66,550	94,501
Chevrolet	2,510	509	2,426	10,484	36,810	74,437
Corvette	870	.....	775	3,240	22,514	22,557
Oldsmobile Division	22,190	15,607	22,452	91,330	649,280	839,517
Omega	.....	1,610	.....	1,343	67,131	45,484
Firenza	1,613	829	916	4,384	38,664	37,814
Cutlass	7,278	5,984	7,324	29,410	175,718	250,523
Cutlass/Ciera	4,700	.....	5,339	20,428	103,101	175,715
Oldsmobile	7,669	6,334	7,761	31,528	236,226	295,212
Toronado	930	850	1,112	4,237	28,440	34,769
Pontiac Division	11,898	7,395	10,977	47,450	378,970	345,630
Acadian†	.....	70	275	940	9,403	12,501
2000	3,358	818	2,700	12,670	34,478	91,249
1000	1,005	777	626	3,880	32,170	35,473
Firebird	2,835	2,881	2,686	10,803	113,846	81,729
Phoenix	.....	804	.....	983	41,536	21,291
G. Prix/Bonneville	1,880	2,045	1,959	7,691	117,195	80,282
Parisienne	720	.....	836	3,148	.....	8,746
Fiero	2,100	.....	1,895	7,335	.....	14,359
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,500	.....	1,395	5,598	.....	40,301
VOLKSWAGEN	2,586	.....	2,385	9,704	67,658	78,750
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U. S.	187,452	105,580	160,611	652,950	4,314,574	5,535,164

TRUCK PRODUCTION IN U. S.†

	Week Ended Oct. 29, 1983	Week Ended Oct. 30, 1982	Week Ended Oct. 22, 1983	Oct. to Date	Jan. 1 to Oct. 30, 1982	Jan. 1 to Oct. 29, 1983
CHEVROLET	18,057	13,518	16,553	71,110	566,290	684,505
DODGE	4,200	2,374	4,143	14,491	107,045	116,991
FORD	22,237	15,994	23,378	93,096	594,711	763,511
GMC	6,346	4,267	5,497	24,556	197,634	215,832
INTERNATIONAL	1,175	.....	1,319	5,003	39,880	42,128
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,500	1,500*	2,992	12,048	73,589*	82,399
NISSAN	900	.....	892	3,594	.....	8,165
AM GENERAL	50	50*	50*	200*	2,030*	2,080*
MISCELLANEOUS	1,000	1,000*	1,000*	4,000*	47,000*	41,600*
Total Trucks, U. S.	57,465	38,703	55,826	228,098	1,636,282	1,959,290

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 29, 1983	Week Ended Oct. 30, 1982	Week Ended Oct. 22, 1983	Oct. to Date	Jan. 1 to Oct. 30, 1982	Jan. 1 to Oct. 29, 1983
CHRYSLER CORP	3,646	2,666	3,328	11,604	88,103	107,171
FORD MOTOR	3,360	2,889	3,360	12,637	115,360	114,999
GENERAL MOTORS	6,248	3,901	6,150	23,158	204,899	213,972
INTERNATIONAL	130	.....	132	491	9,208	4,635
Total Trucks, Canada	13,384	9,456	12,970	47,890	417,570	440,777
N. American Trucks	70,849	48,159	68,796	275,988	2,053,852	2,400,067

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 29, 1983	Week Ended Oct. 30, 1982	Week Ended Oct. 22, 1983	Oct. to Date	Jan. 1 to Oct. 30, 1982	Jan. 1 to Oct. 29, 1983
AMERICAN MOTORS	720	.....	728	2,528	25,815	23,762
CHRYSLER CORP	.....	4,182	.....	.....	138,066	104,365
FORD MOTOR	6,716	9,042	5,904	23,044	240,071	216,810
GENERAL MOTORS	12,628	8,567	13,062	48,023	298,622	436,322
VOLVO	225	225	225	855	8,602	8,727
Total Cars, Canada	20,289	22,016	19,919	74,450	711,176	789,986
N. American Cars	187,741	127,596	180,530	727,400	5,025,750	6,325,150
N. American Trucks	70,849	48,159	68,796	275,988	2,053,852	2,400,067
North American Cars and Trucks	258,590	175,755	249,326	1,003,388	7,079,602	8,725,217

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.